



Preventing and
Responding to
Domestic and
Sexual Abuse

Fundraising for Yellow Door

A FUNDRAISING PACK FULL OF IDEAS AND INSPIRATION

WELCOME

Hello and thank you for your interest in fundraising for Yellow Door!

We are a registered charity (1111753), working across Southampton and Western Hampshire to support women, men, children and families who have experienced abuse.

There are lots of easy ways you can raise money to help us prevent and respond to sexual and domestic abuse.

We've created this guide to give you lots of ideas of how to fundraise in simple, creative and fun ways. Flick through, enjoy, and we look forward to hearing about your events in the near future!



Contact our team today:

023 8063 6312 | info@yellowdoor.org.uk | yellowdoor.org.uk

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"All big things have small beginnings..."

WHY FUNDRAISE?

It's impossible to say how many women, men and children are affected by domestic and sexual abuse, but estimates suggest that as many as 1 in 4 people will experience abuse or assault during their lifetime. We know the effects of these experiences can be profound; not just for the individual, but it can also devastate family relations and even impact the wider community.

Having the right support available at the right time can make all the difference for those affected. As a charity, we receive local funding but also rely on the support of individuals and groups throughout the community to provide support to women, men, children, young people and families across Hampshire.

By fundraising for us, you will be contributing to this vital work in a real way. You will be helping us to ensure that we are able to alleviate the impacts of abuse across the region.

You will also be supporting our STAR Project to deliver essential workshops across the county: promoting healthy relationships and helping to set them up for bright and happy futures .

On top of that, fundraising is not only a great way to help support causes close to your heart and make a difference in your community, but can also be a great opportunity to get a group of friends together—old or new! - and have some fun!!

Facts & Figures Yellow Door 2018/19

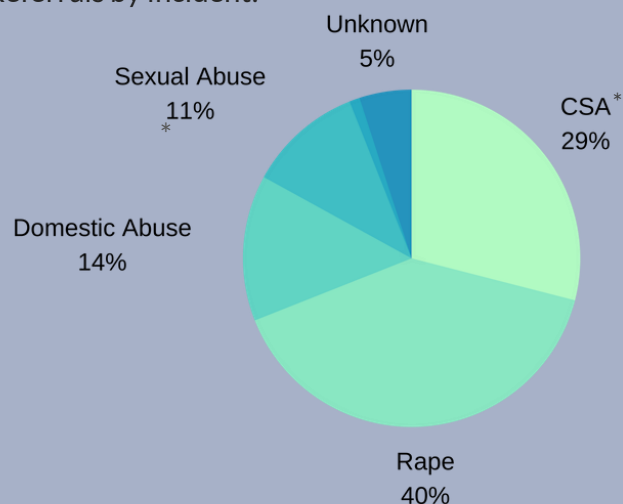


1,263
Referrals received



Almost
9 out of 10
experienced abuse
from someone they
knew

Referrals by incident:



* CSA = Childhood Sexual Abuse

WHAT YOU CAN ACHIEVE

£50

could cover transport costs for someone who might otherwise be unable to access our services

£100

could provide materials and resources for our therapeutic arts groups

£300

could pay for six trauma-informed counselling sessions

£1,000

could enable our STAR team to deliver 8 preventative educational workshops

£1,200

could cover the costs for a child to receive 24 sessions of art therapy

£5,000

could fund a part time specialist domestic and sexual abuse advisor for 6 months

GETTING STARTED

Starting planning for a fundraiser is exciting: the limits are endless and there's so many things you could do! To help you get started, we recommend asking yourself a few questions:

- **Who is fundraising?** Are you going to be fundraising alone, with someone else, or as part of a group?
- **What are your interests?** Are there any skills or do you have any networks you can draw on to help you?
- **What is the scale of your event?** Would you like to do a one-off big event? Or a series of smaller events over a period of time?
- **What's your fundraising target?** Every fundraiser should have an appropriate target, how much do you want to raise?
- **What's a reasonable timeframe?** Depending on the scale of your event, you'll want to make sure you set yourself enough time to plan, prepare, and fundraise!
- **Do you have a budget?** Unfortunately, not everything comes free and some fundraising activities may require a budget to get going. Do you have a budget for your event? Could you ask your employer to support?

In this guide you'll find some of our favourite ideas. We hope you will find some inspiration to get you started towards your fundraiser. When you're ready to start planning, flick to the back of this pack for our handy planner that'll get you on your way!

HOLD A BAKE SALE

A bake sale is a great excuse to put your baking skills to the test whilst pulling together the community for a good cause.

To make the most of your event, get thinking early on about when and where you can host it: where are you going to get the most footfall, and at what time of day? It will also be good to speak to others who may be able to help, when's a good time for them?

