



FUNDRAISING PACK



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Thank you for supporting TDAS.

This pack includes everything you need to know about fundraising for our charity.

If you have questions, need help with anything and to register your event, please give us a call on 0161 872 7368.

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1. ABOUT TDAS

Together, we can make a difference to the lives of adults and children who are suffering the devastating effects of abuse in their own homes.

TDAS is a charity that believes everyone has the right to live free from domestic abuse. We are the only specialist domestic abuse charity in Trafford. We have over 30 years experience in providing local support services, safe accommodation and delivering awareness programmes.

In the UK, one incident of domestic abuse is reported to the police very minute. On average 2 women a week are killed by their current or former partner. 1 man is killed every 3 weeks by his partner. Domestic violence affects 1 million children.

Every penny raised stays right here in the Trafford area, so you can be sure that your support will directly benefit people living locally, including those who have been forced to flee their homes in other areas and are starting a new life in Trafford.

Fundraising activities can be organised by individuals, groups, schools and businesses, they can also be a lot of fun!

Thank you for choosing to support TDAS! www.tdas.org.uk

Our Services

We provide **accommodation** in our refuge and in properties within the community, this includes both crisis and moving-on from domestic abuse accommodation.

We have many **community services** including specialist support, help and advice for those suffering from domestic abuse, peer-support groups, women's groups, access to counselling and legal support and courses that help people to understand and move-on from domestic abuse.

We work with **children and young people** who've been exposed to domestic abuse through one-to-one support, specialist courses for different age groups and preventative work in schools.

2. WHAT COULD YOUR EVENT ACHIEVE?

What goals will you set for your fundraiser?

Could you raise £50, £100, £500 or even £2,000?

Some people prefer to try to raise a lot of money with one event, by undertaking a big challenge e.g. running a marathon. Others prefer to do regular smaller fundraisers, such as a cake sale.

However you decide to fundraise, every pound raised will be put to good use!

- £50** Will pay for an art/play session for the children we support.
- £100** Will educate four young people about healthy relationships.
- £250** Will fund a true colours domestic abuse course for survivors.
- £500** Will provide eight sessions of one to one support for a young person suffering domestic abuse.
- £1000** Will buy new home essentials for a vulnerable family setting up home after leaving our refuge.

Amy's cake sale stall at her workplace raised £89.50, this helped us to re-decorate two bedrooms in the refuge!

3. CASE STUDY HELP SOMEONE LIKE 'JAKE'

Jake was 6 years old when he came to the refuge with his Mum. He was under social care as a 'Child in Need'. He had witnessed emotional and physical abuse at home between his Mum and Dad. His Dad would encourage Jake to call his Mum names and to not listen to her. Dad would give Jake sweets and chocolates before meal times so that Jake would be full and not want to eat the meals cooked by his Mum. This also caused issues with Jake's weight and he was classed as overweight. School said that Jake's behaviours were challenging; often hitting out at other children and not listening. His Mum said that she used to struggle with Jake's behaviour at home because he would never listen to or respect her.

Once the family moved into the refuge, Jake would have fortnightly contact with Dad at a contact centre. After the contact, Jake would often come back home presenting as angry, taking a lot of his frustration out on his Mum.

Jake and his Mum stayed at the refuge for 15 months. Jake also attended the RSpace programme in the community. He really opened up throughout the sessions and our Children's Worker noticed a positive change in him, at the end of the sessions he said that it felt good to talk and now he feels 'normal' after meeting the other children in similar situations. Jake and his Mum also took part in the garden project and he really enjoyed making healthy pizzas and sandwiches. This contributed to his weight loss. He joined a karate club which he loved as he could channel his frustrations as well as keeping fit.

After a year, Jake was taken off the 'Child in Need' plan as social care felt that he had made improvements and had good support.

Jake became much better at coping with changes in his life. Fifteen months after moving to the refuge, the family were rehoused locally. Jake loved having his own room. School noticed positive changes in his behaviour and he formed healthy friendships with other children.

Continued

3. CASE STUDY

HELP SOMEONE LIKE 'JAKE'

His Mum also noticed a positive change when Jake would come back from contact with Dad, rather than take frustrations out on her he would spend some time in his room to reflect by drawing or playing. Mum noticed that he opened up more.

She felt that they now had the safe and happy home that she had always wanted to provide for Jake and he was a much calmer and happier boy.

Our work with Children and Young People is vital in helping them cope with difficult emotions and learned behaviours following domestic abuse in the home. By intervening early it helps to prevent children being drawn into abusive relationships when they are older.

This support, while essential, is expensive. We rely on supporters to help us continue to provide our services so that more children who've witnessed and lived with domestic abuse in their homes can be helped to thrive.

4. WHAT WILL YOU DO?

There are many ways you could raise money for TDAS. Choose something that you'll enjoy doing, consider using skills/hobbies.

- Charity breakfast / Afternoon tea
- Cake sale
- Challenge events (walking / running / cycling / hoola hooping!)
- Fashion shows / Disco / Charity ball
- Park runs
- Wear 'green' for a day
- Sponsored silence / swim
- Pyjama day / Fancy dress day
- Face-painting

Fundraising at work

Some people wish to fundraising with a group of colleagues. This is a fantastic way to work together as a team, or across teams within a larger company.

- Dress-down day
- Cake sale
- Family fun day
- Sponsored team walk

Be sure to speak to your employer about it. Some companies will offer their support too.

Need some inspiration?

