



2024

FUNDRAISING PACK

Creating a better future for women, children and families.



Registered Charity Number: 1080111

OUR MISSION

Creating a better future for women, children and families.

We believe young women, children and families deserve the best opportunity to thrive. Through a range of housing and wrap-around services, we work to empower young women to live independent, happy and fulfilled lives.

We work with some of the most vulnerable and resilient people in society, who may have experienced homelessness, financial and relationship difficulties, and who often don't have the security or comfort of family to fall back on. We offer compassion, partnerships, understanding and professional services.

We support people to build a home, make connections, access training and education, and raise children safely, with care and confidence. We help create positive change in communities locally and are part of a global network of charities with a long history of supporting and celebrating women worldwide.

OUR VALUES

INCLUSIVE

- We help others
- We respect others
- We work together
- We value diversity and inclusiveness
- We are great team members

COMPASSIONATE

- We are kind
- We are honest
- We make mistakes and learn from them
- We accept that no-one is perfect
- We understand that people's experiences impact their behaviour

EXPERT

- We are positive
- We are accountable
- We deliver quality
- We keep our promises
- Our work makes a difference

WELCOME FROM CHIEF EXECUTIVE TRACY GOLLINS



We are delighted you want to raise funds to help young women children and families here in South Yorkshire. Without the generous support from people like you, we couldn't deliver the services that our communities depend on to build better futures.

In this pack you will find hints and tips for putting on a fantastic fundraising event for YWCA Yorkshire - as well as details of all the ways we can work with you to make your fundraising efforts a success.

Your fundraising will help local people who are in crisis right now and we know that the interventions we provide have a long lasting impact for generations to come. Thank you!

If you have any questions at all, please don't hesitate to get in touch with us: admin@ywcayorkshire.org.uk

Tracy

Our work is more vital now than ever...

1 in 4
women
experience
domestic
violence

309,550
people
estimated
homeless
in England

4.2 million
children
are living
in poverty

HOW YOU CAN HELP

We could not deliver this essential accommodation and support without donations to improve the lives of vulnerable women, children and families. Here are just some of the valuable items your donations can pay for.

£20

Essential toiletries and self-care products for young women and new mums.

£50

Pays for enough food to get a family through the first week in their new home.

£100

Allows one of our families to buy school essentials so their children can feel cared for and confident.

£500

Essential household items for young people moving into a home without the support of family and friends; such as a cot, pots and pans, towels and bedding.

£1000

Lets us deliver a bespoke wellbeing programme to support children whose mental health has suffered during the pandemic.

£1300

Goes towards providing a specialist domestic abuse programme for up to 12 young women and girls.

THE LIVES YOU ARE CHANGING

RACHEL'S STORY

At 16, Rachel was dealing with an abusive relationship and discovered she was pregnant. Despite living with the day-to-day violence and mental abuse, she managed to find the courage and strength to approach a refuge for help. After fleeing from place to place, Rachel found herself in our Green Gables community with a specially trained female Project Worker to support her and her newborn son.

"My Project Worker helped me through. She supported me in going out and engaging with people...because I didn't like it. She was also a friend as well, I could talk to her about things."

Through a mixture of our support and self determination, Rachel has turned her life around. Previously, she suffered badly from anxiety and would hide away, constantly on edge. Now, Rachel is volunteering at our services, wanting to help people in a similar situation.

Your support will help more people like Rachel create a better future for themselves and their families.

WAYS I CAN FUNDRAISE

There are many ways that you can raise money to support young women, children and families in your local community. Here are some of the things our supporters have done in the past:

**Participating in sporting events
i.e. a sponsored run, walk, swim
or bike ride**
Yard sales
Coffee mornings
Charity auctions
Music events/charity gigs
Sponsored fancy dress
Charity quiz nights & raffles



WAYS YWCA YORKSHIRE CAN HELP YOU

Share your fundraising plans with us, and we can provide you with:

Collection buckets/tins
Sponsorship forms & QR codes
Charity merch: banners, t-shirts
Certificates
Promotional materials
Shares on our social channels
Event advice and support
Volunteers

email us: admin@ywcaYorkshire.org.uk

We're Here to Help!

