



# Fundraising Pack



# THANK YOU

## Hello

We are delighted that you've chosen to support Bromley & Croydon Women's Aid (BCWA). Without the support of incredible people like you, we wouldn't be able to change the lives of thousands of women and their children suffering from domestic abuse.

For over 40 years, BCWA has provided safe, secure, high quality temporary accommodation and support services to women escaping domestic abuse along with early intervention, prevention and awareness services.

We aim to empower women so they can make informed choices about their future and our range of services put women and children at the heart of decision making, helping them to gain confidence, strength and tools to free themselves from abusive relationships.

Thank you for choosing to stand with us against all forms of domestic abuse.

Best wishes,

*Constanze Sen*

*CEO Bromley & Croydon Women's Aid*



BCWA Staff & Supporters



Local women's rights march 1975

## Get in touch

We hope you enjoy your experience of fundraising for Bromley & Croydon Women's Aid. If you need any further information or support please do not hesitate to contact Fundraising Manager Robyn on 07508 428680 or [robyn.a@bcwa.org.uk](mailto:robyn.a@bcwa.org.uk)

## What's inside

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- What we do
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# What is domestic abuse?

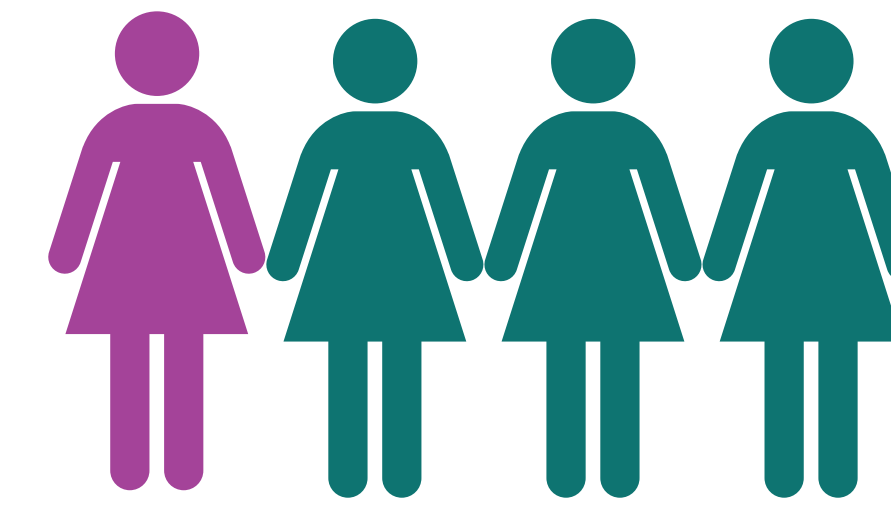
We define domestic abuse as an incident or pattern of incidents of controlling, coercive, threatening, degrading and violent behaviour, including sexual violence. In the majority of cases by a partner or ex-partner, but can be by a family member or carer. It's very common and in the vast majority of cases it's experienced by women and is perpetrated by men.

Domestic abuse can include, but is not limited to, the following:

- Coercive control (a pattern of intimidation, degradation, isolation and control with the use or threat of physical or sexual violence)
- Psychological and/or emotional abuse
- Physical or sexual abuse
- Financial or economic abuse
- Harassment and stalking
- Online or digital abuse

*Did you know?*

*Croydon remains one of three London boroughs with the highest reported levels of domestic abuse*



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



1 in 4 girls born today will experience domestic abuse by a partner at some point during their lifetime



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



Women from BAME communities are less likely to see their perpetrator arrested, prosecuted or convicted



# What do we do?

Bromley & Croydon Women's Aid has been working for over 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.

We have 9 refuges across the 2 London boroughs but offering refuge to victims of domestic abuse is only a small part of our work.

We also provide emotional and practical support as well as access to benefits/finances, schooling, legal advice, GPs, counselling, and more.

Additionally, we raise awareness of the signs of domestic abuse and how to support victims, and our prevention work aims to tackle the root of the issue.

