

**FEAR
FREE**

**BREAKING
THE CYCLE
OF ABUSE**

FUNDRAISING TOOLKIT



THANK YOU AND WELCOME

Thank you for choosing to support FearFree. Whether you know exactly what you would like to do or if you need some ideas, this toolkit will help you through your fundraising journey.

This month across England and Wales, seven women will be killed by a current or ex-partner. Another 12 will take their own lives – a result of experiencing domestic abuse or sexual violence.

It's shocking to realize that every single year, 1.4M domestic abuse crimes are reported. And on average, victims experience 50 incidents of abuse before they get effective help – often living in fear for years, as they suffer repeated harassment, coercion, financial subjugation, verbal abuse and physical, sometimes sexual, violence.

As a society, we have an obligation to act. But the solution is far from straightforward. Many victims of abuse don't report their abuser for fear of reprisals, or in the belief that they'll change. They may have low self-esteem, feeling helpless, trapped and economically dependent. And they can be scared that law enforcement and social services won't take their situation seriously.

With many perpetrators experiencing abuse as a child themselves, it's easy to see how domestic abuse and sexual violence becomes a cyclical pattern of behaviour that ruins lives.

At FearFree, we're working to break the cycle of domestic abuse and sexual violence. Our highly professional, fully trained and hugely caring teams work across communities in the Southwest, undertaking domestic abuse outreach work; providing personalised support services to help victims end their abusive relationships; supporting children and young people affected by abuse to move on with their lives and running voluntary programmes for perpetrators to help them change their behaviour.

Through this holistic approach we can change lives, provide hope for the future and give people the opportunity and skills to flourish in their future relationships.

Not just for the short term, not just until the next time. But permanently.



HOW YOUR FUNDRAISING WILL MAKE A DIFFERENCE

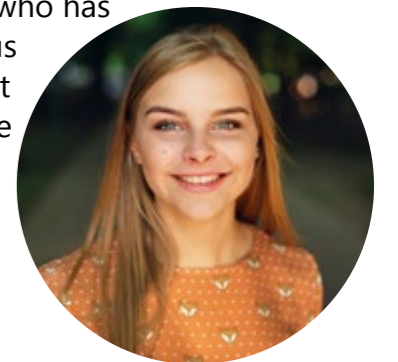
Your fundraising will help adults and children who have experienced abuse, enabling them to rebuild their lives free from fear and abuse. Your funds could help purchase resources to help the children in our services, to help a young mum moving into new accommodation or group sessions to help perpetrators to address their behaviour and stop it. Whatever you raise will make a real difference and save lives. But don't just take our word for it. Here's Clare's story.

When it was first mentioned about having support with FearFree I was extremely apprehensive as in the past I have experienced negative communication with counselling and other services for help. Although this was a choice of my own to get help and support for my trauma, mental health and the experiences I have had I can not thank my GP enough for sign posting me to FearFree as a support tool. From my first initial three hour conversation I have felt comfort, compassion and ease with talking to the individuals within the organisation that I have had the pleasure of talking too.

This is the first organisation in which I have never felt a form of judgement or lack of compassion or understanding for my personal experiences.

Personally I feel as though FearFree as an organisation do not get enough recognition or praise for the services in which they provide to people like myself. I had never heard of your services before, however I am beyond grateful that I have now.

The organisation beams love, support and compassion in everything you do. From assessments, to the support, the Buddy Scheme and other various types of support in which you provide for individuals in need. For someone who has been through various levels of trauma, that compassion and care goes further than words and answers themselves.



How your efforts will make a difference

£5



could buy a mobile phone top up for a person fleeing abuse

£15



could buy a gas / electric top up card for a family

£50



could buy a week's worth of food for an adult and their children

£100



could fund a hotel room for a victim and their children to get them to safety

TIPS TO GET YOU STARTED

Fundraising is all about having fun! Here is some advice to help you get going



1.

You can choose any activity or event.

It could be something you enjoy doing, learning a new skill or pushing yourself with a sponsored activity. Whatever you like! As long as you have fun.



2.

Document your fundraising journey on social media.

Share your fundraising with your friends and family. They could help with donations, give you advice and support or spread the word about your efforts.



3.

Make the most of your community.

Is there a community centre or event which could help you promote your fundraiser or even donate? Get in touch with local supermarkets or businesses who maybe able to support you too.



4.

Set a target. Having something to aim for will help you stay motivated and will make it easier for your fundraising to fit in with your schedule. We have created a fundraising planner to help you get started. This can be found on our fundraising forms document.

THE AMAZING RACHAEL

After experiencing emotional and psychological abuse, Rachael has worked hard to rebuild her life. In September 2022, she decided to complete a sponsored skydive at 15,000ft to raise money for FearFree. Rachael shared her story on social media and with the local press.

