



Refuge



For women and children.
Against domestic violence.

Refuge

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Against domestic violence.

TATA
CONSULTANCY
SERVICES

YOUR REFUGE FUNDRAISING GUIDE

YES YOU CAN

www.refuge.org.uk

Charity Registration no. 277424

NEED HELP?

National Domestic Abuse Helpline
24 Hour CALL FREE 0800 2000 247

Live chat Mon–Fri 15.00–22.00
nationaldahelpline.org.uk

BSL service: nationaldahelpline.org.uk/en/bsl

THANKS

THANK YOU FOR CHOOSING #TEAMREFUGE

Every 2 minutes someone turns to Refuge for help.

Thank you standing in solidarity with women and their children in their hour of need.

As the UK's largest specialist domestic abuse organisation, we're dedicated to preventing and ending abuse against women. From lobbying the government to making much needed changes to the law, to keeping our live-saving and life-changing helpline and community services open. But we can only do our work thanks to the generosity of our wonderful supporters, like you.

You've taken the first step to ensure that we can be there for every woman who needs us and for those who are yet to reach out. Our fundraising pack contains everything you need to get started, including some wonderful ideas of how to fundraise and inspiring stories from our past fundraisers.

Whatever you decide to do for us - whether it's running, cycling or skydiving - you're ensuring every woman who needs us has a brighter future. Any money you raise, big and small, ensuring we can continue to support women and their children; every penny counts

Together, we stand with women when they need us. We change attitudes, we change the law and we change lives. Your support will give others strength.

Thank you again for supporting us to build a world where domestic abuse is no longer tolerated.



Ruth

Ruth Davison, CEO, Refuge

HELLO #TEAMREFUGE

Thank you so much for choosing to take on a challenge in aid of Refuge. We are so excited that you have chosen to fundraise for us, and you have just joined a wonderful community of Refuge fundraisers!

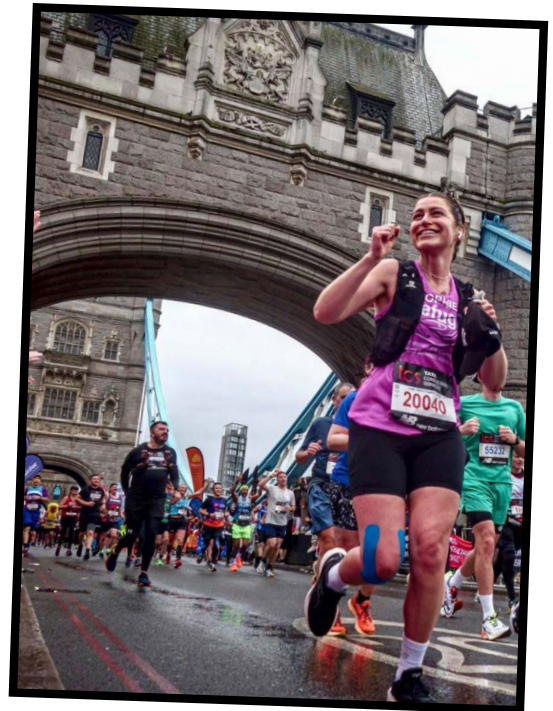
How to get started:

- Set up your fundraising page (turn to page 5 for help).
- Make sure you are all clued up on the T&Cs of your place and the fundraising target if applicable.
- If you haven't already, contact events@refuge.org.uk to request a place or let us know if you have already secured one.

Your choice to support Refuge is something we don't take for granted and on behalf of all of us in the Events team - thank you.

Let's do this!

Refuge Events Team.





**READY
STEADY
GO!**

IT'S EASY TO GET STARTED

In just a few minutes, you can set up your fundraising page and start raising money.

TO FUNDRAISE ONLINE

The JustGiving logo, featuring the word 'JustGiving' in a bold, sans-serif font with a trademark symbol.

Set up your JustGiving fundraising page [here](#).