## Other services

Outreach support within the local community

Young people's support groups

Black, Asian and minority ethnic support groups and one-to-one support in Croydon

LGBTQ+ support/ services

Training and awareness

Healthy Relationships/Helping Hands programme in primary schools

Independent Domestic and Sexual Violence Advocates

Perpetrator programme

Never Too Late Project supporting women aged 50+ in Bromley

Support for Japanese nationals in partnership with the Japanese Embassy

“

## Amina's Story

*Five years ago Amina married a British man in Malaysia and then came to live in the UK. Soon after their engagement, her husband exhibited mental health issues around OCD and controlling tendencies which rapidly worsened after the birth of their baby girl.*

*In addition to physical violence, Amina's husband isolated her completely from her friends, controlled all their income and belittled her at all times.*

*Fortunately, Amina was referred to BCWA refuge by her social worker, where our specialist refuge officer supported her emotionally, as well as through her Islamic and civil divorces, applying to get her Indefinite Leave to Remain, and helping her to take control of her own finances so that she and her daughter could go on to live a safe and happy life.*

”

## Some of our accomplishments





# Supporting children and young people

The physical, psychological and emotional effects of domestic violence and abuse on children can be severe and long-lasting. Additionally, when moving into a refuge a child may feel frightened, insecure and confused.

Our specialist child support workers help children to alleviate the traumatic effects of domestic abuse through therapeutic work, play sessions and one-to-one support. With this support, children can begin to cope with and make sense of what has happened in their families and adapt to their changing circumstances and re-location.

The money you raise could go towards days trips and activities for the children in our refuges which are an invaluable part of helping them to overcome the trauma of witnessing or experiencing domestic abuse and go on to live safe, happy lives.



## Did you know?

*Young people age 16-25 are most likely to experience domestic abuse.*

“

## Layla's Story

*Aged just 14 Layla was at high risk of child sexual exploitation and negative relationships with men when she first came to BCWA. In one-to-one support sessions, she shared her past experience of abusive relationships and the struggle to voice her consent or refusal around sex, which had all contributed to a loss of self-esteem, poor mental health and body image.*

*Layla attended BCWA's young people's support groups where she was able to learn healthy coping mechanisms to manage stress and build up her self-esteem. Her support workers and peers gave her encouragement to be empowered, believe in herself and helped her explore self-respect and personal boundaries.*

*As a result Layla was able to form a new healthy relationship where she could express what she wanted from her partner and was able to prioritise herself and her future.*

”



# How you can make a difference...

£25

Every day, women escaping life-threatening situations seek safety in our refuges. Many arrive with little more than the clothes they are wearing. **Just £25 could provide toiletries, food and clothing to help a woman through her first night.**

£70

**Could provide 2 specialist support group sessions tackling the social isolation of BAME women** by removing the mental and physical barriers when trying to access advice and support; helping break the silence around domestic abuse and empower women to take control of their futures.

£150

**Will support the running of our Healthy Relationships Programme run in primary schools** to teach vulnerable children how to express their emotions, keep themselves safe and have healthy relationships.

£500

**Could go towards training an Independent Domestic and Sexual Violence Advocate (IDSVAs)** who works with victims at high-risk of serious harm from the point of crisis. Their work is always rooted in the safety of the victim and can include court support, advocacy within health services, and housing advice.