If you've managed to recruit a good number of bakers, it is a good idea to establish a pricing system, so that all similar goods are being sold for a similar price. This will also allow you to prepare clear labels for your stall!

Cakes not your thing? Be inventive! How about mixing it up with some savoury treats—pastries, bread, mini pizzas, or even a selection of jams and chutneys.





HOST A GIG

Be it “Battle of the Bands” or a more formal charity ball, what better way to bring people together than with an evening of live entertainment? There are so many different tastes and styles you can tap into.

When planning a big event like this, it’s good to start by seeing if you can get a team of volunteers together to help—you’ll need all the help you can get!

Raise funds by selling tickets, and you perhaps you can even think up some additional fundraising ideas on the night itself.

Hosting a gig or concert can come with big costs, but if you plan in enough time, think creatively and call on all the help you can get, there are ways a lot of expense can be avoided.

Keep costs down by..

- **Is there a venue that might let you host an event for free?** You might have to be creative with the type of venue you opt for, and what time/day you chose.
- **Do you know any musicians or performers who might be willing to donate their time?** Asking a band to play all night for free may be a bit too much, but you might want to organise different sets and performances throughout the night.
- **Are there any sponsorship opportunities?** You might be able to approach local businesses to see if they are interested in sponsoring your event in return for publicity.

Music not your thing? How about a Comedy, Talent Show or Poetry Slam Night? Or even a Fashion Show?

RUN A MARATHON

When a friend asks if you'll sponsor them, what's the first thing that pops into your head? A marathon is the quintessential fundraising event—and for good reason!

By challenging yourself to a marathon, or any organised run of any length, you are setting yourself a personal challenge unlike any other: one of focus, dedication and endurance that allows you to push the boundaries of what you thought yourself capable of.

If that's not enough, it also gets you fit, and releases all those happy hormones!



Marathons and Runs across the South East:

New Forest Marathon and Half Marathon

Winchester Half Marathon

South Downs Trial Marathon, Half Marathon and 10k

ABP Southampton Marathon, Half Marathon and 10k

Portsmouth Coastal Waterside Marathon

Eastleigh 10k Run

HOST AN ART EVENT

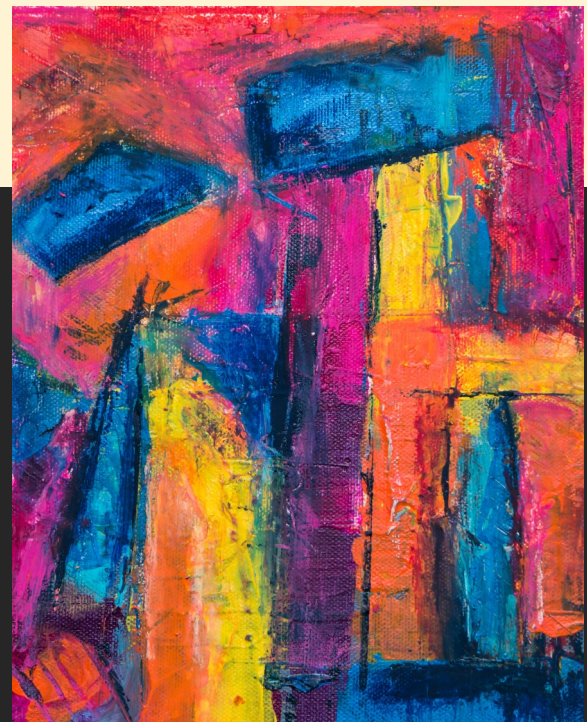
Hosting an art event can be a great excuse to get creative for a good cause. A loved pastime, art events can bring together a community.

Art & Crafts Fundraisers can take many forms. Ranging from Charity Art Exhibits, to Christmas Card-Making Workshops.

If you're planning on hosting a workshop, see if you can rummage up support from local shops and suppliers who might be able to offer donations to get you started! You could even double up your event and host a follow-up charity auction where bidders can take home the wares from your workshop.

Art & Crafts Fundraisers can take many forms. Some ideas to get you started:

- Charity Art Exhibits,
- Christmas Card-Making Workshops
- Life Drawing Session
- Social Painting Party
- Chalk Art Murals across your neighbourhood
- Art Education Walks
- Portrait Photography Shoots



HOST A TOURNAMENT



Get everyone's competitive-side going and host a fun and energetic tournament for the whole community to get involved in!

What would you like to challenge your participants to? The options are endless!