WHAT TO DO IF YOU'RE NOT ONLINE



If you prefer to fundraise offline, you can easily pay in the funds you raise [through our website](#).

Make sure to let us know what your amazing fundraiser was or email us at events@refuge.org.uk

TIPS TO BOOST YOUR FUNDRAISING

- Make the first move - We encourage you to make the first donation to kickstart your fundraising. This also sets a precedent of the donation amount that you'd like to receive.
- Create a QR code - did you know you can generate a QR code for your JustGiving page? Simply add '/qr code' to the end of the URL link of your fundraising page! This will make it even easier to direct people to your page.
- Personalise your fundraising page and keep updating it. Promoting your fundraising on social media to your friends and family is the quickest way to spread the word.
- Double your fundraising through matched funding. Speak to your employer to see if this is something they offer so they can match what you raise.
- Ask your friends and family to add Gift Aid to their donation. This will mean Refuge can reclaim an extra 25% in tax on every eligible donation made by a UK taxpayer. For every £1 donated with Gift Aid, Refuge can claim an extra 25p at no extra cost.
- Up your target – as you move close to your fundraising goal, increase the fundraising target on your page. People will donate more as they see you getting closer to your target.
- Hosting a fundraising event? Why not add on an extra activity to boost your fundraising! You could organise a raffle at your pub quiz or a bake sale at an open mic night.

IDEAS TO SMASH YOUR FUNDRAISING TARGET

Opening your fundraising page is just the beginning...

■ At home or in your community:

- Reach out to friends and family to donate.
- Are you part of a local community-based group? For example, a Rotary Club or your local theatre. Why not ask if they can hold an event to help with your fundraising.
- Attend a local car boot sale with proceeds of pre-loved items going towards your fundraising!



■ Hobbies and interests:

- Are you part of any sports clubs? Get your team together and host a fundraising activity such as an auction, a tombola, or a sports day. You could even ask to put a collection tin in the clubhouse!
- Do you have any other hobbies? For example, knitting and knatter, or a book club. Why not incorporate a fundraising event with your next meetup.
- Are you a member of your local gym? See if you can display the QR code to your fundraising page in the gym or ask to have a collection tin at the reception.





■ At school or university:

- Host a ticketed event for example: fashion show, talent show or orchestra performance.
- Are you part of your university's RAG society? Why not ask if the next activity held by the RAG can be part of your fundraising for Refuge.
- Get everyone in your class/school to pay £1 to wear pink to school!

■ In your workplace:

- Double your fundraising through matched funding. Speak to your employer to see if this is something they offer.
- Organise a sweepstake amongst your colleagues.
- You can't go wrong with a fundraising classic - hold a bake sale in the office!

■ Faith groups:

- Ask if you can have a dedicated (optional) collection during a service.
- Host an event open to the community e.g. concert, clothes swap, or plant sale.
- Organise a coffee morning with proceeds going towards your fundraiser (and a great opportunity to get to know members of the community).



STEP BY STEP: CARL'S STORY

"I wanted to help make the world a better place by doing what I can to help others in need".

After learning about the increase in domestic abuse during the Covid-19 lockdown, Carl felt inspired to fundraise for Refuge. This was spurred on by having witnessed first-hand his mother experience domestic abuse, and the desire to push for more men to openly support women's charities.

Carl chose to take on an immense challenge of walking 5,000km in 365 days – by combining the miles from his training with the miles covered in 4 Ultra Challenges around the country! Whilst Carl ended up coming first in the Winter Walk Challenge, it certainly hasn't been a walk in the park. He has trained consistently for 2 years to build up to being able to walk 14km in one day. Not to mention tackling the flooded pathways on the route of his second Ultra Challenge!

However, the hard work has certainly paid off as in a matter of weeks of setting up his fundraising page, Carl managed to smash his target of £5,000! He is now on track to hit £10,000 by the end of the year which is simply phenomenal.