*Did you know?*

***The average fundraiser on JustGiving raises £430!***





# A-Z of Fundraising Ideas

**A**

Abseil  
Afternoon Tea  
Arts & crafts  
Auction

**D**

Dance-a-thon  
Disco  
Dog Show  
Drawing Contest  
Dress Down Day

**G**

Game-a-thon  
Garden Sale  
Give Something Up  
Golf Day  
Guest Speaker

**J**

Jazz Festival  
Jewellery Making  
Jumble Sale

**B**

Barbeque  
Barn Dance  
Bingo  
Boat Race  
Book Sale  
Bromley 10K

**E**

Easter Egg Hunt  
Egg and Spoon Race  
Eurovision Party

**H**

Halloween Party  
Head Shave  
Hiking  
Hula Hooping Contest

**K**

Karaoke  
Keepy Uppy Contest  
Knitting

**C**

Cake Sale  
Car Wash  
Carol Concert  
Comedy Night  
Croydon Half Marathon

**F**

Face Painting  
Fashion Show  
Film Night  
Football Tournament  
Fun Run

**I**

Instagram Fundraiser  
International Food Party  
Ironman challenge

**L**

Learn a New Skill  
Litter Pick  
Livestream  
London Marathon  
Loose Change Collection



**M**

Magic Show  
Mountain Climb  
Mud Race  
Music Concert

**Q**

Quickest Time Contest  
Quiz

**U**

Ultramarathon  
University Challenge  
Upcycling

**X**

Xbox Contest  
Xmas Party

**N**

Nature Trail  
Non-Uniform Day  
Neighbourhood Street Party

**R**

Raffle  
Relay Race  
Rugby Match

**V**

Village Fete  
Vintage Tea Party  
Volleyball Tournament

**Y**

Yacht Race  
Yes Day  
Yoga

**O**

Obstacle Course  
Office Bingo  
Open Garden  
Overseas Trek

**S**

Scavenger Hunt  
Skydive  
Sponsored Silence  
Sports Day  
Swear Box  
Sweepstake  
Swim-a-thon

**W**

Wedding Favours  
Wheelbarrow Race  
World Record Attempt

**Z**

Zipwire  
Zorbing  
Zoom Party  
Zumbathon

**P**

Pet Competition  
Photography Exhibit  
Poker Night

**T**

Talent Show  
Teddy Bear Picnic  
Three Legged Race  
Tombola  
Tug of War

"I had such a great time fundraising. It was my way of giving back to a charity close to my heart and I made friends whilst doing so!"

- Previous fundraiser



# Getting started

The simplest way to ask friends, family or colleagues to sponsor you is to set up an online fundraising page by following these 4 easy steps:

1

Visit [www.justgiving.com/bcwa](http://www.justgiving.com/bcwa) to login or sign up to fundraising platform JustGiving to create an online fundraising page.