If you are holding a charity event we're here to help you. We can help you to understand if you need a licence to collect money in a public place, or what your obligations might be if you're inviting people to attend a venue. Please get in touch. admin@ywcaYorkshire.org.uk



**RAISE FUNDS
WHILST HAVING FUN**

Top Tips!

TIME TO GET CREATIVE

When you're fundraising, it's important to choose an activity you enjoy – anything goes! From bake sales and sponsored fancy dress to marathon running and abseiling. If you're having fun you'll likely engage more people and raise more funds for your cause.

PREPARE FOR SUCCESS

Once you've decided on an approach, try to book your activity and any associated venues and props well in advance. There may be an up-front cost so consider asking for charity discounts. Many sporting events will have offers for people who are entering to raise funds for a good cause. If you're in control of the date of your event, do some research first to make sure it won't cause a clash for people.

SET A TARGET

Setting a fundraising target is a really good way to focus your efforts and to motivate people.

SPREAD THE WORD

Reach out to your local community as well as your online community via social media, blogs and event listings. If you are inviting people directly, aim to do this at least 4-6 weeks in advance and follow up. You might also consider inviting local reporters and photographers to your event. Just let them know at least 2 weeks in advance. If you need help to make contact with people or to produce branded materials to promote your fundraising efforts, please just ask!



Promotional plan!

TELL EVERYONE YOUR PLANS - INCLUDING US!

IN PRINT

Although many people today opt for digital promotions, there are still instances where printed flyers and posters are very helpful. You might even be able to get a charity discount from your local printer!

Using the YWCA Yorkshire logo and charity number on your materials will help give credibility. We also have brand guidelines and templates to support you to create simple designs - just ask.

There are many community and shared spaces that might let you promote your event. For example, you could consider asking to use the notice boards in libraries, local supermarkets, cafes, business staff-rooms, schools and doctors surgeries.

ONLINE

We can support your fundraising efforts through our digital channels; X, Facebook, LinkedIn and Just Giving. We can share news on our website and through direct emails to our partners and supporters.

You might also like to connect communities through your own Facebook Event or digital fundraiser and invite all of your friends to support you.

We have a range of vibrant digital templates to help you share your stories well.

If you take photos on the day and make sure you ask for people's permission to use them online, we can share them too and publicly thank everyone involved.

Send us your promotional material so we can share on our social media channels @ywcayorkshire



Getting funds to us

Online donations via Just Giving is the easiest way to get the funds straight to us, and gift aiding is quick and simple.



JUST GIVING

1. Go to www.justgiving.com/ywcayorkshire
2. Go to the 'fundraise for us' button in the top right-hand corner
3. Create an account or sign in through Facebook
4. Personalise your page with pictures and words on what you are doing and why
5. Close your page once you have finished your fundraising and everyone has donated

OTHER WAYS...

Drop off your cash or collecting tin/bucket at one of our services

Ring in advance so there is someone to meet and thank you!

Direct bank transfer

Account name: Sheffield YWCA

Bank: Natwest

Sort Code: 010013 Account Number: 19949219

Please let us know when you make the payment so we can look out for it and put the reference as your name and activity -
e.g. KATESMITH_MARATHON

Make your cheque payable to

Sheffield YWCA

YOU ARE HELPING TO CHANGE LIVES

The money you raise will directly support women, children and families in Rotherham, Sheffield and Doncaster.

With your help the expert support we can deliver now, can have a positive impact in communities locally for generations.

Through your fundraising efforts, you are helping us to tackle homelessness, domestic abuse, violence against women and girls, child poverty, family breakdowns, exploitation and mental health difficulties. It is life changing.



YOU DID IT!

Remember to thank all of the people who helped, donated and sponsored you through your fundraising. Let us know how much you have raised, and we will let our online followers know what a fantastic job you've done.



We provide vital housing and wrap-around support for vulnerable women, children and families in your local area. Thanks to your donations, we can ensure more women and families can build a better future.

GET IN TOUCH

ywca.yorkshire.org.uk

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admin@ywca.yorkshire.org.uk

THANK YOU FOR YOUR SUPPORT

