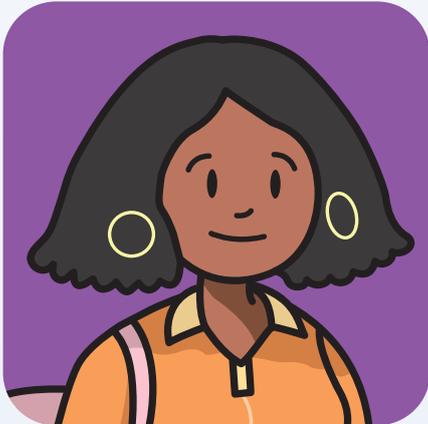


# fundraising pack



women's aid  
east and midlothian

Changing Lives – Challenging Attitudes  
Working to end domestic abuse



ideas for hosting your own event  
raising funds in aid of  
**Women's Aid East and Midlothian**

# Contents

1. How your event will make a difference

2. Where to start

3. Fundraising Ideas:

In your community

At work

At school

Special interest groups

4. Promoting your event

5. Maximising your income

6. Safety & legal information

7. Contact Information

# Thank you for choosing to raise funds for Women's Aid East and Midlothian

Your support ensures that we can continue to provide much needed support and temporary accommodation to women, children and young people who have experienced domestic abuse.

And now that you have decided to raise some funds for us, we hope that this pack will provide you with some useful hints and tips to make the most of your event. Hopefully you'll find lots of inspiration in here about ways to fundraise; perhaps you can combine some of the ideas, throw in some of your own but also don't be afraid to create your own truly unique event!

Thank you for helping us to make a real difference to women, children and young people living in our local community. We simply couldn't do it without you!

## Don't forget!

Don't forget to tell us all about your event and send us photos. We love to hear about all the amazing things that people do to support our work!

Contact Nancy Ross

Tel:

0131 561 5804

Email:

nancy@womensaideml.org



# How your event will help us to make a difference

Women's Aid East and Midlothian is a charity offering support for women, children and young people with experience of domestic abuse. The purpose of Women's Aid East and Midlothian is to:-

- **Change lives:** by working to ensure that services, including local support and safe accommodation, are available to women, children and young people with experience of domestic abuse.
- **Challenge attitudes:** by promoting and safeguarding women's equality and children's rights.
- **Work to end domestic abuse:** by engaging partner agencies to create responses that actively prevent violence against women.

By raising funds for Women's Aid East and Midlothian you help us to increase our capacity to provide much needed support to women, children and young people who have experienced domestic abuse.

Fundraising also helps us to raise our profile and raise awareness of domestic abuse, so make sure that when you organize your event you tell as many people as possible about it. Help us spread the word that there is no excuse for domestic abuse!



## Here is what our service users say about what we offer

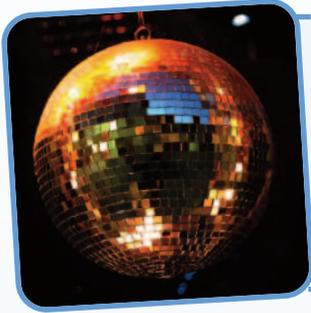
"Women's Aid East and Midlothian gave me the confidence and support to get away... helped me to understand that it's not normal to have a black eye, cracked ribs and get beatings. If they can save my life just think who else – your aunt, sister, mother, even your daughter?"

"When I spoke to a support worker they just understood without me having to explain"

"My support worker said something so simple to hear: you deserve to be happy. It was a real turning point for me as I thought through tears; do I?"



# Getting Started



**Theme/Activity:** Choose your type of event. Can you hold an existing event in aid of Women's Aid East and Midlothian?



**Guests:** Consider who your event is suited to, who to invite and a maximum and minimum number.

**Venue:** Find the ideal place to host your event.



**Fundraising:** Find as many ways as you can to make money at your event.



**Date:** If there isn't a particular occasion choose the ideal date and time for people to attend. Make sure there's nothing already happening that might clash.