2

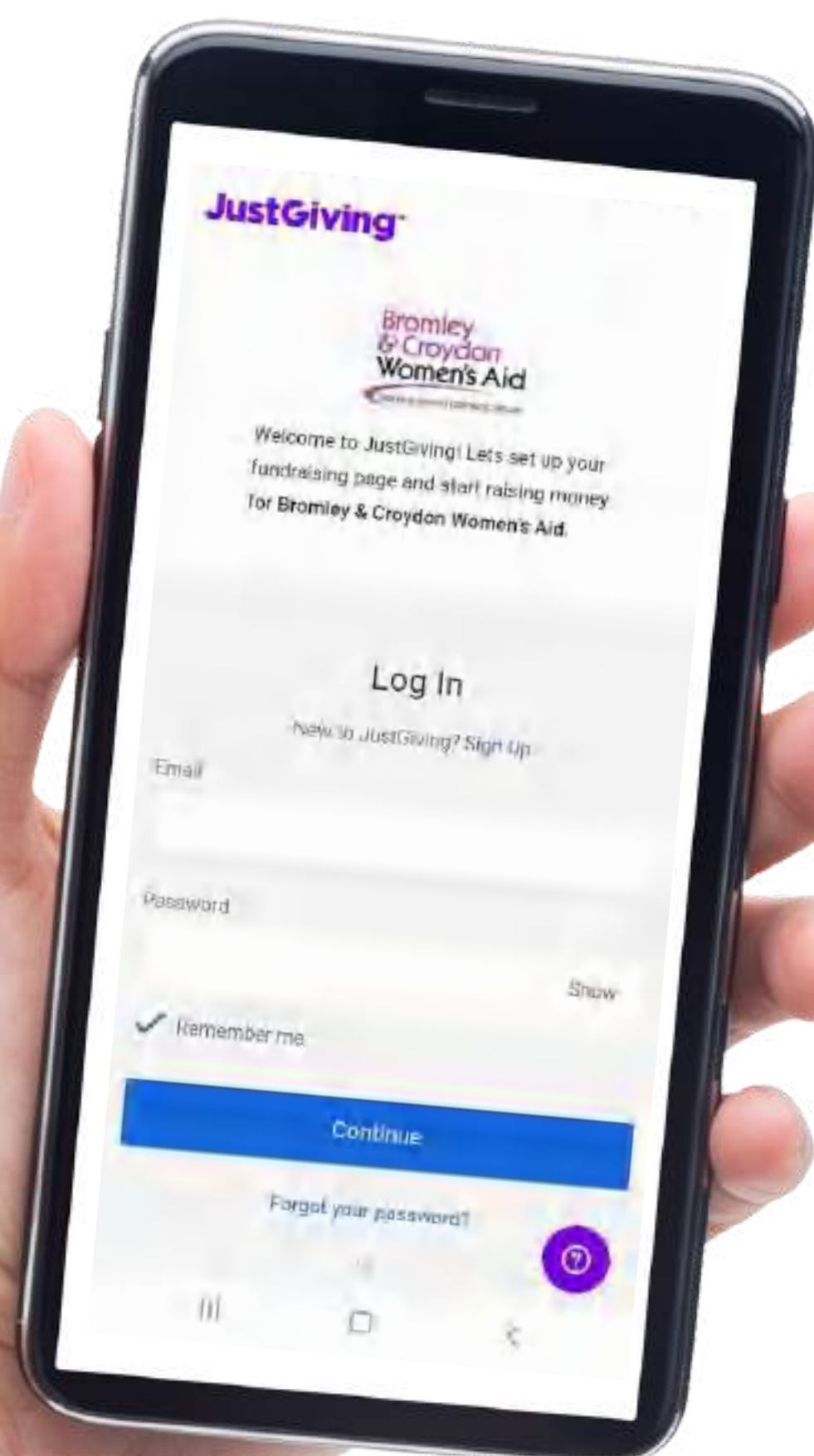
Let us know **what activity you're doing** by selecting one of the options shown.

3

Once created, click on "Personalise" at the top of your project page to add the all **important personal touches**.

4

When you're ready, click on "Share" to **start asking your friends and family for donations**. You can also copy and paste the link to your project to share however you wish!



## Tip 1:

**Encourage your sponsors to Gift Aid their donation if they're a UK taxpayer - we can claim an extra 25p for every £1 donated.**

## Tip 2:

**Inform donors that they can choose NOT to make a contribution to JustGiving when making a donation by clicking 'Other' from the drop down.**

## Make it your own

- Setting a target will help give your fundraising a focus and pages with a target raise around 46% more! Be bold (we'll help you get there) and if you go past it keep setting it higher.
- Believe it or not just adding a photo to your page will raise more money. Whether it's a sweaty training shot or your latest baking triumph for a cake sale, add it to your page and get sharing.
- Tell people why you are fundraising for BCWA and be specific on how their donation can make a difference.



## A few legal things to keep in mind

There's a few things we suggest you read to ensure that you fundraise safely and legally as Bromley & Croydon Women's Aid cannot accept liability for any damage or injury incurred by our fundraisers.

If you create any fundraising materials for your activities, they should clearly state you are fundraising 'in aid of Bromley & Croydon Women's Aid, registered charity number 1068007.' If you would like to include our logo or images please get in touch so we can provide high quality versions and guidance for you.

Please note that street collections, selling food, running a stall or organising an event may require permission or licenses from your Council.

There are strict laws relating to all auctions, lotteries and raffles so please be sure that you are familiar with these and operate your auction or raffle accordingly. There may be circumstances when a license may be required.

