

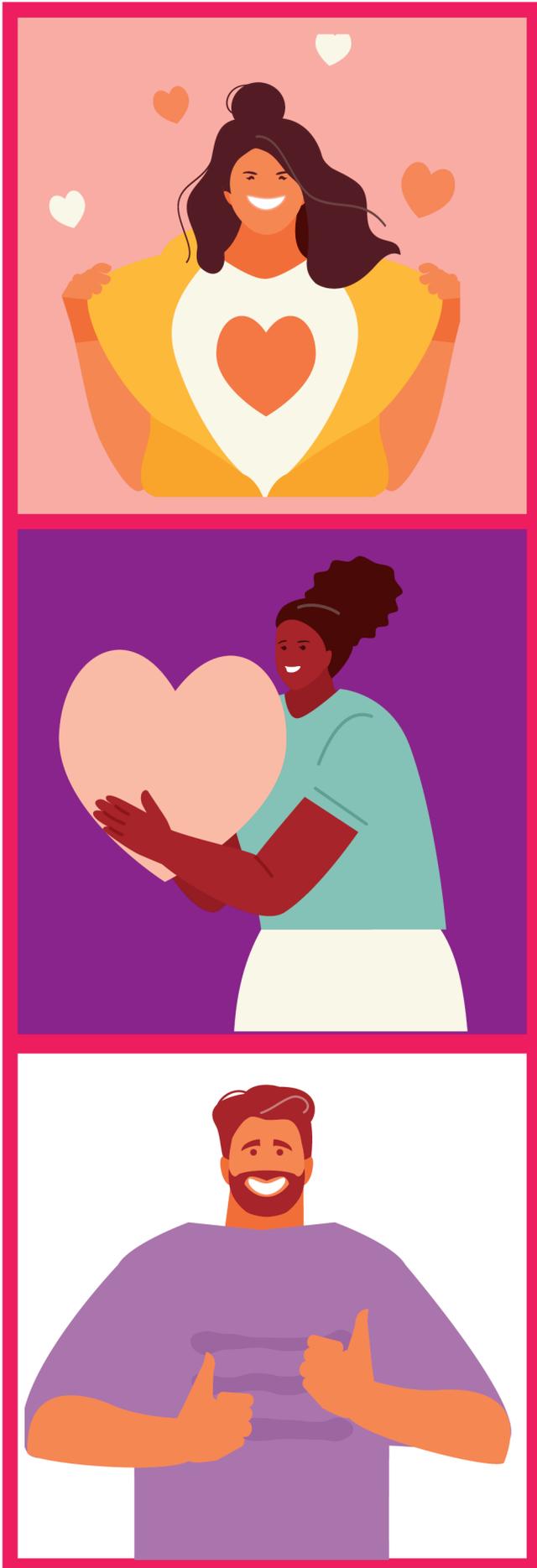


Fundraising Guide

Hints, tips and inspiration for making the most of your fundraiser.



Thank You!



Thank you so much for choosing to complete a fundraiser in support of Leeds Women's Aid! Your efforts will make a real difference to the lives of women and children affected by domestic violence and abuse.

Leeds Women's Aid provides a wide range of vital services, from immediate assistance through our Helpline and online live chat, to ongoing and intensive support, including emergency refuge accommodation. The funds you raise will help us continue offering these essential services, ensuring safety and support for those in need.

We truly appreciate your support and commitment to helping create a safer future for the women and families we support!

Getting started



Setting Up Your Fundraising Page

Our preferred fundraising platform is Local Giving. In order to set up a fundraising page for your event, please follow these steps;

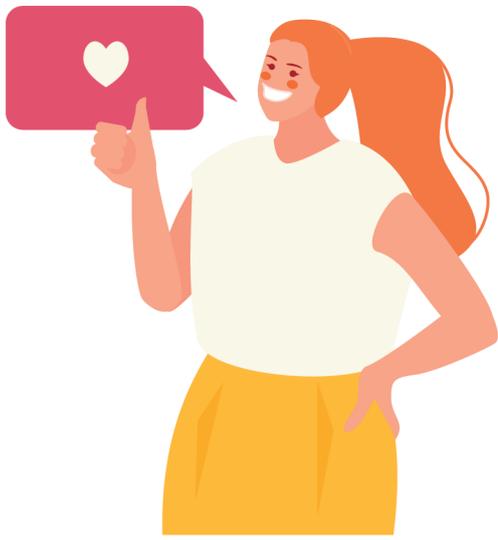
1. Visit our Localgiving charity page.
2. Click on ‘Fundraise for us’.
3. Create a supporter account in just a few clicks, and you're ready to start!

