



Your Fundraising Pack

Thank you for choosing to fundraise for **Womankind Worldwide**.

Every year we're overwhelmed by supporters like you, whose passion to improve the lives of women and girls inspires you to raise funds for Womankind. Whether it's shaving your head, running a marathon or hosting a dinner party, your fundraising efforts will make a real and lasting difference in the lives of women.

Keep fundraising fun

Starting your fundraising can often feel daunting, but we hope that our Fundraising Pack will help you to find fundraising fun and easy. If you have a sponsorship target you would like to reach, break your fundraising down into smaller targets. Sometimes getting started is the hardest part but you will see how supportive friends, family and, even strangers, can be.

Welcome to the growing movement of passionate Womankind supporters! We're here to support you as best we can, so we will be in touch regularly to make sure you're enjoying your fundraising and to see if you need any extra inspiration or tips.

Your support

Our supporters enable us to directly help thousands of women and girls to know and claim their rights. From escaping an abusive relationship to gaining financial independence, Womankind and our partners support women as they recover from violence and rebuild their lives. **But it's only with the help of committed supporters like you, that we can continue to change the lives of so many women.**



You can reach us at any time

☎ 020 3735 5558

✉ supportercare@womankind.org.uk

Who we are

Womankind Worldwide is a global women's rights organisation working in partnership with women's rights organisations and movements to transform the lives of women and girls.

What we do

Womankind Worldwide is working towards a world where **every woman and girl can live free from violence and discrimination, have a say in the decisions affecting her life, and be free to know and claim her rights.**

We strengthen and support women's rights organisations and movements by providing the tools and resources they need to change the lives of women, in the home, the workplace and the communities they live in.



We build successful projects, amplify women's voices and share what's working. We also take collective action with women's movements at an international level.

Why we are needed

In no country in the world do women enjoy the same rights or opportunities as men. Every day women and girls face discrimination, poverty and violence just because they are female. **Despite advances in women's rights, gender inequality and discrimination against women is still widespread.**

The facts



1 in 3

Globally, 1 in 3 women experience violence in their lifetime.



<20%

Women make up less than 20% of landholders in the world.



x2

Women spend at least twice as much time as men on domestic work, and when all work – paid and unpaid – is considered, women work longer hours than men.



23.3%

Women make up just 23.3% of all parliamentarians.



700m+

Over 700 million women alive today were married when they were under 18, and of those, some 250 million were married before they were 15.

Violence and discrimination towards women is a global problem, but it can be solved. Together, we are part of a powerful, worldwide movement for change.



Your fundraising can **transform** lives

It's only with the help of committed supporters like you that we can reach thousands of women and girls every year. The money you raise will help women to transform their lives. Remembering the impact your support will have is key to the success of your fundraising.

Meet Nani



As a widow in Nepal, a woman's voice often goes unheard. So when Nani's husband died, she was left with nothing. But with help from our partner, **Women for Human Rights**, Nani was supported to start her own business, and now she can support her three children and is hoping to build her own home.

“I finally feel like my life matters to someone. I'm growing my business and can now pay for my children to go to school. You have helped me to improve my life, I'm so grateful.”



Meet Marisa

“Now I know the ills of FGM and I don’t want it in my community. I am teaching Maasai girls to reject FGM and embrace education.”

Marisa used to advocate for Female Genital Mutilation (FGM) because of the traditional beliefs surrounding the practice, like, how men won’t marry a woman who hasn’t had FGM. But with support from our partner, the

Federation of Women Lawyers, Marisa is now a part of the Maasai women’s movement in Kenya, campaigning in her community to end FGM and other forms of violence and discrimination against women and girls.



Meet Veronica

“I have gained so much knowledge and awareness about domestic violence. I am now a champion of women’s rights and I can help more women change their lives like I have changed mine.”

Veronica was supported by our partner, **Zimbabwe Women Lawyers Association (ZWLA)**, through a custody battle. Inspired by the assistance she received, she trained as a volunteer

Community Legal Educator with ZWLA, and now, she raises awareness of violence against women and girls in her community, and supports survivors to seek justice against their abusers.

Fundraising at **school**

Where better to learn about women's rights than at school? Raise awareness of Womankind and get everyone involved to raise vital funds for gender equality.



Bake off!

Put baking skills to the test by asking students to enter a Bake Off competition judged by your teachers. Sell the cakes after the competition to raise funds.



Non-school uniform day

Ask your Head Teacher to ditch the uniform for a day to support women's rights. Charge students £1 to wear their normal clothes for the day.



International Women's Day

Host a day dedicated to celebrating inspirational women and the movements that fought tirelessly to secure the rights we currently have. Give a presentation about the barriers women and girls face around the world and discuss how you can collectively create change.

