



BROMLEY & CROYDON WOMEN'S AID

FUNDRAISING PACK

**Bromley
& Croydon
Women's Aid**
Working to end domestic abuse

What you will fund

Did you know?

40 fundraising ideas

To do list for
fundraisers

Legal issues

WHAT YOU WILL FUND

Bromley & Croydon Women's Aid has been working for 40 years to end domestic abuse.

We strongly believe that by providing holistic support to female victims of domestic abuse we will help them to heal and start a new life.

Offering refuge to victims of domestic abuse is only a little part of our work.

We want to offer a wide range of services in order to help every woman, irrelevant of her circumstances.

Refuge: BCWA organise many activities in our refuges for both women and children.



Playrooms: you can BCWA Child Support Worker to run our fully-equipped playrooms in refuge, where kids can spend time together, draw, play and do homework



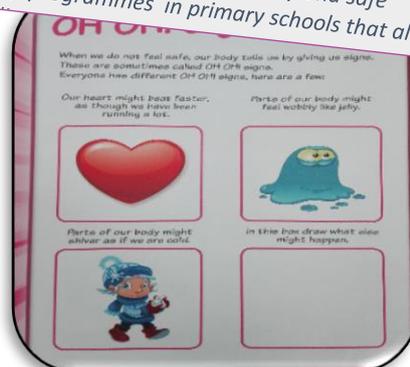
One Stop Shop: BCWA run a support service at the Community Centre in Bromley



Outings and Trips: Children visit museums, libraries, parks, and amusement parks during Christmas, Easter and Summer Holidays with their mums and BCWA Child Support Workers



Schools Programme: BCWA run healthy and safe relationship programmes in primary schools that always





DID YOU KNOW?

Domestic violence costs society roughly £16 billion per year. It costs the NHS almost £2 billion per year.

Every week 2 women are killed by their partners or ex-partners in the UK.

1 in every 4 women have experienced or are experiencing some form of domestic abuse.

1 in every 4 women victims of domestic abuse will attempt suicide.

£4

A regular gift of £4 a month can provide for the emergency needs of a woman and her child/children fleeing to refuge and will help BCWA to plan long-term expenditure.

£14

Can pay for one session of the Healthy Relationships Programme BCWA runs in primary schools. Children understand how to keep themselves safe, how to disclose unsafe secrets and have safe relationships.

£40

Can pay for the new bedding, nappies, and toiletries women receive when arriving in refuge. BCWA wants to provide women with the best services, providing a homely environment where they can immediately feel safe and cared-for.

£400

Can help BCWA to organise educational and leisure activities, outings and trips for all the women and children in our refuges. In most cases women and their children have never been on a day out before.



“When we arrived at the refuge, they gave us some donated clothes and food and showed us the room we would be in. Without the help of the refuge workers I don’t know where I would be. The first night there, I watched my son sleep and for the first time in a long time, he looked calm and relaxed and he slept through the night.”

40 FUNDRAISING IDEAS

Here you can find some fun ideas to raise funds for Bromley & Croydon Women's Aid.

You can find ideas to celebrate our 40th birthday, ideas that are classic for fundraising, or fun things you can do at work with your colleagues.

Always remember to:

- 1) BE CREATIVE
- 2) KEEP IT LEGAL

...and

- 3) HAVE FUN!!

...to celebrate our 40th

1. Run/walk 4 miles for 40 days

And ask your supporters to sponsor your challenge

2. Celebrate your 40th birthday with us!

Ask for donations to BCWA instead of gifts or cards

3. Do 40...

Bike or run 40 kilometres, take on a 40 hour challenge or you could knit 40 jumpers to sell at a fair!

4. 1940's themed party

Get your curly hairstyle done, wear a fur coat, and dance to Frank Sinatra for one night! Invite your friends and ask them to pay the entrance, or to donate for food and drinks!



5. Quit a bad habit for 40 days!

If you smoke a pack a day, in 40 days you will save some £340, the amount BCWA needs to organise a day trip for up to 60 children in refuge!

6. Give a gift of £40:

Knowing that we can rely on either a monthly donation of £4 or an annual gift of £40 from you will help us to continue long-term projects

Bromley & Croydon
Women's Aid supporters at
the Race for Life



Some fundraising classics...