To help with his fundraising, Carl has consistently shared his page with friends and

family and on his social media. He has also made sure to promote it in emails to work colleagues and spoken about his fundraising in his meetings and 1-1s.

His top fundraising tips are: "set a higher target on your fundraising than what you have in mind and to speak about your fundraising with passion". Let people know why it is you've decided to support Refuge!

We have been blown away by Carl's commitment and determination throughout these challenges to support women and their children experiencing domestic abuse.

If you've been inspired by Carl's story to take on a challenge (big or small!) then contact our Events team for more info at:

events@refuge.org.uk





**YOU'VE
GOT THIS**

HOW YOUR FUNDRAISING HELPS



£52

could provide a woman and her children a safe night's stay in a refuge

£75

could go towards providing emotional and practical support to enable women to rebuild their lives after escaping abuse

£100

could provide a refuge with outdoor games for children to play with

£250

could buy a school uniform for a child in one of our refuges for their year at school

£555

could cover the costs of running the helpline for three hours

£800

could pay for emergency hotel accommodation for a night for eight survivors when we can't find a refuge place for them

£1,230

could cover the cost of running our pioneering Tech Abuse service for one day

£1,600

could cover costs for five survivors moving from a refuge into their new homes

£2,000

could run a refuge for five days

→ SUPPORT A SURVIVOR

If you're worried about a friend or relative, look out for tips throughout this pack that will help you provide meaningful support.

→ SUPPORT A SURVIVOR: TIP #1

Take her seriously. Listen. Believe her. Women's concerns are often dismissed. They're told he seems like a nice guy, or a great dad. Trust what she says.



Whether it's to explore their options, reach a place of safety, or simply lend a listening ear – your support ensures we can be there for women in the moment, whenever they need us. Thank you."

*Lucy, Refuge Team Leader,
National Domestic Abuse 24 Hour Helpline.*

INSPIRING SUPPORTER STORIES



"I'm an ordinary person who simply wants to do something to help to make a change. I saw how this pupil of mine's life was transformed, and this is simply thanks to the wonderful work Refuge does".

Fleur took part in the 2023 Madrid Marathon in aid of Refuge and already has plans to fundraise again in the 2024 Rome Marathon! Fleur was inspired to fundraise after hearing from one of her student's how Refuge was able to support his family and provide a safe place away from the abuse at home. She made sure to share her fundraiser with her friends and family and spoke about Refuge in her school's assemblies.

Fleur's advice for any future participants was that: "Everyone and anyone can do it. Just do it! You will only regret not doing it".

Fleur, Madrid Marathon.



"I have not only completed this walk for myself, but for all of my amazing and wonderful clients and all the women who may come into contact with Refuge's services in their lifetime - know that you are never alone".

As both a Refuge frontline worker and a survivor of domestic abuse, Rebecca decided she wanted to go even further to support Refuge's cause by taking on the London 2 Brighton Ultra Challenge. To fundraise, she made sure to promote her page by creating a poster of her challenge event and put it up in her office so fellow Refuge employees could support her. She included a handy QR code so people could scan and donate easily. She even organised a bucket street collection both as an extra way to fundraise and to promote Refuge's work to the public.

Rebecca's top tips for taking on an Ultra Challenge are: "Stay positive, be open to making new friends and connections and you can never have enough fluids and plasters!"

Rebecca, London 2 Brighton Challenge



"This is a topic which is really close to my heart and I would like to use any skills or opportunities I have, whether that is running or my role at work to raise awareness!"

Laura has strived to continually learn more about domestic abuse and try to raise awareness to those around her due to knowing survivors personally. In her role at a high-profile construction company, Laura has introduced and led the company's strategy to educate and provide support to their employees. This has included implementing new policies, rolling out training with local domestic abuse charities, setting up safe spaces on their sites and implementing the Online Safe Space tool on the company's intranet.