Set an Achievable Fundraising Target

We recommend starting with a target you feel comfortable with, we’ll support you every step of the way to help you reach it! Setting a goal that feels achievable allows you to build your confidence, and remember, you can always adjust your target as you progress—whatever feels best for you!

Share Your Motivation

Let people know why you’re running, walking, cycling, or taking on your challenge for Leeds Women’s Aid. Whether it’s a strong belief in our values or a desire to support those in need, sharing your motivation can inspire others to donate. For suggested wording, please refer to the Suggested Wording section on page 8.



Spread the word

There are countless ways to spread the word about your fundraising efforts. Whether through word of mouth, community events, or other creative methods, we're here to help you every step of the way. If you don't have social media, don't worry - we can work together to create a plan that suits you!

Use Hashtags

Boost visibility by using relevant hashtags, especially #TeamLWA. This will help connect your efforts with our wider community.

Update your bio

Place your fundraising link in your bio so that everyone who visits your profile can easily donate.

Share regular updates

Keep your followers engaged by posting updates about your training, how your fundraising is going and any milestones you have hit.

WhatsApp Groups

Spread the word among friends, family, and colleagues. Be sure to thank those who have donated in the group - it can encourage others to do the same!

Send an Email

Promote your fundraiser by emailing your colleagues and contacts at work or local community group.

Local media

We're here to support you if you plan to contact your local newspaper or radio station to share your fundraiser! Please reach out to us first, and we can help you put together a press release with all the essential details—who you are, why the cause matters, and how others can get involved.

Word of Mouth

Don't be shy—tell everyone you meet about your fundraiser! Chat with friends, family, colleagues, and even your neighbours. You never know who might want to support your cause!

Your Community

Share your fundraising efforts with your wider community, whether that's at work or local community group such as club or school/

Posters

Create posters with details of your fundraiser to display in your office, local gym, library, supermarket, or other community spaces. If you'd like to use Leeds Women's Aid branding, please contact us for permission and guidance—we're more than happy to support you with this.

Post a Video

If you'd like to, consider posting a video to share why this cause matters to you. You could include training clips, behind-the-scenes moments, and thank those who've donated.



Fundraising activities

If you're looking for inspiration, we've compiled a selection of enjoyable, straightforward, and accessible fundraising activities. These ideas can stand alone or serve as an excellent way to enhance a larger fundraising goal or activity you may have in mind.

Sweepstake

A sweepstake is a simple, fun way to raise funds, whether as a standalone activity or to enhance an existing event like a challenge. If you're participating in a challenge, invite people to donate by guessing your finish time. For a standalone sweepstake, choose a fun theme, such as predicting the Premier League winner or guessing the number of sweets in a jar—the options are endless! Offer a prize as an incentive, like a share of the pot (with the rest supporting Leeds Women's Aid), a homemade cake, or a bottle of wine.

Bake Sale

Host a bake sale at your workplace, social club or even in your living room! Invite friends, family, and colleagues to contribute their favourite baked goods.



Sponsor your playlist

If you're raising funds by taking part in a challenge event, a fantastic playlist can be a key motivator on the day. Why not ask friends, family, and colleagues to sponsor a song of their choice—£5 for a tune they think will keep you motivated, or £10 for a cheesy song you'll love to hate? It's a fun and engaging way to involve your supporters and add a personal touch to your fundraising.

Car Boot Sale

Raid your wardrobe and declutter your home for a great cause! Take advantage of spring cleaning or a seasonal changeover by grabbing a spot at a local car boot or setting up a table at the school fete. Sell your pre-loved items and raise vital funds for Leeds Women's Aid. Any unsold items can be donated to our charity shop, helping to support us even more.

Seasonal Activities

Make the most of special occasions to support Leeds Women's Aid! Host a Halloween fancy dress event, ask friends and family to donate to your fundraiser instead of giving Christmas cards, or organise an Easter egg hunt to raise funds. Whatever the season, you can turn festive fun into vital support for women and families in need.