Please contact your council, or take a look at the Code of Fundraising Practice if in doubt:

[www.fundraisingregulator.org.uk/code](http://www.fundraisingregulator.org.uk/code)

For raffles, visit:

[www.fundraisingregulator.org.uk/code/specific-fundraising-methods/lotteries-prizecompetitions-and-free-draws](http://www.fundraisingregulator.org.uk/code/specific-fundraising-methods/lotteries-prizecompetitions-and-free-draws)

Check the latest advice and information about insurance and Health and Safety at [www.hse.gov.uk](http://www.hse.gov.uk)



## Offline Donations

With a JustGiving page your donations and Gift Aid come directly to us so you don't have to worry about a thing!

But if you'd prefer to fundraise offline by collecting cash, simply pay the money raised into your own bank account and then make a donation at [www.bcwa.org.uk](http://www.bcwa.org.uk).

Don't forget to send us your printable sponsorship form!

You can also send us a cheque made payable to Bromley & Croydon Women's Aid to PO Box 71159, London, SE20 9BW.

If you'd like to make a direct bank transfer please contact us on 0208 313 9303 for our bank account details.

Email: [robyn.a@bcwa.org.uk](mailto:robyn.a@bcwa.org.uk)  
for more information





# Top fundraising tips

## Get personal



Your fundraising story is essential. Keep it short and sweet but make sure it includes enough information to help others connect with what you're doing.

## Keep sharing



Sharing on Facebook, Instagram, Twitter, WhatsApp and email will help you to get the donations rolling in. Explain exactly how people can get involved and drive a sense of urgency.

## Ask at work



Find out if your organisation will match employees' charitable donations – many do! Or simply let your colleagues know what good deeds you're up to by posting on your internal channels.

## Make it fun



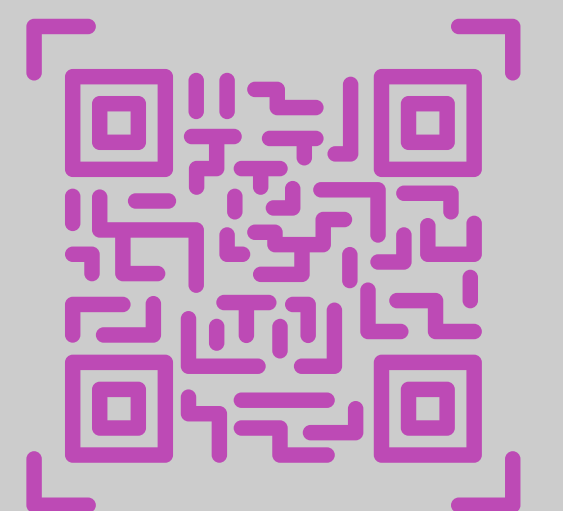
Whether you agree to dye your hair or wear your pjs to work, donors love it when you put your pride on the line for charity! It's even more fun when you convince your friends to take part and raise money too.

## Post updates



Every milestone matters! From your first donation, to the end of your fundraising and everything in between. Try mixing up your posts by using photos, stories, and especially videos (very impactful).

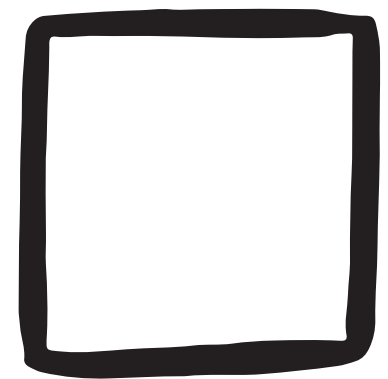
## Take it offline



Use a free QR code generator for posters and other offline fundraising material. This will allow people to scan the QR code with their phone and make a donation straight to your fundraising project.