7. Pamper night

Just invite friends over, buy some nice wine and have a face mask, a manicure and...relax!



8. Hold a game night

How about a poker night, where the winnings go goes to BCWA?

9. Quiz night

Ask your favourite local pub to host a quiz night, decide the entry fee after setting a target, and invite as many people as possible.

Sarah and her children at the finish line of BUPA London 10,000



10. Run, walk, cycle for BCWA

Sponsor your effort and ask people to donate. You can create your own fundraising page at Virginmoneygiving.com

11. Spring cleaning-sale

Get rid of old clothes and houseware by selling them to family and friends

12. Wear purple!

Purple is BCWA's colour, wearing it will help you raise awareness and ask people to donate to us

13. Treasure Hunt

It's always fun for both children and grown-ups!

14. Overseas challenge

Climb the Kilimangiaro or the Mount Everest, or how about biking to the North Pole?

15. Tasting night

Invite some friends over and have a night of cheese/wine/whisky/beer tasting

16. The London must-do

Run the London Marathon or bike the Prudential Ride

17. Donate a day's wage

One day pay from your salary would support many more days of work in our refuges



18. Raffle

Small raffles, where tickets cost £1 and are sold on that day do not need a license. However, always be aware whether rules apply!

19. Fancy dress party

It's always fun to dress up for a party, but it can become even better when doing it for a good cause!

20. BBQ or garden party

The perfect fundraising occasion in spring and summer!

21. Bake off challenge

Challenge your friend and set a pay-to-enter fee or sell your treats to them!

A bake off day with clients and friends of BCWA to raise funds for our work



22. Offer your expertise

Are you good at fixing things, be they laptop or light bulbs? Charging friends would be rude: how about asking them for a voluntary donation to BCWA?

23. Old books sale

make room for new books by selling the old ones!

Rotary Club of Langley Park Sleigh
Christmas raising funds for BCWA in 2014



24. Team challenges

Because happiness is real only when shared

25. Collect Copper coins

copper coins can be heavy and useless. Not for us! Start collecting them and donate the total to BCWA

26. Music Events

Organise a gig and donate part of tickets profit to BCWA

27. NYE or Christmas

...it's the most wonderful time of the year! Donate to BCWA and share the joy with women and children in refuge

28. Karaoke Night

29. Women's Day

celebrate Women's Day with the girls, have a pamper night, a tasting dinner and contribute to other women's empowerment by donating to us!

30. Run a stall at a fair

You can either help us run a BCWA stall, or have your own and donate the amount to us!

31. Teach!

Give lessons in another language or in your favourite sport... let your knowledge/skills raise much needed funds for BCWA!

...or at work

32. Sponsored walk-to-work month

Ask your friend to sponsor this challenge and ask your employer to match the funds

33. Swear box

Stressed colleagues? Place a swear box in the staff room and charge £1 for each swear word!

34. Collection tin

...or you can just agree to collect money for us and leave some information about our work for your colleagues

35. Dress Down Day/ Casual Friday

Ask your employer to host this event where colleagues can come to the office in a casual outfit (or smart if there's usually no dress code) and give a donation for the special occasion.

36. Workplace raffle

37. Bake off day

How about a bake off day at work where you can sell your treats to your colleagues?



38. Sports day at work

Team up with your colleagues and organise a competition weekend for BCWA!

39. Office party/event

How about a classic post-work event with donations to your favourite charity?

40. Bad tie/bad jumper day

Everyone has a 80s colourful tie, or a jumper that nana proudly knitted. Wear it for one day, it's for a good cause!

If you need any further information email info@bcwa.org.uk or phone 020 8313 9303

TO-DO LIST FOR FUNDRAISERS

We thought that a fundraising to-do list might come in handy, so here you will find some useful tips that will help to make your fundraising a success!

You can contact us for further information, to collect sponsorship forms or BCWA marketing material!

Call us on
020 8313 9303
or email info@bcwa.org.uk

Plan your fundraising event

Remember to give a name to your event/challenge. Don't forget to say when it will happen, where, and who will benefit!



Set up a fundraising page

Go on Virgin Money Giving, you can promote your event there and donations will come straight to us!

Ask your employer to match fund

Many companies run match funding as part of their Corporate Social Responsibility policy. When setting your fundraising plan, check if your employer is keen to match the amount of money you will raise!