**Budget:** Know your budget. Set a realistic income target making sure your costs are covered.

**Planning:** Make sure you have plenty of time before the event to achieve everything. Don't be afraid to ask for help!



**Promotion:** Find as many ways as you can to make money at your event.



**Police station**

**Safety:** Make sure you have plenty of time before the event to achieve everything. Don't be afraid to ask for help!



**Sponsor/Donation:** Make sure you have plenty of time before the event to achieve everything. Don't be afraid to ask for help!

# Get Active

Why not get a team together and challenge your fitness or fulfill your own adrenaline dreams! Sweat it out however you choose raising funds for Women's Aid East and Midlothian.

Kayaking



Gym Challenge



Sponsored Walk



Sky Dive



Football Tournament



Go Kart Rally



Jamie, Mark and Tim took a stroll in their high heeled shoes raising funds for Women's Aid East and Midlothian at the White Ribbon Campaign's "Walk a Mile in her shoes" event.

Jamie at the Don Coyote Outdoor Centre, West Linton helped to raise over £200 by donating a Go-Karting experience for two as a raffle prize for a fundraising event.



# Join the latest craze

Make the most of your new interest or hobby and cash in for Women's Aid East and Midlothian on the latest craze: create a competition, get your own local sponsor, bag some irresistible donated prizes and become a fundraising superstar!

Don't sit at home wishing you could be on your favourite show – create your own version with a **TV Replica Event!**



Fitness Challenge



Games Console Challenge



Zumbathon



Women dance for Women's Aid East and Midlothian in Dalkeith's first ever flash mob!

# Join fundraising forces in...

## ...your community

Combine a fun day out with a fundraiser. In your local park or in your back garden, do something you'll all enjoy doing to provide much needed funds for Women's Aid East and Midlothian. Involving or running community events is a fantastic way to raise funds for Women's Aid East and Midlothian but it also helps to raise awareness of our work within the community that it benefits.

## ...at work

Introduce some fun to your day at work, hold a department challenge or organise a worthwhile way to spend an evening after hours. Set yourself a new target raising funds for Women's Aid East and Midlothian.

## ...at school

Go to the top of the class by getting your school involved and raise as much as you can. Build a fundraiser into your latest project or do something extra curricular; and don't forget everyone can take part, including the teachers!

## ...your special interest group

Get together at your usual time and do what you love doing in aid of Women's Aid East and Midlothian; or make it a little unusual and try something completely new.



Our own service user group raised £187.00 when they did a bake sale to raise funds for Women's Aid East and Midlothian at an art exhibition event (8 March 2012).

# Some more fundraising ideas...



Comedy night/  
Theatre performance



Ceilidh, Music gig,  
Dinner



Community fair/  
gala day, craft sale



Spelling bee



Sponsored shave



Fashion show



Karaoke night



Car wash



Swishing party

# Promote your event

To make the most of your event, make sure that you promote it well. We've put together some useful templates that you might want to use to help promote your event and you can get these by emailing us at [info@womensaideml.org](mailto:info@womensaideml.org).

- **Logo:** Any materials you use should make it clear who the event organiser is. We can provide you with a special fundraising logo available to download.
- **Posters:** Create your own posters from our template – make them noticeable and think about the best places to put them to be seen by people you would like at your event.
- **Invitations:** Use our template to email or post your invitations.
- **Press release:** If you'd like to invite people from your wider community, write a press release and contact local newspapers and radio stations. Let everyone know!
- **Sponsor forms:** Email us at: [info@womensaideml.org](mailto:info@womensaideml.org) or call 0131 663 9827 to request a form.



Remember that your fundraising event is also a fantastic opportunity to raise awareness about our work. We have a range of materials that you can use in order to publicise the organisation and our work to ensure that more people know about what we do:

- Leaflets
- T-shirts
- Exhibition Stands
- Pens
- Pencils
- Balloons

If you would like to use any of our publicity materials for your event please let us know so we can organise this for you.

**Please make it clear that you are raising funds in aid of Women's Aid East and Midlothian and that you are not an actual representative of the charity.**

# Maximise your income

## Maximise your supporters

- Ask everyone you know to come along and also to help spread the word.
- Email all your contacts and let them know what you're doing.
- Add a caption to your email signature. Invite anyone to attend, donate or help out on the day.
- Send a Facebook message and add Women's Aid East and Midlothian to your profile.
- Twitter it.
- Upload a clip to YouTube, send it to everyone you know with your invitation and ask them to pass it on.