“I feel passionate about women's rights and feel I'm very lucky to live in a country with (relatively) good women's rights.”

Inspired by our Radio 4 Appeal, **Ella** chose to support Womankind by baking up a storm for a cake sale at school, raising **£170**.

To receive a copy of our dedicated Schools Pack please get in touch.

Fundraising at **university**

Get the whole campus involved in fundraising by holding an event every student will remember. Together, you can make a greater impact in the lives of women and girls.



Halloween party

Host a spooky party at your student's union or local nightclub and charge admission. Why not ask the club to donate 25p from each drink sold?



Battle of the bands

Recruit bands, singers and musicians to take part and put on a fantastic night of live music for students. Charge for tickets and collect donations on the day.



Pub Quiz

Test fellow students' knowledge with your very own 'University Challenge' quiz at your local pub. Charge teams to take part and remember, don't make the questions too hard!

£567 could pay to broadcast a radio show raising awareness of the dangers of Female Genital Mutilation and child marriage, reaching 300,000 people in Kenya

Fundraising at **work**

Liven up your working day with cake, an event or a challenge! Fundraising at work is a great way to get the whole company involved in Womankind's work.



Sponsored silence

Chatterbox at work? Let colleagues know that you'll be staying silent for a day, relying on just a pen and paper to communicate.



Donate a day's pay

To raise awareness of the gender pay gap and equal pay, donate a day's wages and ask your company to match the contribution.



Skills swapping

Ask colleagues to contribute an hour to teach another staff member a skill they're good at. It could be anything from budgeting to cross stitch. Put up a list and ask everyone to place a bid on the skill they want to learn.

“Womankind are a fantastic charity doing brilliant work for all women, everywhere. Forked Theatre are honoured to fundraise for this very worthy cause, and will continue to do so through their all-female storytelling show MOTHERLOGUES.”

Forked Theatre raised **£286** at their performances of **MOTHERLOGUES** - a raw and honest portrayal of motherhood.

Fundraising with **friends**

There is no better way to raise funds than with friends. Whether it's a coffee morning or a creative afternoon, come together to make a difference.



Give in celebration

From birthdays to weddings, mark a celebration with donations instead of presents and be confident that your special day is a really worthwhile one.



Craft afternoon

Invite friends round to try out a new craft, enjoy cake and a cup of tea while telling guests about the work of Womankind and sharing stories from the women we support. Set a suggested donation.

“It was very rewarding to feel that my birthday was able to help other women.”

Joyce has supported Womankind since 1995, and to mark her 70th birthday, she asked loved ones to make donations instead of receiving gifts, raising a fantastic **£270**.

£157 could provide women survivors of violence and their children with library books and literacy materials in a safe house in Ethiopia

Challengers and risk-takers



Susan

From head shaves to completing a marathon, test your limits to support women's rights.



Susan running the London Marathon 2017



Run

Whatever distance you choose to run remember to 'Celebrate Finish Lines before Finish Times'. Crossing the finish line is the best feeling after months of training, countless miles and carbs. Wear that medal with pride!



Ride

You could challenge yourself to a 24 hour bike-a-thon either as a tag team, on the road, or on a stationary exercise bike.



Walk

Do some local research to find out about famous women from history and create a walking tour. Ask your friends and family to join you for a suggested donation.



Swim

You could swim the equivalent distance of the English Channel (132 miles) in your local pool! Ask for sponsorship as you train.

“I choose to support **Womankind Worldwide because I want all women and girls to have the same chances and choices that I have in my life. Equal, respected, proud...that really shouldn't be too much to expect.”**

Susan ran the world famous, London Marathon, completing the challenging 26.2 mile race. Susan exceeded her fundraising target raising **£3,240**, which has kindly been matched by her employer.

£382 could provide a year's worth of materials for women survivors of violence to train in business skills to become financially independent in Zimbabwe



Dawn and Sophie



Head shave

Would you be brave enough to shave your head to raise funds for Womankind? With a challenge like this, friends and family won't be able to resist sponsoring you.

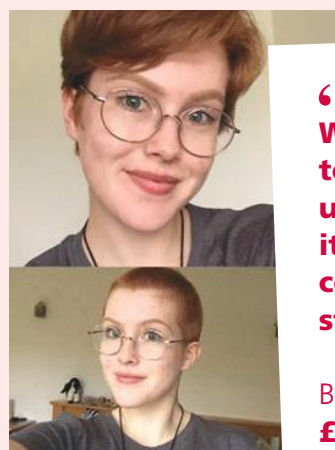


Overseas challenge

Fancy an overseas adventure challenge? From paddling and kayaking to jungle treks, take a look at Charity Challenge's website for inspiration – they even have challenges in some of the countries we work in. Visit www.charitychallenge.com

“ We chose to fundraise for Womankind Worldwide as we both realised that we take so much of our lives for granted, when many women are still denied basic rights. We indulge in so much that we don't need when, for many, the only thing that matters is a roof over your head, some food, water and safety. ”

Mother and daughter, **Dawn and Sophie**, trekked Machu Picchu to support women and girls. They raised an incredible **£4,120!**



“ I fell in love with Womankind's work and I decided to do something stereotypically un-ladylike, to show people that it doesn't matter whether I look commercially 'feminine', I am a strong woman. ”

Braving the shave, **Anna-Grethe** raised **£250** to support Womankind's work.

