



FUNDRAISING PACK



“DEEDS NOT WORDS”

Thank you for choosing to fundraise for The Pankhurst Trust (Incorporating Manchester Women's Aid). We cannot achieve all that we do without the support of incredible fundraisers like you.

The motto of the suffragette's was “deeds not words”. By fundraising for us, you can be part of their incredible story, continuing their legacy of working towards a world free from violence against women and with equality for all.

This fundraising pack is crammed with essential information, top tips and inspiring ideas to help you make the most of your fundraising efforts. We are here to help you every step of the way, so please contact us (the details are on the final page of this pack) if we can support your fundraising in any way.

Good luck with your fundraising efforts and thank you for helping us to make a difference. We really appreciate your kindness.



MAKING A DIFFERENCE

By fundraising for The Pankhurst Trust (Incorporating Manchester Women's Aid) you can be part of the incredible story of the women who won the vote, and give hope to women and children suffering from domestic abuse in Manchester. However big or small the amount you raise, you can be sure that it will mean a huge amount to the people that we work with.

Your fundraising efforts are critical to the future of our work at the Pankhurst Centre and the future of women and children across Manchester.

- We are **dedicated** to preserving the Pankhurst Centre as an **iconic** site of women's activism and to ensuring that the **powerful** story of the women who won the vote continues to **inspire** future generations.
- We provide **specialist** domestic violence and abuse services and **support** and **empower** hundreds of women and families each year, helping them to live a life **free** from violence.
- We have the **trust** of survivors. Feedback from our service users consistently demonstrates the difference our work makes to as we provide the support survivors require to **rebuild** their lives: *"I knew nothing, I had nothing, I had no one, just you."*

Our work is long-term and it is life-saving.

"Before I came to this refuge I felt dead inside. Everything was so dark. Now I feel like there is light at the end of the tunnel and that I have hope for me and my children. I want to live again, you saved mine and my children's life, I'll be forever grateful."

Where your money goes

The money you raise helps us to deliver crucial front-line services to women and children suffering, or at risk of, domestic abuse in Manchester, and ensure that they receive appropriate support. We do this by providing safe accommodation and other necessary services. In 2017/18 we provided emergency refuge services to **96 women** and **113 children**. The money you raise will support this vital service for some of our society's most vulnerable people.

Your efforts also enable the continued existence of The Pankhurst Centre as an accessible, empowering and safe space for the women and girls of Manchester, and the rest of the world. The Pankhurst Centre does not receive any public funding, so it is only through the work of incredible fundraisers like you that we are able to preserve and share the story of the women who won the vote with wider audiences, ensuring that the suffragettes continue to inspire future generations to continue the fight for social justice.



INSPIRING IDEAS

Be inspired by some of our tried-and-tested fundraising ideas!

Fundraising events and activities work best when they grab people's attention, so try to make your event individual and personal to you, with a clear link to our cause

If you would like to take part in an organised run, walk, race or challenge, we have lots of resources to support you in this. Check out our 'Race for Women' pack (available to download on our website) or contact us for more details.

We also have lots of ideas for fundraising events and activities you can organise yourself. Whatever you can do to help, we'd love for you to get involved.

- Is there something already happening in your area? See if you can get involved, for example, by setting up a stall at a local fete to sell cakes.
- Host a coffee morning, afternoon tea or other event and collect donations. Perhaps you could host a charity quiz to raise funds – make sure you include some questions about the suffragettes in there!
- Organise a tournament or event for local sports teams – what about reaching out to girls' and women's teams in your area?
- The suffragette legacy began here at The Pankhurst centre but spread all over the country. Why not research what women did in your local area? You could even organise a history talk or tour and ask for donations.
- Dress up as a suffragette! You can see some suffragette outfits on the front page of this pack. You could hold a collection (make sure you keep it legal – see the 'Legalities' section of this pack), ask for donations for photos or collect sponsorship to spend the day as a suffragette.
- Organise a theatre performance, art or photography show and ask for donations. You could also sell any pieces and donate the proceeds.
- Have a birthday or event coming up? Instead of gifts, ask people to make a donation on your behalf.
- Sell unwanted items on our behalf on eBay.
- Shave or dye your hair and ask for donations.
- Take part in a sponsored silence, or give up something you love for a set time and ask people to sponsor you.
- Do something that scares you! Overcome a fear and raise money for us at the same time – why not try a sponsored bungee jump, abseil, or skydive?
- Think about how you could use your hobbies, skills and interests to collect donations.
- Get crafty! Make cards, jewellery or other crafts and sell them online.





ORGANISING AN EVENT

Whatever the event or activity, there are a few things to consider to ensure it is a success.

1. The idea

Even the biggest movements for change have to start somewhere – just think about how the suffragette campaign began with a meeting of women here at the Pankhurst's former home on Nelson Street! If you're stuck for inspiration, check out our 'Inspiring ideas' section.

2. The plan

When and where will your event be taking place? How many people will be involved? What budget do you have available? Depending on your event you may need to consider licensing or insurance, for more information see the 'Keep it legal' section of this pack.

3. Letting people know

Be sure to let people know what you're doing. Carry a sponsorship form with you, contact the media and let people at work or school know what you're doing. More information is available on the 'Promoting your event' pages of this pack.

4. The event!

We love to see what you have been up to, so be sure to capture all your hard work in action. Take pictures, tweet about what you're doing and collect quotes or comments from people that attend. Finally, whatever the event, remember why you're doing this and most importantly, have fun!

