



Fundraising
for **Glasgow**
Women's Aid



What's included

- * Thank you, facts and figures
- * How your donation helps
- * How to make the most of online fundraising
- * Fundraising ideas
- * Fundraising events
- * How to pay in your fundraising money
- * Fundraising agreement
- * Event registration form
- * Sponsor forms

Thank you for choosing to support us!

GWA have been providing information, support and refuge accommodation to women, children and young people for over **50 years**.

- * **61,934 incidents of domestic abuse were reported to Police Scotland in 2022-23**
- * **Glasgow City has one of the highest rates of domestic abuse in Scotland, with 141 recorded cases per 10,000 population (~8847 cases total) in 2022-23**
- * **Almost 1 in 3 women experience domestic abuse in their lifetime**
- * **20% of children in the UK have lived with an adult perpetrating abuse**
- * **41% of girls aged 14 to 17 in the UK have reported sexual abuse from a partner**

Living with abuse has a devastating effect on the lives of those affected. Abuse can be physical, digital, emotional, psychological, sexual and/or financial.

The support that Glasgow Women's Aid provides is vital. We have 40+ refuge spaces in the city. Whilst in refuge, women receive emotional and practical support. We also provide outreach support women, children and young people in their communities. Children and young people are supported by a specialised team of workers that provide one to one and groupwork support. It is important that we are able to provide experiences that are both therapeutic and that promote relaxation for women and children.

We believe that domestic abuse cannot be eradicated without spreading awareness. We provide prevention and workshop sessions to schools, colleges and universities across Glasgow, and offer training sessions to individuals and organisations. Fundraising is an integral part of this organisation.

Your contribution is vital to the support Glasgow Women's Aid provides to women, children and young people subjected to domestic abuse.



How your donation helps

Glasgow Women's Aid relies on donations to help provide its services to the thousands of women and their children who contact us on a yearly basis.

£5

could help purchase materials for a child to take part in group activities like baking or an arts and crafts project to gain confidence and encourage involvement with others.

£10

could help provide an emergency pack for a woman fleeing domestic abuse. Often, women turn up to us with only the clothes on her back. This could provide essential items such as toiletries, nappies and food.

£20

could allow for a woman to take part in an activity with other women in refuge, such as yoga or stress management to help build her self esteem and health and well-being.

£50

could help cover costs for a child to have a session with our Play Therapist. This includes travel, subsistence, materials and equipment.

Every donation, regardless of the amount, will help make a difference to the women, children and young people who access our support and services.



Fundraising advice

Fundraising is enjoyable and can be challenging so here are some tips to inspire you and help you to raise as much money as possible!

* **Tell people who you're fundraising for and why**

If people know that their money can make a real difference to Glasgow Women's Aid's work, they will be more likely to sponsor you.

* **Use your contacts and ask everyone you know**

As well as helping you themselves, they can put you in touch with other people who can help.

* **Set up a Just Giving fundraising page**

Just giving is an easy to use service that allows you to create a free online fundraising page, where your friends and family can sponsor quickly and securely. To set up your own fundraising page to raise money for GWA, please visit justgiving.com/glasgowwomensaid

* **Get the local media involved**

The more coverage you get, the more people know what you're doing and the more people will sponsor you!

* **Get your employer involved**

Companies will often match employee fundraising up to a certain amount.

* **Use local industries**

Local companies are often keen to support people in their communities who are raising money for good causes, particularly if the company has a connection with sport, fitness or women's issues.

* **Remember to Gift Aid it!**

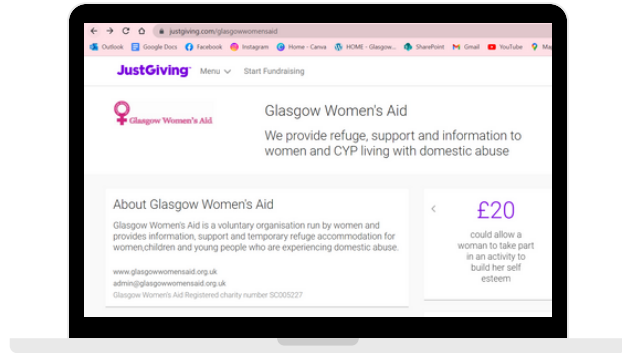
If you are a UK tax-payer, Glasgow Women's Aid can claim 28% of your donation back from the tax man. Encourage your sponsors to tick the Gift Aid column on your sponsor form and remember that we can only collect Gift Aid on their donations if they include their full address and postcode on the form

* **And lastly, keep in touch!**

Don't forget to let us know how you're getting on, Ring us for advice, queries or just a chat. And if you find a fundraising method that really works let us know!