Table Tennis
Arm Wrestling
Board Games
Karaoke
Food Eating
Golf
Darts
Paintball
Dance-off
Bowling



To make it as fun as possible, and get as many people involved, see you can rustle up some donated prizes from local businesses for the winners, or maybe you can even bag some local discounts for the participants.

HOLD A JUMBLE SALE

Spring cleaning and fundraising all in one package, holding a jumble sale can be a great way to de-clutter and raise money for a good cause.

When planning your jumble sale, it's good to plan early and do some research:

- Are there any local jumble sales, fetes, or car boot sales already scheduled?
- Which one is best/most appropriate for the items you're planning to sell?
- Who else can you call on to donate items, and to help run the stall on the day?
- What do you need to help display your items in the most appealing way? For instance, do you need a clothing rail?
- Do you have change for cash purchases? And do you have means for people to pay online straight into an online fundraising page?

Remember! These days, you don't even have to go outside to host a jumble sale! If you're tech-savvy, why not auction off your items on eBay for Yellow Door?

To find out how, just head to ebay.co.uk/ebayforcharity



RUN A CAR WASH

Organising a car wash can be a great way to get friends and family involved in raising money and awareness for a charitable cause.

Make sure to arrange your car wash on a day that suits the rest of your group—you're going to need all the help you can get! If you're planning on running the event all day, it might be a good idea to get your team to sign up for shifts.

It's important to make sure you find the right location for your car wash. Car parks generally work best for this, but you'll have to gain necessary permissions. Other things to think about:



- Is your location easy to find and access? What signage might you need to get attention from busy roads?
- Will you have access to the water you need or will you have to source it from elsewhere?
- Is the drainage at your location suitable? Try to use eco cleaning products wherever you can not to impact local wildlife.

HOST A CHARITY AUCTION

When many people think of a charity auction they picture grand venues, formal wear and five-course dinners. But charity auctions come in all shapes and sizes:

Live auction: with an auctioneer to facilitate the bidding for a fun, lively and fast-paced fundraiser.

Silent auction: where guests are left to browse items, and place their bid in writing as they browse (or—you can even use mobile bidding software from smartphone apps!)

Online auction: Use of an appropriate online auction platform to bid off your items.

Penny Social: Like an auction-raffle hybrid, guests place pre-purchased tickets in a bowl next to their item, and at the end of the event a ticket is picked from the bowl to announce the winner.

Whilst many auctions focus on high-end luxury goods, don't be afraid to step outside the norm altogether when it comes to soliciting items. Seek donations from local businesses and supporters but you can always get creative by auctioning off dates or even mentorship sessions with successful professionals, walking tours with a local artist or photographer, or a custom written poem or story for the winner!

It's important to remember that auctions can take a lot of planning. You might want to assemble a small team to assist in planning for the event, particularly when it comes to sourcing items for your auction.

PLANNING YOUR FUNDRAISER

So you've got your idea and you'll all set to get started! Planning is an important part of any fundraiser, and it's important to get the details ironed out early on to make sure your fundraiser goes ahead without a hitch.

Step 1)

Figure out the who, what, when, where and how of your event. You might want to return to page 4 to make sure you've covered all bases.

Step 2)

Contact us here at Yellow Door! We can help support you in planning and promoting your event!

Step 3)

Set up an online fundraising page on **Facebook** or **Virgin Money Giving** (It's free—and you can link your fundraiser directly to Yellow Door's home page!)

Step 4)

Think through your event as both an organiser and as a potential donor/attendee. Are there any other steps you can take to help things run smoothly.

For instance, are you hosting a ticketed event? **EventBrite** is an online platform that might help.

Step 5)

Have a final think through of your budget—even the small things as they soon add up! Is there anything you might be able to source for free throughout the local community?

Step 6)

Get promoting and raising those funds! (See next page)

Don't forget to give donors an opportunity to sign up for **Gift Aid**!

PROMOTING YOUR FUNDRAISER

So you've got the planning out the way, now to spread the word about your fundraiser and get everyone involved!

Reach Out to the Community

Design a few posters providing details of your event and put them up around town.

You can also do a bit of research into local directories listing community events and submit your own event details to a couple of local event calendars.

Social Media

Extend the reach of your fundraiser through social media. Try some of these tips to get your fundraiser noticed on social media:

- Create engaging visual content
- Share your story; What makes this cause so important to you?
- Consider making live videos or stories on Facebook or Instagram
- Use hashtags like #causes and #4charity
- Create an event page and invite all your friends

Word of Mouth

Be sure you tell everyone about your fundraiser, and let them know how they can support you and get involved.

You might even have some high-profile networks you can call on to help you promote your event!

The Power of Email

Plan a three part email series to those prospective supporters.