£764 could provide legal support for women survivors of violence in Zimbabwe

£1,887 could provide training workshops for 80 community leaders in raising awareness of violence against women and girls in Ethiopia



How to plan a fundraising event



Ideas

Have a look at our fundraising ideas for inspiration or incorporate one of your personal interests e.g. if you like to cook, hold a dinner party. Ask your friends and family what they think of your idea, as they will be your main audience.



Help

Depending on the event you might need help. Decide on each person's tasks e.g. for a fundraising ball, source raffle prizes, promotion, refreshments and entertainment.



Time and location

Make sure your event doesn't clash with any other local events or holidays. If you need to book a venue consider capacity and accessibility, catering, equipment etc.



Target

Consider how much you would like to raise taking into account any expenses. Explore any other ways to boost your fundraising on the day, e.g. asking for donations for refreshments is a good way to boost your fundraising total.



Plan

Draw up a rough timetable and event plan so you and your team are clear on what needs to be completed and when.



Rules and regulations

As the event organiser you must consider any health and safety issues.



Marketing

Promote your event to your local newspaper, friends, family and colleagues and ask them to share it too. It's good to keep updating progress on social media e.g. you have just been offered an amazing auction prize, or you only have 10 tickets left.



Event day

Try to prepare as much as possible in advance to avoid a last minute rush. Get to the venue early to set up refreshments, tables and chairs, signs, raffle table etc. Decorate the space with posters, balloons and have a few Womankind leaflets and newsletters for anyone who wants to know more about the cause.



Celebrate

Most of all enjoy the event, take photos and videos to capture the day and celebrate all your hard work.



Feedback

Get in touch to let us know how it went. You could be a #FridayFundraiser if you are happy for us to share your photo and quote across our social media platforms.



Donation

You can pay in your fundraising money online, by bank transfer or by sending us a cheque. Make sure you give us your name and address so we can send you a thank you letter.



Keep it personal

Share why you have chosen to fundraise for Womankind when promoting your event or challenge, and asking for donations. Do you have personal reasons for fundraising for Womankind that you are happy to share?



Get in touch for materials including posters and balloons



Fundraising **tips**



Why Womankind?

Let donors know why you have chosen to fundraise for Womankind and what your challenge or event means to you.



Getting started

The hardest part is getting started; dive in by setting up a fundraising page using Virgin Money Giving or Just Giving, search for Womankind Worldwide and follow the steps to get started.



Be Proud

Don't worry about annoying your friends and family by asking for donations - you are doing something wonderful for women and girls. Keep your supporters engaged by updating them on your fundraising journey with training milestones, photos, fundraising progress and sharing Womankind's posts on social media.

x2

Double your efforts

Many employers run a Matched Giving scheme, which could double the amount you raise. Find out if your employer is one of them – and if not, why not suggest they do?



Save on expenses

Ask local businesses to donate auction prizes, refreshments or sponsor the cost of the venue.



Pay Day Generosity

Ask people to donate at the end of the month, on or after payday when they are feeling more generous.



Selfie

Add a photo of yourself. We can send you a purple Womankind t-shirt or running vest so you look the part.



Impact

Let your donors know how their donation will help women and girls around the world, by sharing links to some of the real life stories on our website.



Personal thank you message

Thanking your supporters by text, on social media or, best of all in person, will let them know how much you appreciate their support.

Remember, we're here to

support you. Feel free to contact us at supportercare@womankind.org.uk or give us a call on 020 3735 5558

Spread the word



Social media

Using social media is a great way to shout about your fundraising and raise sponsorship. You can introduce family and friends to Womankind and share stories of the women and girls we support, to show how their money could make a difference.



Facebook

Use Facebook to share information on what you're doing and links to Womankind's latest blogs and your fundraising page.

Make sure you post regularly on Facebook just in case your post hasn't appeared on friends' newsfeeds. Even if it has, **posting regularly** helps to keep your event at the forefront of their mind. If you're training for an event, why not share videos of your vigorous training regime?