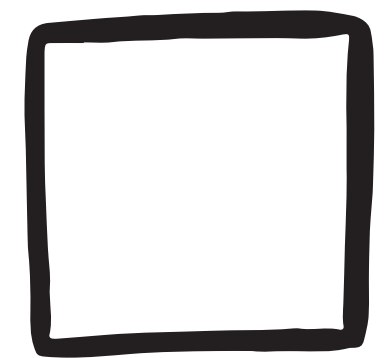


# Fundraising Checklist



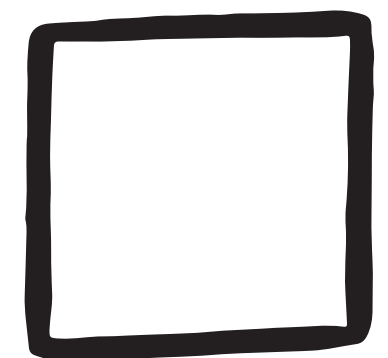
## Plan your fundraising activity

Decide what amazing thing you're going to do to raise funds for BCWA. See our A-Z of fundraising ideas for inspiration and remember to stay safe and legal.



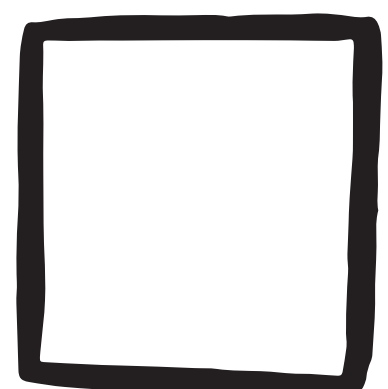
## Create a fundraising page on JustGiving

Setup an online fundraising page on JustGiving to collect donations for our charity, making sure you add a profile picture, set a target and tell your network why you've chosen to support us.



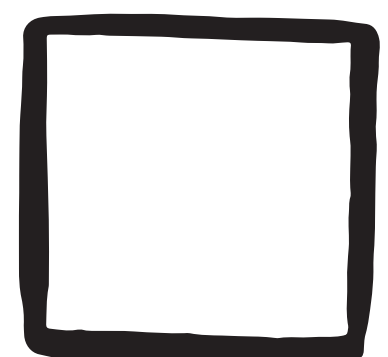
## Make the first donation

Back yourself and make the first donation to show potential donors that you're serious about the challenge ahead!



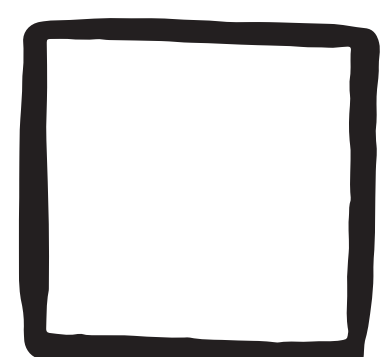
## Share with your friends and family

If your two best friends, a sibling, your partner and your favourite cousin all donate £20, that's already £100 towards your goal!



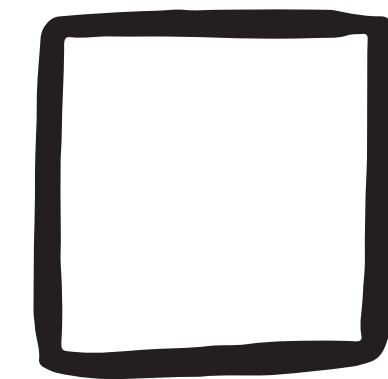
## Engage your workplace

Ask your boss if your organisation is able to support your charity fundraising efforts in any way. This could be via a match-funding scheme, a donation or simply encouraging your colleagues to get involved.



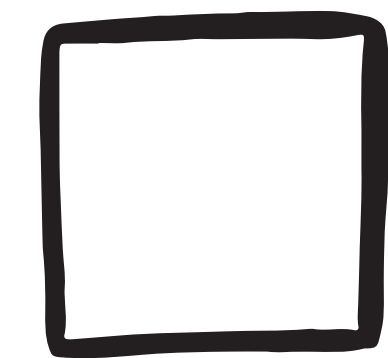
## Post on social media

Share the link to your fundraising project across all social platforms, remembering to mention what you're doing and why.