The TDAS Team is always happy to suggest fundraising ideas. Get in touch to discuss your ideas or for help choosing a fundraising idea **call us on 0161 872 7368.**

5. PLANNING YOUR EVENT / SPONSORED ACTIVITY

There are a few things to consider to make sure your event goes well.

- Have you registered your event with TDAS?
Please call us on 0161 872 7368
- Have you thought about how to reach and involve other people? This could be your workplace, school, group/ club or pub. People often like to be involved with charity events and it's a great way for them to hear about TDAS too.
- Have you considered how to keep your costs low? You can always try your luck at asking for things for free.
- Have you decided on a fundraising target to aim for? It's good to be realistic, as it's a great bonus if you raise more than you expected to!
- How will people give money? Online is a great way for people to sponsor you. It gives the ability to donate immediately, to pay securely with credit/debit card and to register as a tax payer (for gift aid purposes). Online also means you don't have to deal with cash or take people's personal details. Please contact us if you would like advice in setting up your site.

We really like this one;
<https://uk.virginmoneygiving.com>



If you have an event where you will be taking cash or collecting personal details, please talk to us about it. For example, we have collection buckets that can be used.

- How will you promote what you are doing? The more people that know about your event/ sponsored activity, the more successful it will be. You could use posters, social media, emails and anything else you can think of to promote it. You can even contact your local newspaper asking them to run the story. Make sure the event sounds fun and interesting.
- TDAS will publicise your efforts too, so ensure you give us all the details so we can promote it.
- If you're producing materials to give out at your event, please ask for our advice. There are guidelines for the use of our logo. If people ask for detailed information about our work, please refer them to us and ask them to look on our website.
- Check if your event needs insurance (please see FAQs for more information).
- Can you take photos/video of your event? Photos and video really help to tell the story of what you've achieved and show people that you've successfully completed your challenge/run your event. Please remember to get people's consent before taking or sharing their photographs.
- **Most important – HAVE FUN!**

How we can help

- We'll publicise your event on our website and via social media
- We can provide written confirmation to show that you are an official supporter of TDAS. Any other way we can help? Let us know on 0161 872 7368

6. KEEPING IT LEGAL

Collections

- Street collections require a permit from the local council. Contact us for more information.
- Any collections in shops, shopping centres, supermarkets etc, require permission from the owner or manager. Keep a written record of this.
- Door-to-door or pub-to-pub collections must have a permit issued by the local council and there are rules that govern this activity. Contact us for more information.

Restrictions for lotteries, raffles and tombolas

- All tickets must be sold during one event, or to people at one place of work (multiple buildings at one site are ok but multiple sites aren't).
- No more than £500 of the proceeds can be used to purchase prizes.
- No more than £100 of the proceeds can be used to cover operational costs (e.g. printing tickets).
- Tickets must be sold at the event/on the premises and the result should be declared at the event/on the premises.
- There are no rollovers.
- There are detailed guidelines on the gambling commission website www.gamblingcommission.gov.uk
- Please also contact us for advice.

GDPR

- There are restrictions around the collection of people personal details. If your event will require collecting this kind of information, please let us know so we can explain how we keep these details safe.

7. FREQUENTLY ASKED QUESTIONS

Can I approach companies to donate products for an event?

Yes! We can provide you with a TDAS fundraising confirmation letter to provide to any companies if you are asked for one.

Are there any fundraising ideas I should avoid?

We ask that all our supporters keep in mind the audience and TDAS' mission when planning ways to fundraise. Events need to be safe, fun and legal. Please call us for clarification if you're unsure

I want to collect in a public place, is this allowed?

You can contact your local shops, supermarkets and pubs to ask if they will allow you to fundraise in their venue. To collect on the street you must obtain a street collection license from your local council. Please contact us for help.

What are the regulations for holding a raffle?

The raffle must not include any cash prizes. Alcohol can be offered as a prize as long as the raffle is taking place in a licensed venue. Please let us know if you are selling raffle tickets prior to an event.

Is my event covered by your insurance?

You are not covered by our insurance. If you're holding a large public event we advise you contact your local council or a local insurer for advice. Please contact us if you're unsure.

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7. FREQUENTLY ASKED QUESTIONS

Can I use the TDAS logo?

We're happy for you to use our logo online and on any promotional materials for your event, but there are some guidelines for how it should be used. Please ask our team for advice.

What is Gift Aid?

Gift Aid increases the value of donations and means TDAS benefit even more at no extra cost to the donor. We can reclaim the basic tax on any gift made by a UK taxpayer - 25p in every £1 donated! Online sponsorship systems will collect this information so we can reclaim the tax.

Still got questions?

Please call us on 0161 872 7368

8. FOLLOWING YOUR EVENT

We hope you had fun at your event and, on behalf of TDAS, thank you for all your efforts!

Please get in touch to update us on how it went and regarding any cash donations or any supporters personal details.

We'd love to have photos and/or videos of the event. We can thank you (or the fundraising group) on social media which also shows people how they could help us through doing a fundraiser of their own.

We'd also like to thank you officially by sending you or your company/group a certificate of thanks.

THANK YOU!

Trafford Domestic Abuse Services (TDAS) is a registered charity offering support to individuals and families who are affected by domestic abuse. We support any victim of domestic abuse who lives or works in the Trafford area.

Break Free from Domestic Abuse

0161 872 7368

TDAS Registered Charity 1120983

Company Limited by Guarantee No 2915937