How to make the most of online fundraising

JustGiving™



1. Personalise your message

The best fundraising pages tell a really good story. Let people know why you're going to the trouble of raising money, and they're much more likely to take the time to donate.

Explain why your charity deserves support and what their donations will buy – eg: £5 could help purchase materials for a child to take part in a children's group activity, £10 could help provide an emergency pack for a woman fleeing domestic abuse.



2. Add photos and videos

Personal photos & text make your page much more engaging. Even better – add your own YouTube video. It gives you lots of scope to be funny, imaginative and compelling and gives your supporters a good reason to send your page on to their friends.



3. Tell everyone about your page

Before you email your entire address book, ask your closest friends and family to donate first. An empty page can be a bit intimidating, so having a couple of donations on the page should encourage other sponsors. People tend to match the amounts already listed on the page, so if they're generous ones, all the better!

Email your other contacts in groups – colleagues, running club, friends overseas, etc – personalising your message each time. Include JustGiving's helpdesk email address (help@justgiving.com), so anyone who has difficulty donating can contact them directly.



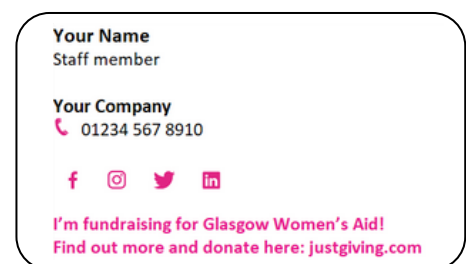
4. Publicise your page and use social media!

Print some cards with your page URL on the back and give them out to everyone you meet! You can also share your page on Facebook, and on your blogs and websites with JustGiving's widgets & badges. Ask your company if they'll link to your page from their website or intranet. Put up posters in your gym, college, church or school too.



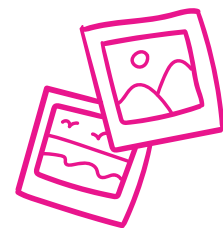
5. Put a link in your email signature

Add your page's web address to your email signature. That way, every email you send raises awareness of your fundraising and attracts more donations.



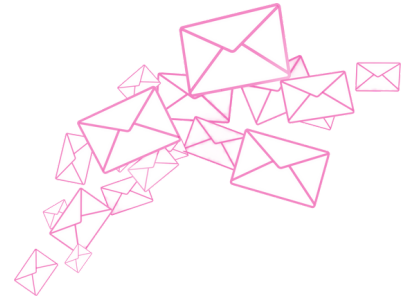
6. Keep your page up to date

Post regular updates on your progress and upload new photos. It gives people a reason to come back to your page and encourages them to donate again or to send your page on to their friends.



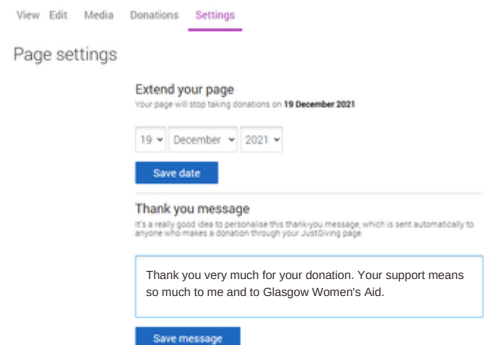
7. Send a follow-up email

Be persistent. It takes more than one round of emails to reach your target. You know what it's like – people mean to donate, but sometimes they don't quite get round to it on the first request. Remember to thank the people who've already supported you, and ask them to send your page to their contacts.