Sample Facebook post:

Every day women and girls face discrimination, poverty and violence just because they are female. I'm holding a coffee morning on Thursday 8th March, to celebrate International Women's Day and raising money for

@WomankindWorldwide

Every pound raised will help women and girls to live free from violence and have a say in the decisions affecting their lives. (Link to fundraising page)



“I tried to mix up the Facebook posts and emails with pictures of me looking silly in my wetsuit, my passion for supporting amazing women around the world and the difficulties of training. And it worked – my generous family and friends helped me to raise £952”

– Rosey, Swim Serpentine 2016





Instagram

Share photos of your event, training or challenge with your followers to boost your sponsorship.

Use Instagram to give regular updates - for example if you are running the #LondonMarathon.



Sample Instagram post:

I braved the cold this morning to start training for the #RoyalParksHalfMarathon. This is a huge challenge for me but I am proud to be supporting @womankindworldwide – I hope you enjoy my post run #selfie



Twitter

Join the wider feminist community on Twitter while sharing your event or challenge. Tag Womankind in your posts and we'll retweet you. You could also tag your local newspaper, as they may be interested in covering your story.

Tweet @ your friends and family directly to ask for their support. Don't forget to include images, hashtags and a link through to your fundraising page.

Sample Tweet:

Did you know, 1 in 3 women worldwide will experience violence in their lifetime? But violence against women and girls is preventable which is why I'm raising sponsorship for @Woman_kind by shaving my head, to ensure women can live free from violence. Please make a difference by donating to my fundraising page (Link to fundraising page) Thank you!



Don't forget! Be sure to tag Womankind in all of your social media posts - we'd love to see how you're doing and we'll tag you back!

f @WomankindWorldwide
t @Woman_kind
i @womankindworldwide

Keeping it **safe and legal**



Do...



Remember that you are responsible for ensuring your event is legal and safe. Womankind Worldwide cannot take any responsibility for injury, losses or damage incurred during fundraising events.

Comply with the Health and Safety at Work Act 1974 and all other relevant legislation.

Ensure that your event is properly supervised and that all volunteers are briefed sufficiently.

Conduct a risk assessment, if appropriate. Contact outside agencies such as local councils, police and trading standards for help and advice.

Consider first aid requirements. We would recommend contacting your local Red Cross or St John's Ambulance for advice.

Be aware of the strict laws governing raffles and lotteries. Please visit www.gamblingcommission.gov.uk

Inform people you are fundraising in support of Womankind but you are not a representative of the charity.

Include this information in all fundraising material that you produce (e.g. posters, invites):

This event is being held in aid of Womankind Worldwide. Womankind Worldwide Registered Charity Number: 328206

Don't...



Do anything dangerous, illegal or irresponsible.

Allow anyone under 16 to collect money without adult supervision.

Collect money on the street without the proper permission from the council, police or property owners.

Send cash in the post; please send cheques made payable to Womankind Worldwide or donate online through our website, choosing the reason 'I held a fundraising event'.



If there's anything you're unsure of, give us a call on 020 3735 5558 or email us at supportercare@womankind.org.uk

Frequently asked questions



What kind of support will I get?

We hope this fundraising pack is helpful but Womankind's fundraising team is on hand to answer any questions. Email us at supportercare@womankind.org.uk or give us a call on 0203 735 5558.

You'll find lots of ideas in this pack on how to raise money through social media, getting your employer on board, and fundraising activities to boost your total such as collections and a bake sale.

The best way to keep track of your donations is to set up an online fundraising page on Virgin Money Giving or Just Giving, which you can share easily on social media. You can add updates and photos to keep friends, family and colleagues up to date with your fundraising journey. Donations made will be sent directly to Womankind on a regular basis, which makes it easy for you and Womankind.



Remember to include a note with your name and address so we can send you a thank you card

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I have an interesting story to tell about why I'm supporting Womankind. What can I do?

People support Womankind for many different reasons. If you have a personal story, fundraising or training tips, or photos to share we'd love to hear from you on 020 3735 5558.

What will you do with any personal information I give you?

We will look after any personal information you share with us. This is central to our values as an organisation. We want everyone who supports us to feel confident about how any personal information they share will be looked after or used. Please read our privacy policy for more information: www.womankind.org.uk/privacy

How can I pay in my sponsorship money?

- ✦ **Online** – through our website donation page, choosing 'I held a fundraising event' as the reason to donate – www.womankind.org.uk/donate
- ☎ **Telephone** – you can call us on 020 3735 5558 and make the payment over the phone
- £> **Bank Transfer** – please email us and we will send you our bank account details
- 📄 **Cheque** – made payable to Womankind Worldwide

Address: **Womankind Worldwide,
Wenlock Studios, 50-52 Wharf Road,
London, N1 7EU**