Spread the word

There will be no donations if people don't know about your event. Rally the troops first, involve your family, friends and colleagues and ask them to promote your work. Find a good sponsor and contact your local newspapers

Share your experience

Tell us and your supporter the story, keep them updated on the results, take pictures, and share them on your social networks pages. Don't forget to mention Bromley & Croydon Women's Aid



Fun-draising is fun

Although fundraising requires planning and few rules to follow, it is mainly about doing something good for the community while having fun

...and remember to thank your sponsors!

FUNDRAISING RULES

As you will be collecting money, few rules apply.

Please visit www.institute-of-fundraising.org.uk for any information on licenses and permissions needed.

Unfortunately, Bromley & Croydon Women's Aid will not accept liability for any damage or injury incurred by our fundraisers.

BE LEGAL!

Street collection, raffles, selling food, running a stall can all require permission or licenses from your Council.

Please contact your Council, or visit the helpful Institute of Fundraising website (www.institute-of-fundraising.org.uk) if you are in doubt.

Otherwise, call Bromley & Croydon Women's Aid, we are happy to help!

BE SAFE!

Fundraising should be fun, we don't want anyone to get hurt. Please use common sense when raising funds for us. We like challenges, but health comes first.

If you organise events with food, please remember hygiene, and if your event will gather many people, please keep in mind their safety.

You can visit www.hse.gov.uk to find everything you need to know on Health and Safety.

GIFT AID IT!

giftaid it

If you are a UK taxpayer, you can Gift Aid your donation. BCWA will be able to claim 25p more on each £1 donated.

Please contact us to get sponsorship forms, where your friends and do the Gift Aid box. This will make your effort 25% bigger!



HOW TO SEND THE MONEY

- Send a **cheque** made payable to Bromley & Croydon Women's Aid, together with the sponsorship forms and the money return declaration that will be given to you.
- **Bank Transfer:** Bromley & Croydon Women's Aid – CAF Bank Ltd – account no: 00018241 Sort Code: 40-52-40
- **Online:** money donated on your fundraising page online will be donated to us automatically or you can donate the amount by clicking on the donate button on our website.

...WE WILL BE THERE UNTIL THE DAY NO WOMAN OR CHILD WILL SUFFER FROM DOMESTIC ABUSE!

"I am back. Life is filled with joy and hope again and I feel passionate about life. I would not have reached this stage without the endless support of such a great organisation."



"Not only has my child become more confident, but my relationship with my child has improved dramatically. Thank you for all your help, support and kindness".



"I saw my children were happier, playing with lots of other children, making friends. It showed in their faces. They are fulfilled and contented. They know mummy is safe, happy, stronger and more empowered and their whole life has changed for the better."

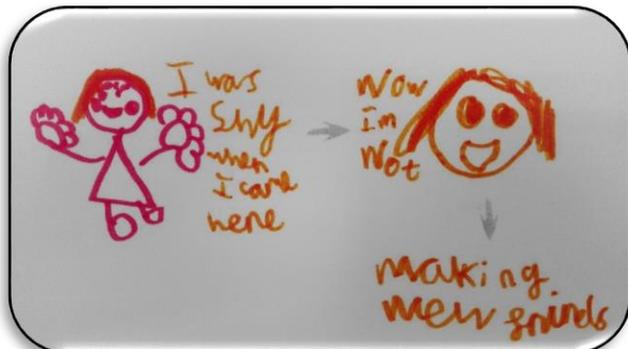


*"I had a dream, to not live in fear.
I had a dream, to smile with my eyes and not just my mouth.
I had a dream, my children would see me as the strong woman that I once was before they knew me, and not the weak mass that I had become.
MY DREAM IS NOW A REALITY!*

I would like to say that I am leaving the house for a new life, but that has already begun. I started the day I left my old life".



"The move into a BCWA refuge has had a big impact on my two daughters. Not only do they live a peaceful life without fear, but their performance at school has improved very much. BCWA kept them busy with outings, visits to places of interest, to the beach, museums, cinema and the theatre".



"I leave this house with pride and happiness, but a heavy heart, as this was my safe house, my time to grow, shine and become who I am, who I was meant to be".



Thank you and good luck!

Bromley & Croydon Women's Aid

Working to end domestic abuse

Bromley & Croydon Women's Aid

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