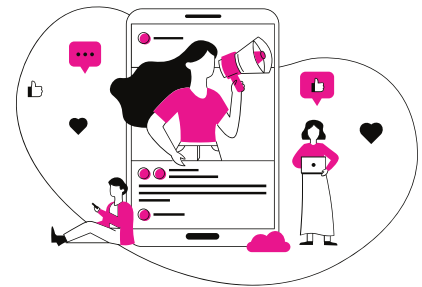
8. Personalise your thank you

You can edit the thank you email that is automatically sent to people who donate by logging in to your account and going to 'Edit your thank you message'. Make sure you encourage people to send your page to friends who might be interested in sponsoring you.



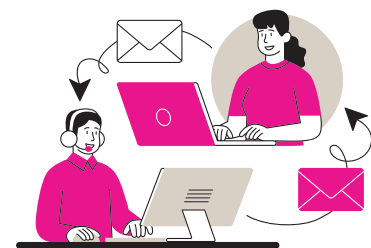
9. Contact your local media

A few lines in the local paper or an appeal on your local radio station can really help. By going straight to your JustGiving page, readers and listeners can sponsor you easily.



10. Keep fundraising after your event

Around 20% of donations through JustGiving come in after people finish their event. So keep fundraising once you've crossed the finish line – it's a good chance to email an update and a final appeal!



Fundraising ideas

At work:

Bake sale

Everyone loves a delicious homemade sweet treat!

Raffle

Ask local businesses to donate prizes and organise a raffle with your colleagues
- £1 a ticket can go a long way.

Have a purple day

Purple is the internationally recognised colour for campaigns to raise awareness of domestic violence. Add a purple theme to your fundraising by holding a purple cupcake sale, having a dress-down day at work or even getting sponsored to dye your hair purple.

With friends or family:

Clothes swap

Organise an evening of treats, cocktails and shopping with friends! You all donate items of clothing to the swap, and pay a fee for each item you "buy"!

Breakfast/coffee mornings

Offer to make and deliver breakfast or host your own breakfast/coffee morning and ask for donations.

Party for charity

Hold a dinner party or a music event and raise extra cash by selling homemade treats and drinks.

Quiz night

Host a quiz, charge for entry and include a raffle to raise extra funds.

Charity football match

Organise a charity football match for a 5-a-side tournament. Each team pays to enter, with extra forfeits for anyone who's given a red or yellow card. Spectators can join in the fun by holding a sweepstake to predict the winning team.

Fundraising events

If you are thinking of hosting an event to raise money, there are some key things to think about first:

Who is going to be involved in organising the event?

- Involving friends, family or colleagues can help you spread the workload, and increase the number of people who know about your event.

What will your event involve?

- Once you know what type of event you want to organise, break it down in more detail. Making a list of all the different elements will help you make a work plan.

When will your event take place?

- Make sure that you leave yourself enough time to plan and publicise your event! You may also wish to check that your chosen date doesn't clash with any other event which may pull your audience away - sporting events are a prime example!

Where will your event be?

- The venue can be very important! Is it suitable for your event? Do you need to obtain any special licences? Can the venue help you to publicise the event?

How much do you want to raise?

- Set a realistic target, and determine any costs you may have early on. Working to a simple budget will help you maximise your fundraising. Remember you can always add other fundraising mechanisms to increase your fundraiser total - a raffle on the night, for example. GWA cannot cover the costs of fundraising, so make sure that you've factored everything in!

How will you publicise your event?

- Posters in your workplace? Remember to say that you're raising money "in aid of Glasgow Women's Aid" and to include the GWA charity number, website and logo if possible. **Please let us see your materials before putting our logo on them.**

Fundraising events

Some simple 'Do's and 'Don't's

Don't be afraid to ask people for help. Raffle prizes, poster design – you don't know until you ask, and the worst they can say is no!

Do be polite to anyone you ask and **don't** get angry if they say no.

Do be very careful with money – know who is in charge of cash and make sure that it isn't left unattended.

Do be aware of any licensing or permit requirements – you can't collect money in the street without a permit, for example, and raffle tickets can't be sold in advance of an event unless you have a licence.

If you are having a small or private raffle that is part of your event, where there are no cash prizes, you **don't** need a licence. The raffle tickets must be sold at the event.

Larger raffles and lotteries **do** require a licence. If you wish to sell tickets to members of the public, you must apply to your local registration authority (council) to obtain a permit. For more information, contact the Gambling Commission.

Do obtain a Public Entertainment Licence if your event has entertainment such as singing, music or dancing. Check with your local council for more information.