Commenting on this, Laura said "Especially in an industry that is mainly male dominated, I am proud to bring this issue to people's attention and hopefully make those who are affected feel there is someone to turn to and an easy way to be signposted to help".

Like many individuals, Laura took up running during lockdown and decided to sign up to her first ever race: the London Landmarks Half Marathon. She decided to combine this new hobby with her passions by taking this opportunity to fundraise for Refuge. By sharing her fundraising story with friends and family, as well as using her platform at her work, Laura was able to raise an amazing £2,225 for Refuge!

Laura, London Landmarks Half Marathon



KEEP THINGS SAFE, LEGAL AND FUN

If you are organising fundraising for Refuge, you are responsible for carrying it out legally and responsibly. Here's a handy checklist of things to remember:

■ Insurance

By organising your own fundraising event in aid of Refuge, you are responsible for ensuring the event doesn't pose any risk to others. You may need to organise public liability cover for some events, which will protect you against claims made by third parties for injury or property damage as a result of negligence. Please seek advice if you are unsure.

■ Food & drink

Anyone selling or processing food for an event is required to do so safely and hygienically. The Food Standards Agency provides guidelines for preparing, handling and cooking food. If you are using an external caterer for your event, you will need to ensure that they have a food hygiene certificate and public liability insurance. Ensure food is labelled with allergens (e.g. contains nuts or dairy). Alcohol sales need a licence from your local authority.

■ First aid

Ensure you have adequate emergency and first aid procedures for your type of event, so you know what to do in the event of an injury. Ensure a first aider is present, or you have a well-stocked first aid box. If you think you might need first aid support, check with an organisation such as St John's Ambulance or the Red Cross.

■ Raffles & auctions

If you are planning a raffle or other game of chance (such as a tombola or duck race) as part of an event, and tickets will only be sold at that event, you would not require a licence. If you wish to sell tickets in advance, or to people not attending the event, this would require a licence which you can check with your local authority. Prize draws are a great alternative. In order to qualify as not being a raffle, it must be possible to enter the prize draw for free, but you can suggest a donation for entry. Any donations can have gift aid applied to them.

■ Risk assessment

Events need to be adequately risk-assessed to find, reduce and control the risk to all those taking part and members of the public who may be attending. It is best practice to complete a risk assessment form to show that you have considered and mitigated any potential risks. Refuge cannot accept liability for any loss, damage or injury suffered by yourself or anyone else as a result of taking part in a fundraising event organised in aid of Refuge. You'll also need to ensure that suppliers of any goods or services are a reputable company with their own risk assessment.

■ Money handling

When collecting or taking payments, make sure that the cash is secure by using a cash box with a lock or a sealed collection bucket. Wherever possible, have two people available to count or transport cash, and get it to the bank as soon as possible after the event. If you are ever confronted by someone demanding the cash, hand over the money and report the incident to the police as soon as possible.

■ Public collections

Public collections have strict legal requirements and require a licence from your local authority. Private collections take place on private premises and you require permission from the owner of the premises.

■ Data protection

Make sure any electronic or paper record you keep about people involved in a fundraising event complies with GDPR law. Don't keep information about people any longer than you have to, and don't share information or data about someone without their permission.

■ Children

If there are children at your event, ensure it is properly and adequately supervised. Appropriate background checks are required if adults are to have unsupervised access to children.

COMPLETED YOUR FUNDRAISER?

WELL DONE, HERE'S WHAT TO DO NOW.

Thank you for standing in solidarity with survivors by fundraising for Refuge. It's now time to pay in your fundraising so we can celebrate your amazing efforts. You can easily pay in your fundraising through one of the simple methods below.

ONLINE FUNDRAISING PAGE

If you have been fundraising online (eg. on Just Giving) and have some offline donations to pay in, you are most welcome to pay them into your own page.

BANK TRANSFER TO REFUGE

If you have not been fundraising online, or if this does not work for you, you can pay in your fundraising via bank transfer, please email us to request our bank details and your reference for the transaction.