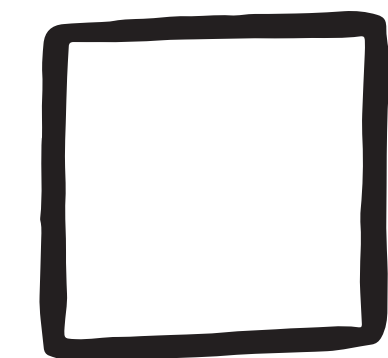
## Get in touch with local media

Getting in the local press, whether it is radio, newspapers or television, could be a fantastic way to inspire the public and get more donations.



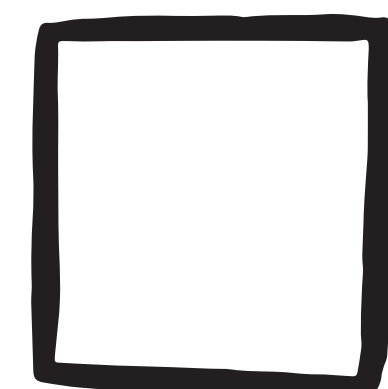
## Keep donors informed on your progress

Reached 50% of your fundraising target? Smashed your training run today? Use your online fundraising page as your diary and keep your network involved with your fundraising journey.



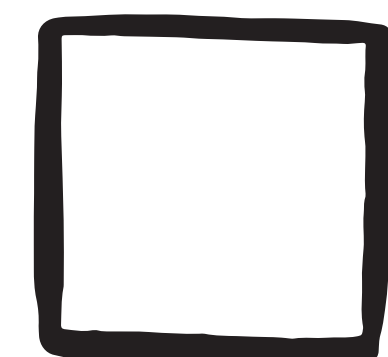
## Be persistent

People often mean to donate but forget to do so. It usually takes more than one request to nudge someone into action, so don't feel embarrassed to ask again.



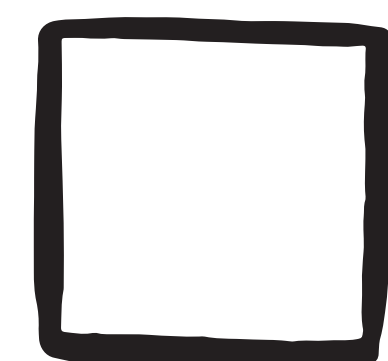
## Thank your donors

A simple thank you can go a long way. It can encourage your donors to spread positive word of mouth about your fundraising – and maybe even donate again!



## It's not over yet!

Up to 20% of donations come in after the fundraising activity has taken place, so make sure you keep pushing, even after the event!



## Stay in touch with us at BCWA

We'd love to hear how your fundraising went so please do get in touch. Be sure to follow us on social media and sign up to our newsletter to see the impact of your incredible efforts.



# \_\_\_\_\_ 's Sponsorship form

Sponsor's full name (title, first name and surname)	Donation amount	Date Paid	Contact*	Email address (Only complete if you are happy for us to stay in touch)
Miss Lilly Example	£25	10/05/22	✓	lilly@example.com



Can we keep in touch? \*

Bromley & Croydon Women's Aid would love to send you emails from time to time to let you know the impact of your donation. If you consent to receive our monthly supporter newsletter via email containing advice, tips and inspiration please tick the box labelled 'Contact' and write your email address in the next column.



Sponsor's full name (title, first name and surname)	Donation amount	Date Paid	Contact*	Email address (Only complete if you are happy for us to stay in touch)

Please pay the cash collected into your own bank account and then make a donation online via the BCWA website. Next send this sponsorship form to Bromley & Croydon Women's Aid, PO Box 71159, London, SE20 9BW and we'll be in touch to confirm receipt. Thank you!

Total =



# THANK YOU!

*From all of us*

**Bromley  
& Croydon  
Women's Aid**

Working to end domestic abuse



@BromleyWA



@bromleycroydonwa



@bromleycroydonwomensaid

Don't forget to follow us on social media and sign up to our newsletter to see the impact of your fundraising efforts!