How to pay in your fundraising money.

Following your fundraising event there are various ways you can pay in the money you have raised:

- ♀ Bring cash to our office at 4th Floor, 30 Bell Street, Glasgow, G1 1LG.
We are open 9.30am - 4.30pm Monday to Friday.
- ♀ Send us a cheque made payable to Glasgow Women's Aid
- ♀ Send a payment via PayPal by selecting pay a friend and using our email address which is admin@glasgowwomensaid.org.uk
- ♀ Pay directly into our bank account using:
Sort code: 80 - 11 - 80
Account number: 00302826
- ♀ Call us on 0141 553 4088 to make a card payment over the phone

Please remember to include your name and the title and date of your fundraising event.

If you have taken part in a Glasgow Women's Aid organised challenge event with a set fundraising target have 14 days following the event to reach your fundraising target.

Any money collected via an online site such as JustGiving is sent directly to Glasgow Women's Aid so there is no need for you to do anything further.

Thank you for being a fantastic fundraiser!



Fundraising Communications Agreement

In undertaking to raise money for Glasgow Women's Aid, I understand that all money raised will go directly to Glasgow Women's Aid's office.

- I agree to send any monies raised to Glasgow Women's Aid as soon as possible after the challenge/event is completed.
- When representing Glasgow Women's Aid to other organisations (companies, media, etc) or individuals, I must not do anything to bring Glasgow Women's Aid into disrepute and must make it clear that I am expressing my own views and not those of Glasgow Women's Aid.
- Glasgow Women's Aid hereby grants you a non-exclusive licence to use the Glasgow Women's Aid name and registered logo solely in connection with any fundraising which you undertake for the relevant event, during the period up to and including 31st March 2025.
- I agree I shall only use the Glasgow Women's Aid logo in the form made available to me by Glasgow Women's Aid by email or download via its website; and (ii) I shall not use the Glasgow Women's Aid logo in any other manner whatsoever without the prior written consent of Glasgow Women's Aid.
- If I cancel, or are required to withdraw from the event, I will send all of the sponsorship money collected or received directly to Glasgow Women's Aid.
- I accept responsibility for any monies collected using collection boxes and will monitor the use of these. I will also ensure that collections are carried out in respect of the laws governing the use of collection boxes/tins.
- If undertaking any kind of physical activity (e.g. sponsored run, marathon or cycle) I understand I am doing so at my own risk and Glasgow Women's Aid cannot be held responsible for any accidents or injuries.

Please confirm you agree to this by emailing fundraising@glasgowwomensaid.org.uk



Event registration form

So that we can best support you,
we have a **fundraising event registration form!**

This helps us to know who you are, what you are doing and other specificities such as any merchandise and promotional item requirements you may have and if a staff member is to attend.

This also helps us to ensure we can thank you for all of your hard work!

To fill it out, please visit: **forms.office.com/e/jwJNxihRW3**



Fundraising in aid of Glasgow Women's Aid



Ticking the Gift Aid box means that we can get 25% more from your gift. Please ensure that you clearly write your full name, house number, postcode AND tick the Gift Aid box. Please check that you agree with the declaration at the bottom of this form.

Please sponsor

Name: _____

Address: _____

Full name	House number	Postcode	Amount pledged	Amount given	Gift Aid?

Full name	House number	Post code	Amount pledged	Amount given	Gift Aid?

Subtotal

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Gift Aid information

If you Gift Aid your donation, Glasgow Women's Aid will receive an additional 25p for every pound you give.

For further information, please contact:

Glasgow Women's Aid, 4th Floor, 30 Bell Street, Glasgow, G1 1LG

Tel: 0141 553 4088

Email: fundraising@glasgowwomensaid.org.uk Website: www.glasgowwomensaid.org.uk
Scottish Charity Number SC005227 Company limited by guarantee, registered in Scotland



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- If undertaking any kind of physical activity (e.g. sponsored run, marathon or cycle) I understand I am doing so at my own risk and Glasgow Women's Aid cannot be held responsible for any accidents or injuries.

Signed: _____

Name (printed): _____

Date: _____

Please sign this form and email it to fundraising@glasgowwomensaid.org.uk
or send to Fundraising, Glasgow Women's Aid, 30 Bell Street, Glasgow G1 1LG