SEND A CHEQUE TO REFUGE

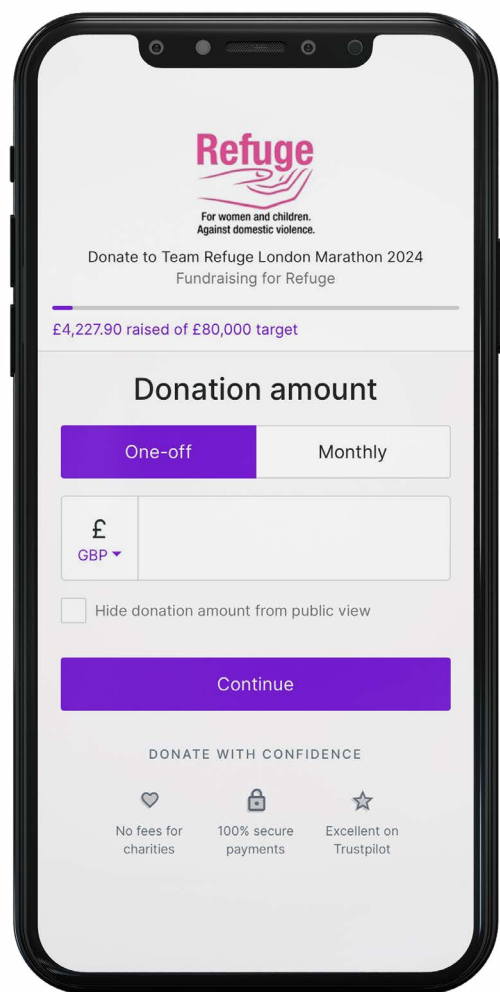
If you have a cheque donation which you would like to send to Refuge, please use the following address:

Refuge, 3rd Floor, One America Square, 17 Crosswall, London, EC3N 2LB

Please make cheques payable to 'Refuge'. We would appreciate it if you could please include a letter/note with your donation including your contact details and what the donation is for e.g. sponsorship/ collection/ personal donation so that we can properly thank you for your amazing fundraising.

PAY THROUGH OUR WEBSITE

You can also pay in your donation via our [website](#) by clicking on 'donate', then the 'give just once' section and then ticking the 'paying in a collection or sponsorship' box.



If you are unable to do any of the above and would like to discuss further options, please email us at events@refuge.org.uk

→ SUPPORT A SURVIVOR: TIP #2

Tell her it's not her fault. Your friend might blame herself. Tell her she is not to blame. A perpetrator is responsible for his abuse.

→ SUPPORT A SURVIVOR: TIP #3

Don't judge her or tell her what to do. Don't ask why she hasn't left yet. Instead, build her confidence and focus on her strengths.



**YOU'RE A REFUGE
FUNDRAISING
HERO**

YES YOU CAN

WHATEVER YOU CHOOSE TO DO, THANK YOU FOR FUNDRAISING FOR REFUGE

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I've been fundraising for Refuge since my husband's only sister Rachael and her toddler son Auden were killed by her ex in 2010.

If Rachael had known about how to access the vital services that Refuge provides, she and Auden could still be alive today.

As Survivor Ambassadors I and my husband Hayden want to do all we can to support other women and children like Rachael and Auden suffering domestic abuse.

So far I've enjoyed walking, singing, selling vintage clothing and knitting to raise funds for Refuge. It's really easy to organise fundraising once you get in touch with Refuge, with great resources to download, such as posters and flyers, and a fundraising pack."

*Melony Slack,
Member of Survivor Panel and Refuge Fundraiser*



→ SUPPORT A SURVIVOR: TIP #4

Remind her she's not alone. Her perpetrator may have deliberately isolated her. Say you are there for her, that she does have rights and options and that support is available.

→ SUPPORT A SURVIVOR: TIP #5

Give her time. It might take a long time before she confides in you. Go at her pace. supporting her to recognise the problem is the first step.