Quiz Night

Test the general knowledge of friends, colleagues, and family while supporting Leeds Women's Aid by hosting a fun and engaging quiz night. Whether you choose a local pub, community venue, or an online format, your event will bring people together for a good cause.



Payroll Giving

Give regularly and tax-free to Leeds Women's Aid. Check with your HR department to find out if they support payroll giving. It's a simple way to make a regular donation straight from your salary, and some employers even match donations, making your contributions go even further.

Raffles

A raffle is a fun and simple way to raise funds, whether as part of an event or on its own. Just charge for tickets and offer a prize to the winner—be sure to follow legal guidelines for selling and drawing tickets on the same day. If you need help with the legal bits, we're here to offer support and guidance. When sourcing prizes, don't hesitate to ask local businesses or friends, and we can provide a letter on headed paper to confirm that you're raising funds in aid of Leeds Women's Aid.

Give up for a Good Cause

Why not give something up for a month? Whether it's your daily takeaway coffee, a sneaky snack, or a streaming subscription, donate the money you save to Leeds Women's Aid. It's a fun way to make a difference without a long-term commitment! Plus, you can even ask friends and family to sponsor your efforts!

Wear Purple for Leeds Women's Aid

Raise funds and awareness for Leeds Women's Aid by wearing purple! Choose any date that holds significance for you, such as your birthday or a meaningful occasion like International Women's Day or White Ribbon Day. Encourage your colleagues and friends to join in, and ask everyone to make a suggested donation of £2.

Go Green

Cut down on your fuel use for a month by walking, cycling, or car sharing as much as possible. Ask friends and colleagues to sponsor your eco-friendly efforts, and any money you save on fuel can be donated to Leeds Women's Aid.

Suggested Wording

Wording for your fundraising page

Thank you for visiting my fundraising page! I'm raising money for Leeds Women's Aid, a charity that provides life-saving support to thousands of women, children, and families affected by domestic, sexual, and honour-based violence every year.

For my fundraiser, I'll be **DESCRIPTION OF FUNDRAISER** and your donations will help make a huge difference. Leeds Women's Aid offers a 24/7 helpline, online chat service, emergency refuge accommodation, legal advocacy, discreet drop-in services and specialised services for children and young people. Every penny you donate will help the charity to continue to offer these vital services to those who need it most.

Please donate whatever you can—every contribution, big or small, makes a real difference. Thank you for supporting this incredible cause!

To learn more about this amazing charity, please visit <https://leedswomensaid.co.uk/>

Wording for your social media posts

1) Help me raise funds for @LeedsWomensAid! It's an incredible charity providing vital services to women and families affected by domestic violence and abuse. I'm doing DESCRIPTION OF FUNDRAISER and with your support, we can make a huge difference. To donate and learn more about this amazing charity, please visit FUNDRAISING PAGE LINK #TeamLWA

2) I'm taking on DESCRIPTION OF FUNDRAISER to support @LeedsWomensAid, an amazing charity that provides services for women, children, and families affected by domestic violence and abuse. Your donation will enable Leeds Women's Aid to continue offering a wide range of vital services, from a 24/7 Helpline to long-term, intensive support, including emergency refuge accommodation. #TeamLWA



[@leedswomensaid](https://www.instagram.com/leedswomensaid)



[@LeedsWomensAid](https://twitter.com/LeedsWomensAid)



facebook.com/leedswomensaid



[Leeds Women's Aid](https://www.linkedin.com/company/leeds-womens-aid)

[#LeedsWomensAid](https://www.instagram.com/leedswomensaid)

[#TeamLWA](https://www.instagram.com/leedswomensaid)

[#Fundraiser](https://www.instagram.com/leedswomensaid)

[#DomesticAbuse](https://www.instagram.com/leedswomensaid)

[#Donate](https://www.instagram.com/leedswomensaid)

[#Charity](https://www.instagram.com/leedswomensaid)

[#Donations](https://www.instagram.com/leedswomensaid)

Boost your fundraising and donations with Gift Aid



What is Gift Aid

Gift Aid is government scheme that makes your donations go even further, at no extra cost to you. If you're a UK taxpayer, we can claim an extra 25p for every £1 you donate. Just say yes to Gift Aid when donating online or fill in a quick form. It's an easy way to boost your support and help us do even more!