This can be particularly handy not just for sponsorships, but to contact local businesses for donations for an event (i.e. an auction) and is a great way to keep everyone updated on your progress!

Your email series should include:

- Event Announcement / Call to Action –tell people to save the date, let them know to book a ticket or donate to your fundraiser
- Event Reminder— with more details of what's in store, and prompt those last RSVPs!
- A Final Thank You—offer your supporters, participants and guest a final thank you and a summary of all you have achieved.

Get the Local Press Involved

If your fundraiser is particularly unique, or large-scale, you might even want to get the press involved. This can be great publicity, and you can invite them to come along to feature your event.

GUIDELINES FOR FUNDRAISERS

We want to support you to feel safe and informed throughout your fundraising activities. To help with this, the following guidelines are provided as an overview of Yellow Door's policies for fundraisers in the interest of maintaining legal, ethical, honest and respectful fundraising practices at all times. All individuals and groups undertaking fundraising activities in aid of Yellow Door are expected to adhere to these guidelines.

General Principles

We expect all those fundraising for us to adhere to ethical, honest and lawful conduct at all times. Amongst other things, this includes:

- being honest about Yellow Door's aims, objectives and outcomes;
- not accepting donations from those who lack capacity at time of donating;
- acting 'in aid of' opposed to 'on behalf of' Yellow Door at all times (unless explicitly appointed by Yellow Door)
- and ensuring no undue pressure is placed on a person to donate.

Handling of Funds Raised

The fundraising organiser is responsible for ensuring that anyone raising money must ensure that Yellow Door receive any and all monies raised.

For cash collections, a sealed collecting box must be used to collect all donations. This container must be kept and remain sealed until it is promptly passed to a designated Yellow Door representative to be counted in a secure environment at the end of the activity/event. Any donations via cheque should also be placed in the sealed container.

Unsecured cash containers must not under any circumstances be left unattended or in an unattended environment.

Transfer of Funds

All monies must be received within 1 month of the event/activity, or closing date for donations. All funds will be acknowledged on receipt.

Card/Online Transactions

Yellow Door are currently unable to accept card transactions, but donations can be made via our Virgin Money Giving page: virginmoneygiving.com/charities/yellowdoor. Fundraising parties are also encouraged to set up their own online fundraising pages for their event either via Virgin Money Giving or Facebook.

Sponsorship Forms

If fundraising via sponsorship, fundraisers are expected to use forms provided by Yellow Door.

Depending on your activities, you may be acting as a Data Processor on behalf of Yellow Door and will be expected to comply with Data Protection requirements. See the section on Data Protection or speak to staff for more information.

Use of Funds

As a charitable organisation, all of Yellow Door's income goes towards charitable activities undertaken by the organisation. Unless otherwise specified, all funds raised through community fundraising activities will be treated as unrestricted funding. If an appeal is being run for a particular purpose, fundraisers must submit a statement for approval a minimum of one month prior to collecting donations indicating what purpose the funding is intended for.

Branding

Fundraisers are welcome to implement the Yellow Door logo in promotional material relating to your fundraiser, but are asked to do so in line with our Branding Guidelines.

When using our logo, please ensure that your purpose of use is made clear, and that the fundraising party cannot be misinterpreted as acting on behalf of Yellow Door (i.e. by using our logo as your profile icon on social media).

Expenses

Any expenses incurred as part of fundraising activities in aid of Yellow Door are the responsibility of the fundraising organiser unless agreed by a member of Yellow Door's senior management team prior to the event.

Data Protection

Where applicable, it is expected that all fundraisers act in accordance to the Data Protection Act 2018 at all times. In rare instances, it may be that third parties may act as a Data Processor on behalf of Yellow Door within their activities (i.e. if using sponsorship forms). In this instance, this will be discussed in advance with you, and a Data Processor Agreement may need to be signed.

Risk Assessments and Liability

The fundraising party is responsible for carrying out appropriate risk assessments related to their activities in aid of the organisation. Yellow Door will not accept any responsibility or liability for any events undertaken in aid of its work.

Licensing

All fundraising organisers are expected to adhere to licencing laws and regulations as specified by the national and local authorities or other relevant bodies. This means – depending on your activities - you may need to apply for licenses or other permissions for your event.

Details for licencing requirements from Southampton City Council can be found at: southampton.gov.uk/business-licensing/licensing/fundraising/. If your event is being held elsewhere, please contact the relevant local authority for details.

MY FUNDRAISING PLANNER

TOP THREE IDEAS

TO-DO LIST

SCHEDULE

FUNDRAISING TARGET

MOTIVATIONAL QUOTE

NOTES



[Yellowdoor.org.uk](https://yellowdoor.org.uk)



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