## Minimise your outgoings

- Ask for a free local venue and see if they can help decorate it for the event too.
- Try not to buy any equipment, food or drinks. Acquire, borrow or get items donated (check if you need licensing).
- Ask local entertainers or bands to perform free of charge.
- Ask local companies to donate prizes to auction or raffle. You can always give them a mention in return.

## Maximise your fundraising activities

- Charge for tickets/entry – don't overprice but don't undersell your event either.
- If the venue are making sales on the night ask if they can donate a percentage.
- Hold a themed quiz, tombola or lucky dip at your event.
- Organised themed games and activities for donated prizes – add a bit of competition.

Please collect all your donations and send in as soon as possible after your event to start helping women, children and young people who have experienced domestic abuse today.

### Please post to:

Nancy Ross, Finance and Administration  
Officer, Women's Aid East and Midlothian,  
29a Eskbank Road, Dalkeith, EH22 1HJ

To make it easier for everyone you can also donate online. Online donation pages can also be created for your event so that people can still donate even if they can't come along on the day. Donation pages can be made at:

[www.charitychoice.co.uk](http://www.charitychoice.co.uk)

Please encourage your sponsors who are tax payers to **Gift Aid** their donations. **Gift Aid** is a government scheme which allows us to claim an extra 28p for every £1 sponsored.

The good news is, the money comes from the government and not your sponsors – we are simply reclaiming the tax already paid on donations. It's quick and simple and all the details are on our sponsor forms and any online donation pages to complete the time of sponsoring.

*giftaid it*

## Safety and Legal Information

Please take care at your event and note that it is your own responsibility to make sure your event is safe and complies with any relevant authorities.

A few essentials to consider:

- **First Aid:** ensure you have adequate cover available for the scale of your event. If you're not sure, check with your local council.
- **Food:** contact your local council for food hygiene regulations at events, or see [www.food.gov.uk](http://www.food.gov.uk)
- **Alcohol:** Check if the venue is licensed or contact your local council to find out more about getting a temporary licence.
- **Collections:** It is illegal to carry out house to house or public street collections without a licence.
- **Licences:** Check with your local council whether or not you need to obtain any special licenses e.g. public entertainment, collection or alcohol licences.
- **Raffles and Lotteries:** Check the latest information and advice at [www.gamblingcommission.gov.uk](http://www.gamblingcommission.gov.uk)
- **Risk assessment:** Identify any hazards and evaluate any risks at your event that you'll need to consider.
- **Photographs and video equipment:** If you want to take photographs at your event you should ensure that you seek signed permission from participants, Women's Aid East and Midlothian have a specimen form if you would like a copy.

Whilst we appreciate your support, Women's Aid East and Midlothian cannot accept liability for any fundraising activity or event you undertake in our aid. If you need insurance please make sure you have this arranged prior to your event taking place.

## Thank you!

We hope that you've found lots of ideas throughout the pack plus hints and tips to make the most of your event. Thank you for raising funds for Women's Aid East and Midlothian. We hope your event is a great success and that everyone has a great time!

Here are some other ways you can support our work:

- Volunteer
- Get involved in our campaigns
- Leave us a gift in your will
- Make a donation
- Spread the word – tell people about our work
- Direct debit - payroll giving

Remember that we'd love to hear about your event so please email us with your story and any photos to

[info@womensaideml.org](mailto:info@womensaideml.org)

By sending photos you consent for their use in future promotional materials.





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Changing Lives – Challenging Attitudes  
Working to end domestic abuse

29a Esbank Road  
Dalkeith  
Midlothian  
EH22 1HJ

**Tel:** 0131 663 9827

**Support Line:** 0131 561 5800

**Email:** [info@womensaideml.org](mailto:info@womensaideml.org)

**Website:** [www.womensaideml.org](http://www.womensaideml.org)

Women's Aid East and Midlothian is registered Scottish charity and a company limited by guarantee