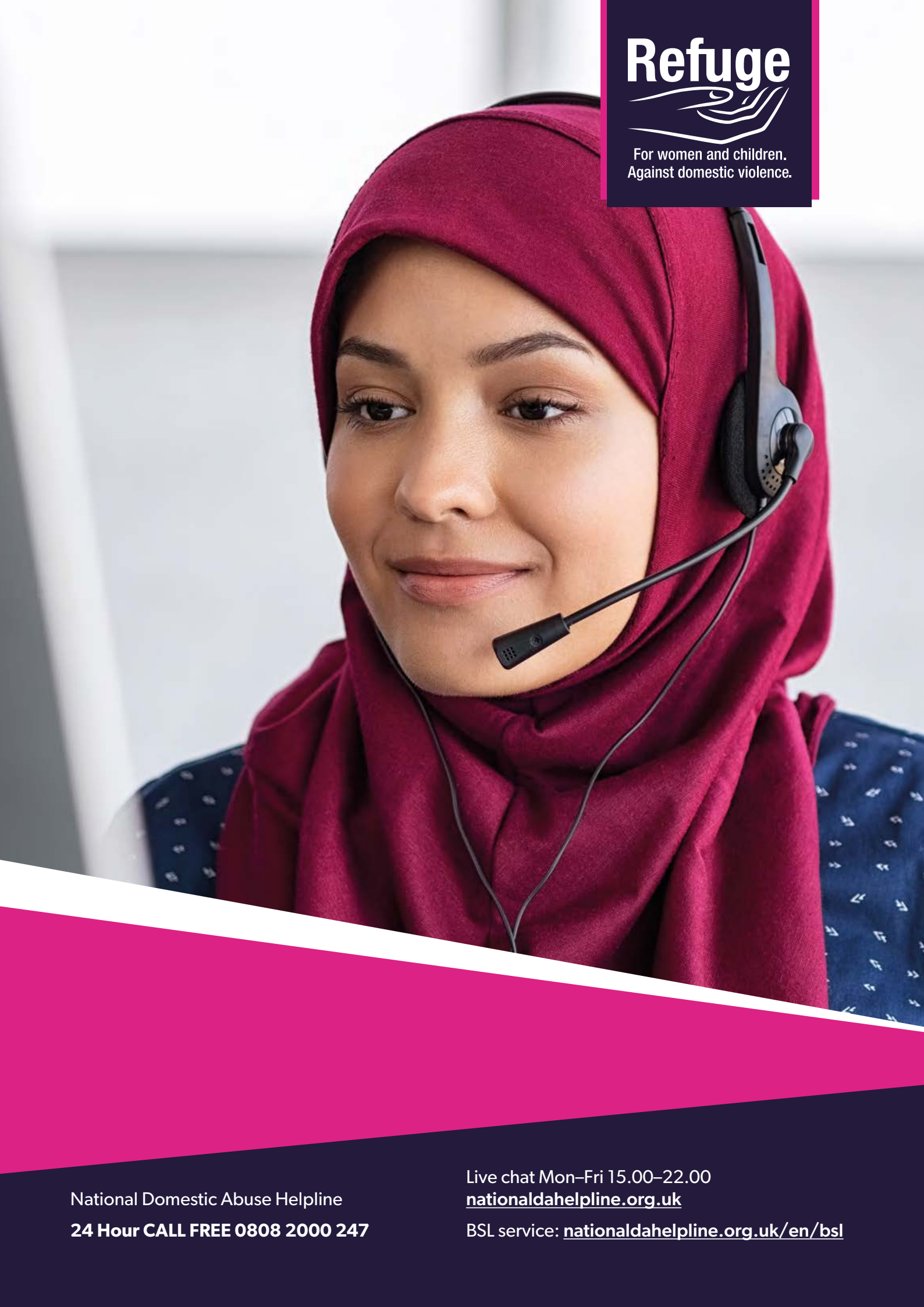
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