Who can Gift Aid

In order to Gift Aid your donation, you must pay Income Tax or Capital Gains Tax that is at least equal to the amount of Gift Aid we will reclaim in that tax year. For example, if you donate £100 to Leeds Women's Aid, you need to have paid at least £25 in tax during that year. The UK tax year runs from 6th April to 5th April the following year.

Gift Aid can only be claimed on individual donations and does not apply to group contributions or collections. For more details, please visit www.gov.uk/donating-to-charity/gift-aid.

How to Gift Aid

You can request a Gift Aid form by contacting us at fundraising@leedswomensaid.org.uk. To Gift Aid your donations, simply complete the form and return it to us, or, when you donate online through our Local Giving page, make sure to tick the box to Gift Aid your contribution.

Keeping it safe and legal

When planning your fundraising activity or event, it's important to keep everything safe and legal. Leeds Women's Aid can't accept responsibility for accidents, injuries, or damages, so please plan ahead and check the relevant rules to ensure everything runs smoothly.

There are a few key things you need to think about when planning your event.

Permission

- If you're holding an event in a public place, you must get permission first, either from the local authority or the property owner.

Photos

- If you plan to take photos of other people at your fundraiser, please make attendees aware.

First aid

- If you're holding an event involving a large group of people, make sure that you have appropriate first aid support in place. You can get advice from St John Ambulance or the British Red Cross. As a basic guide, there should always be someone on hand to help for smaller events, but for larger events involving around 500 people, there should be a minimum of two qualified first-aiders on site. If your event is even bigger than this, please contact fundraising@leedswomensaid.org.uk for additional advice.

Insurance

- If your event involves the general public, it's important to have Public Liability Insurance in place. Check first to see if your venue already has this (as will often be the case). If you're holding an event at home or on private property, check your insurance covers this too.
- Please be aware, Leeds Women's Aid cannot be held liable for accidents, injuries, loss or damages as a result of your event.

Fundraising with food

- To keep everyone safe, check the [Food Standards Agency guidelines](#) on preparing, handling, cooking and storing food.

Public collections and lotteries

- If you are planning to hold such an event that includes a Raffle, auction or lottery, you will need to check you are staying within the law & may need a Licence. For guidance, please refer to [The Fundraising Regulator Code of Practice](#),

Other fundraising which may require a licence

- In addition to public collections and lotteries some other things require a licence too, such as using recorded music, putting banners or signs in public spaces etc. Please contact the local authority to find out which licences you need for your fundraising.

Data protection

- Only collect the information you need. Keep it safe, do not share it and only keep it for as long as you need. Do not leave or store materials containing personal data, such as filled-in sponsor forms or registration forms, in insecure locations.
- You can find information about how we protect and use personal data in our [privacy_policy](#) which is on our website.

If you are under 18

- If you're aged under 18, you must have your parent or guardian's permission to fundraise.

Further Guidance

- [The Code of Fundraising Practice](#)
- [Information about the Code from the Fundraising Regulator](#)
- [The Information Commissioner's Office's guide to the GDPR](#)
- [The UK government's guide to the GDPR](#)
- [GDPR: The Essentials For Fundraising Organisations](#)
- The [Committee of Advertising Practice Code \(CAP\)](#).
- [The Broadcasting Committee of Advertising Practice \(BCAP\)](#).

Fundraising materials

We have everything you need to kick-start your fundraiser, from collection tins and t-shirts to sponsorship forms and poster templates. Simply contact our friendly team at fundraising@leedswomensaid.org.uk to request any of the items below.

Available resources include:

- A branded t-shirt
- DIY bunting template*
- Sponsorship form*
- Headed letter to acknowledge your fundraiser*
- Poster templates*
- Press release draft template and support*
- Social media graphics and guidance
- Donation bucket for your event

*Available to print out at home or can be sent out to you.



**Every woman deserves
respect and support**

24hr Helpline: 0113 246 0401

Website: www.leedswomensaid.co.uk

Email: fundraising@leedswomensaid.org.uk

Social Media: @LeedsWomensAid

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REGULATOR**