5. Paying it in

This is the important part – making sure the money you have raised reaches us so that we can put it to good use. See our 'Making your donation' section on page ___ for information on how to send us the money you raise.

6. Say thank you

Fundraising depends on the generosity of those that support you. Make sure you let everyone who donates, sponsors you or is otherwise involved in your event know how vital their support has been.

Let us know how it went!

Send us your stories or photographs and we could feature them on our website's fundraising pages, our friends' newsletter, and promotional material to inspire others. Our contact details can be found at the end of this fundraising pack.



TOP FUNDRAISING TIPS

Here are some of our top tips to help make your fundraising a success.

Do something you love!

The best ideas often come from things that we already enjoy and know well. Are you involved in a local group or team? Have a hobby or skill you can put to good use? Is there a lifelong dream you would like to accomplish? We'll support you in reaching your goals, as your support helps us to achieve ours.

Set a clear target

Whatever the event, having a clear target gives you something to aim for. They're great for promotion, and can motivate people to give just that little bit more.

Time it right

Timing is vital, so be aware of any local or national events on the same day as your event. Remember to also think about when people are likely to be at work, or children at school.

Don't be afraid to ask

People are happy to support charities, so let them know what you're doing and how it will help the people the charity supports.

Get your first sponsorship in early

Ask those close to you first. Once you have a few sponsors, others tend to match the amount the early sponsors gave.

Take advantage of matched giving schemes

An increasing number of employers run matched giving schemes for their staff. Even if the company you work for doesn't, they may be interested in supporting us in other ways, so please do pass on our 'Corporate Partnerships' information, available to download from our website.

Share your story

Why are you fundraising for The Pankhurst Trust? Only you understand what your event means to you, making you the best person to promote it. Make sure you let others know. Perhaps you could contact your local media to raise awareness of your event.

Ask after the event

Around 20% of donations on platforms like Just Giving are made after the event, so make sure you keep that energy and enthusiasm going! For offline fundraising, make sure you collect all final sponsorship pledges.



MAKING YOUR DONATION

The hard work is over, and it's time to get those well-earned funds to us! Here are the ways you can make your donation:

By cheque

Cheques should be made payable to 'The Pankhurst Trust (Incorporating Manchester Women's Aid)' and sent to the office address on the back of this fundraising pack. Please include a brief note explaining who you are and how you have raised the money.

Online

You can pay your fundraising total to us directly through our Just Giving page at <https://www.justgiving.com/cmwa>. Please also give us a call or email to let us know how you have raised the money.

Send us your sponsorship forms

If you've collected offline sponsorship, or have a Gift Aid form completed for any of your donations, please return them to our office address on the back of this fundraising pack. Whatever you raise, Gift Aid it! Gift Aid makes donations to registered charities worth more by allowing them to claim 25p from the government for every £1 donated, substantially boosting your fundraising total. Gift Aid can be applied to any donation from a UK tax payer, as long as the amount claimed is no more than the tax paid that financial year. When collecting donations or sponsorship, make sure to ask whether the supporter would like Gift Aid applied. All we require for Gift Aid to be applied is a full name and address.

Share your success

We love to hear about the ways people choose to fundraise for us. We could feature quotes or photographs from your event in our publications, online or in materials like this, so get in touch and let us know how it went!





LEGALITIES

Charity fundraising is regulated by law. Please follow the guidelines below to make sure your event is both legal and safe.

Licences

You may require a license for some activities related to fundraising, including:

- Providing or selling alcohol or entertainment, including recorded music
- Holding a raffle, lottery or auction
- Doing a public money collection
- Putting up banners or signs in public areas.

Public collections

Collecting money in a public place of any kind requires permission from your local council. Similarly, if you're fundraising on private property, make sure to ask the owner's permission first.

Lotteries and raffles

If you are selling lottery or raffle tickets prior to an event, this is subject to registration and / or licensing from local authorities. If you are **ONLY** selling tickets on the day of the event, you may not require a licence or specific permission provided certain rules are followed:

- All tickets must be sold at the location during the event and the result made public while the event is taking place.
- The promoters of the lottery cannot deduct more than £100 from the proceeds in expenses incurred, such as for the cost of printing tickets, hire of equipment, etc.
- No more than £500 can be spent on prizes (but other prizes may be donated) and the raffle cannot involve a rollover of prizes.

For more information contact your local council.

Insurance

If your event involves the public you will need to have Public Liability Insurance. Please check what public liability insurance the venue has in place before your event. The Pankhurst Trust (Incorporating Manchester Women's Aid) cannot accept liability for a fundraising activity or event you undertake in support of us.

Handling and counting money

Where possible it is best practice to have two people present when money is being counted. Collect cash using a secure container and bank the money collected as soon as possible.

Food

Contact the Food Standards Agency (www.food.gov.uk) for guidelines about food hygiene.

First Aid

You can get advice from a professional first aid provider such as St John Ambulance or the Red Cross about what first aid you should have at your event.

Full guidelines for organising a charity event are available from the Institute of Fundraising (www.institute-of-fundraising.org.uk).



CONTACT US

If you have any questions, or we can support your fundraising in any way, please get in touch with our fundraising and development manager, Francesca Raine, on 0161 820 8407 or by e-mail at f.raine@pankhursttrust.org.



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<https://www.facebook.com/mancwomensaid/>

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Manchester Women's Aid – @MancWomen'sAid

Instagram

Pankhurst Centre - @thepankhurst

Thank you so much for fundraising for
The Pankhurst Trust (Incorporating
Manchester Women's Aid). We really
appreciate your kindness.