If you would like to sign up to a skydive for FearFree like Rachael, [click here](#)



FUNDRAISING A-Z

Auction
Sailing
Aerobics

Bungee Jump
Bag Packing
Bike Ride

Cake Sale
Car Boot
Car Wash

Dog Walking
Dress Up Day
Dancing

Eating Challenge
Egg and Spoon
Expedition

Five K
Fun Run
Fete

Garden Party
Guess the...
Gaming

Head Shave
Half Marathon
Hike

Ice Bucket
Indoor Sports
Iron Man

Jumble Sale
Jam Making
Jazz Night

Karaoke
Knit-a-thon
Kitting

Log Throw
Lunch Club
Lucky Dip

Murder Mystery
Music Event
Make and Sell

Name the...
No Swearing
No Drinking

One Day Silence
Open Garden
Ombie Day

Pledge
Poetry
Plant Sale

Quiz Night
Quit Smoking
Quiet Day

Run
Rowing
Raffle

Sky Dive
Sponsored...
Silent Disco

Treasure Hunt
Tuck Shop
Talent Show

Unwanted Items
University Challenge
Uniform day

Vegan Week
Variety Show
Video Night

World Record Attempt
Walk
Wax

X-Factor
Mas Party
Mas Sale

Yacht Race
Yogathon
Yoyo Competition

Zip Wire
Zumba
Zorb Race

Whatever you choose to do, we will support you every step of the way!

SETTING UP YOUR FUNDRAISING PAGE

Setting up an online fundraising page with FearFree is a simple process. Here is a step-by-step guide to help you create your page.

1. Link to FearFree

[Click here](#) to visit our Enthuse profile and select 'Fundraise for us' in the top bar next to the 'donate now' button.



Or use the QR to access our profile on your mobile phone.

2. Sign up

You can sign up to Enthuse using your Facebook account or your email address. Using your Facebook account will use the basic personal information found on your profile. It is then easier to share your fundraising.

3. Set your goal

Once you are set up, you will then need to set a target for your fundraising. You can enter your goal here, this amount will then be shown on your page. You can then select from the drop down menu what kind of fundraiser it is.

4. Creating your challenge

This is the time to select your fundraiser name and tell us what kind of event/challenge you're taking part in. You can set a date, add a photo and a cover photo to make your page as inviting as possible. Along with the title, you can add a short biography about your challenge/event with photos or videos.

5. Your URL

Here, you can choose what your page URL is. This is the web address that you can use to invite people to your fundraising page. Your URL should be short and easy to remember. We recommend avoiding hyphens or double letters and it should be unique to your challenge/event.

6. Contact

Let us know how best to contact you. We have a monthly newsletter that gives you updates on what we are doing as an organisation and the impact you will make.

7. Share!

Get the word out about your page! You can share your fundraising page using social media share buttons that will automatically include your page or by using your personal URL you created. Keep sharing your page regularly so it is easy to find on your profiles. We have put together a social media guide on [page 8](#).

10 WAYS TO BOOST YOUR SPONSORSHIP & RAISE FUNDS

1. Approach our local radio station or newspaper

Write to your local stations and news outlets. Find their contact details on the contact us page. Tell them what you're doing and how you'd like them to help you promote your story to the public.

2. Get work colleagues on-board

Put up your sponsorship form in your workplace, in your lunch room, internal newsletter or Intranet and get those donations rolling in.

3. Match funding

Ask your workplace if they will match fund your donations. Many will!

4. Get branded

Think outside the box and approach local companies for sponsorship. Offer to put their logo on your t-shirt or socials to promote their support in exchange for a donation.

5. Raffle or cake sale

If you're struggling to ask the same people for sponsorship, do something different and host a cake sale, or raffle in your office or children's school or friend's business.... To do a raffle without needing a license, you must sell tickets and draw the winners on the same day. All funds going to the charity.

6. Friends who know friends

Widen your net. Ask your friends, family or neighbours to ask 3 of their contacts to sponsor you. This personal approach is likely to bring in great results.

7. Who is in your network?

Are you part of a club? Sports team? A business network? Ask them to help you, either with donations or sponsorship.

8. Use your talents

If you're a musician, or love to knit.... use your talent to raise funds. Could you host a gig or sell your creations on Facebook Marketplace or Ebay?

9. Get crafty

Get out the gel pens or use free to use 'Canva' and make posters to put up in your window, local shops, local school or community shop to promote your fundraiser. Be sure to include a QR code or link to your fundraising page. Always use our in aid of logo on your poster. Contact us on fundraising@fearfree.org.uk to access this.

10. Keep plugging

You may be surprised to know it takes at least 3 asks before someone donates. Keep plugging and don't be afraid to remind people to donate.

YOUR GUIDE FOR SOCIAL MEDIA

Did you know, a large amount of donations comes from just sharing your page? Spread the word to your friends, family and the wider community, via text, WhatsApp, word of mouth or even a phone call. Let them know what you're doing and why! Social media is another great way to increase your donations, so we have put together a guide with the stepping stones to help you boost your donations. Whether you're tech-savvy or a social media beginner, we can help you get the word out.

Photos, GIFs and videos

Having an image, gif or video will help draw attention and keep people interested in what you're talking about. Did you know having an image in a post means your audience is 65% more likely to retain the information for three days? Use photos of your training, or event prep pictures or use CANVA for free to create your own.

Share your page/event

You can link to your fundraising page on your social bio and on posts/tweets you share. Creating a Facebook event can also help build momentum around your fundraising. Did you know 20% of donations come after the event is over? So keep posting and share your progress.

