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**fundraising GUIDE**

INVERNESS WOMEN’S AID, 2 ANDERSON ST, INVERNESS IV3 8DF

**Hello Fundraisers!**

Firstly, thank you so much for choosing to support Inverness Women’s Aid by fundraising for us! Your fundraising is hugely important to us and very much appreciated. In order to make your fundraising easy, successful and enjoyable, we’ve put together this information to give you guidance, ideas and tips which will help you reach your fundraising target.

It couldn’t be easier – just fill the details on the last page of this guide and email it back to us [info@invernesswa.org](mailto:info@invernesswa.org) so we have all your details. On behalf of all the women, children and young people whose lives will be helped by your fundraising efforts.

Thank you and good luck!

Inverness Women’s Aid

**About Inverness Women’s Aid**

Inverness Women’s Aid is the third sector organisation which supports women and children experiencing domestic abuse. We are part of a network of Women’s Aid groups providing frontline, specialist local services to women and families across Scotland.

IWA offers a range of support to help women and children cope with every aspect of domestic abuse including:

* Safe, temporary accommodation
* Advocacy and practical support with legal, health, financial and housing issues.
* Group work, therapeutic support and counselling for both women and children
* Safety Planning and risk management
* Liaison with other agencies, including police, social services, housing and health agencies to ensure a collaborative approach to women and children’s safety & wellbeing

**Fundraising advice**

Here are some tips to inspire you and help you maximise your fundraising efforts.

* **Tell people who you are fundraising for and why** – if people know that their money can make a real difference to IWA’s work, they will be more likely to sponsor you
* **Set up a fundraising page** – use pages such as Just Giving, My Donate etc. IWA has its own Just Giving page <https://www.justgiving.com/invernesswomensaid>
* **Remember to Gift Aid your donations** – if you are a UK tax-payer, Inverness Women’s Aid can claim 25% of your fundraising back from HMRC. Encourage sponsors to tick a Gift Aid box and provide their name & address on sponsor sheets
* **Use your contacts and social media** – as well as helping your fundraising effort, they can put you in touch with other people who can support you
* **Get the local media involved** – the more coverage you get, the more people know what you’re doing and want to support you
* **Get your employer involved** – companies will often match employee fundraising up to a certain amount
* **Use local companies** – who are often keen to support people in their communities and help fundraisers in their efforts for good causes, particularly if the company has a connection with your fundraising activity or with social / women’s issues

**Fundraising Ideas**



**Sky Dive**

Calling all you daredevils! Face your fears and take on the ultimate challenge for Inverness Women's Aid by doing a sponsored a skydive.



**Prosecco & PJ’s**

Have a Prosecco & PJ’s party with your friends at home and raise funds for IWA. Organise a night in with your friends, get your jammies on and have a glass of prosecco or two. Ask your friends to make a donation for their fun night-in.

**Come Dine with Me**

Invite a group of friends to come to dinner - choose a theme for the evening and prepare a 2 or 3 course meal. Invite guests to donate what they would pay for a meal out or what they think the meal is worth!



**Run for Inverness Women’s Aid**

Whether you are an experiences athlete or a complete beginner, why not take part in a running event and raise funds? All sorts of races happen all over Highland throughout the year.

**Tea & Coffee Morning**

Hold a tea & coffee morning providing home baking. Ask volunteers to bake different cakes, biscuits and scones then charge people a donation for attending & buying the products.



**Other ideas include:**

* Online auction
* Activity Challenges e.g. “Walk 50 Miles in a Month”
* Write & sell a book using self-publishing
* Fancy dress days
* Girls’ night in

**Promoting your fundraising**

Promoting your fundraising appeal on social media is a great way of bringing those donations in and getting you closer to your target. We’re here to support your fundraising in any way we can, including boosting, re-posting, liking and sharing your fundraising information on social media. We can also provide resources such branding, promotional materials like branded pens or collection boxes. Just email us to arrange.

[](https://www.google.co.uk/url?sa=i&source=images&cd=&cad=rja&uact=8&ved=2ahUKEwicsObszrLbAhUITcAKHdKlDO0QjRx6BAgBEAU&url=https://www.facebook.com/&psig=AOvVaw2HPlGPJtqRs_sSJmvJYyqM&ust=1527947689475060)

**FACEBOOK** Our Facebook page is: *Inverness Women’s Aid*

**[](https://www.google.co.uk/url?sa=i&source=images&cd=&cad=rja&uact=8&ved=2ahUKEwidjvX_zrLbAhWHI8AKHWdGCuoQjRx6BAgBEAU&url=https://twitter.com/twitter&psig=AOvVaw2Qk1CFoCpQ6_Tjf3vmid1f&ust=1527947728195624)**

**TWITTER**  Our Twitter handle is: *@s\_inverness*

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**INSTAGRAM** Our Instagram handle is: *invernesswomensaid*

**Inverness Women’s Aid website:** [www.invernesswa.org](http://www.invernesswa.org)

**After Your Fundraiser is Over**

* Use social media to publicise the success of your fundraiser – people will often donate after the activity is over.
* Email us at [info@invernesswa.org](mailto:info@invernesswa.org) to let us know how your fundraising activity went and arrange with us how you want to transfer the funds raised to us
* This can be done through a bank transfer, through Paypal or through our JustGiving page

**FUNDRAISER’S INFORMATION** *(Please complete & email to* [*info@invernesswa.org*](mailto:info@invernesswa.org)*)*

**Fundraiser’s Details**

Name:

Email address:

Contact number:

Planned Fundraising Activity:

**Fundraising Agreement**

In undertaking to raise money for Inverness Women’s Aid, I understand that all money raised will go directly to Inverness Women’s Aid.

* I agree to transfer any money raised to Inverness Women’s Aid as soon as possible after the challenge/event is completed
* I accept responsibility for any monies collected using collection boxes and also ensuring that collections are carried out in respect of the laws governing the use of collection boxes/tins.
* If undertaking any kind of physical activity (e.g. sponsored run, marathon or cycle challenge), I understand that I am doing so at my own risk and Inverness Women’s Aid cannot be held responsible for any accidents or injuries.
* When promoting our fundraising activity and representing Inverness Women’s Aid to other organisations (such as the media) I will make it clear that I am expressing my own views and not those of Inverness Women’s Aid.
* I agree to use the Inverness Women’s Aid logo/ branding in an appropriate manner and to inform Inverness Women’s Aid before materials are publicized

Signed:

Name (Printed):

Date:

**Data Protection**

As we are obtaining personal details from you, we have Data Protection procedures in place to protect that information. Further details are available on our website. If you would prefer not to be contact again by us on future occasions, please complete the section below.

Please **do not** contact me by:

* Mail
* Telephone
* Email

***Thank you***