Your true journey

Storytelling is a way to get an emotive response. Tell your followers why you're doing the challenge and be sure to update them before event day and after. Content that works best has an emotional impact that people can relate to or connect with and we know your donors will appreciate hearing your updates.

Facebook and Instagram

Facebook and Instagram have recently improved their donation features and have made it easier to add donation buttons to posts, stories and birthday celebrations. Go on, give it a go!



HELP AND TEMPLATES TO GET STARTED

Help us get involved

When writing social posts be sure to tag us on: **@FearFreeCharity**

Ask your friends, family or contacts to share your posts so you can reach a wider audience.

Links to our social media accounts are here:



SOCIAL MEDIA TEMPLATE

We have put together some text for your social media to help you get started.

Hosting an event

Pre-Event

On the [insert date] I will be hosting a fundraising event for @FearFreeCharity. Join me [tag anyone else involved] as [I/we] host [event name]. Our event will include [what visitors will be doing at the event].

If you would like to come along and support us, you can find the event details here [insert Facebook event link].

Day of Event

Today is the day! Join me in supporting @FearFreeCharity at the [insert event name]. There will be [insert event details] and everyone is welcome.

Day after Event

We would like to say a huge thank you to everyone that attended [insert event name]! It was a fantastic day and we raised a total of £[insert amount] for @FearFreeCharity! [I/We] appreciate everyone's time and support for this event and all proceeds will go towards helping survivors of domestic abuse and sexual violence flourish.

Donation led activities

Announcement

[Insert story about why you're fundraising]. I am raising money for @FearFreeCharity by [insert fundraiser]. FearFree is a charity that supports adults and children who have experienced domestic abuse and sexual violence, to help them rebuild their life free from abuse. Your donations could help save lives.

Milestone

Today is the day! Join me in supporting FearFree at the [insert event details]. All donations will go towards supporting adults and children who have experienced domestic abuse and sexual violence to rebuild their life free from abuse. Help me reach my goal of [£] by donating to [insert donating page].

Goal Reached

We did it! Thank you to everyone for donating to my [fundraiser name]. Today, with the generosity of you all, I reached my target of [£ insert target]. The money I have raised will be helping adults and children who have experienced abuse. If you would like to donate, you can here [insert link].

TOP TIPS FOR SOCIAL MEDIA

Use hashtags

On all social media posts, we use the #WeareFearFree hashtag. Trending hashtags is one of the best ways to get more reach on posts.

Payday

Increasing posting during the payday period can increase donations. People feel more generous during their pay day weekend.

Peak times

Research has shown that the best times for each social media are: **Facebook:** 10am - 2pm, **Instagram:** 10am - 1pm, **Twitter:** Weekdays at 9am - 10am and **Pinterest:** 8pm - 11pm and 2am - 4am

Post regularly

We would recommend posting at least 3 times a week to get the best results from your social accounts.

THE LEGAL STUFF

We want you to have fun while fundraising for FearFree, but there are some important things to bear in mind to keep your activities safe and legal. Please read the information below and if you have any questions then please contact our Fundraising Team.



Handling cash

Make sure you keep any cash you receive safe (in a sealed container), and that you are always with another person (unrelated, if possible) when transporting and counting it. Please pay any cash into our bank account as soon as possible and let us know when it's been paid in so we can link it to your fundraising.

Collections

If you plan to hold a bucket collection in a public place, bear in mind that you will need to get permission and possibly a license for this. To collect on private premises, you will need relevant written permission from the owner.

You cannot collect funds through door-to-door or pub-to-pub collections.

Raffles and lotteries

There are quite a few rules around raffles and lotteries, so please make sure you're up to date with these before going ahead! If your raffle (selling tickets and winners announced) is held in person, in one venue and as part of a one day event, you do not need a licence. For the latest rules visit: gamblingcommission.gov.uk or ask us for advice.

Licences and insurance

For events involving live music or selling alcohol, you may need a licence. If you are planning an event that involves the general public, you will need to get public liability insurance. You may also need to carry out a risk assessment ahead of your event. Contact us for more information.

Food safety

Do make sure that any food you are providing or selling at your event has been prepared and served safely. It's also vital to ensure any allergens and risk of contamination, such as nuts, eggs and dairy are clearly marked and communicated with the buyer.

Promotion and other

Please always use our 'in aid of' logo and registered charity number when promoting your event or fundraiser online or on posters, leaflets etc. If needed, please contact the fundraising team to request a 'letter of consent/authorisation' from the charity.

When raising money for a sponsored challenge event like a Skydive or Climb Kilimanjaro, you will need to state when telling people about the event and in writing on any promotional material, fundraising pages etc. if a portion of the money raised will be spent on the cost of the challenge.



Follow us on social media:
search for '@FearFreeCharity'



Any questions? Get in touch
fundraising@fearfree.org.uk
01225 777724

FearFree Charity is a registered charity (No: 1064764) and a company limited by guarantee in England and Wales (No: 3360057). Registered address: Oak House, Epsom Square, White Horse Business Park, Trowbridge, BA14 0XG.