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White Ribbon Day 2022 Fundraising Pack

Unite for White Ribbon Day 2022
All men can join the team to end violence against women and girls - that's #TheGoal

The only way we can achieve #TheGoal is by reaching as many people as possible. This is where you, your workplace, colleagues, friends, family, and neighbours all play a vital role raising funds whilst raising awareness so that White Ribbon UK can keep changing minds and cultures. Every pound and penny can raise awareness, campaign, and educate. Together, we can make a lasting difference to prevent violence against women and girls.

Are you ready to raise awareness as well as vital funds to ensure White Ribbon can reach even more people? Let's get started!

#TheGoal #WhiteRibbonDay #WRD22

In this fundraising pack, you will find ideas for activities and events, as well as practical support about how to get the funds you raise to us. White Ribbon Day on 25th November, is a great opportunity to fundraise as there is so much happening to show what we are about and the difference we want to make.

We ask that by raising awareness and having these important conversations, you encourage everyone to wear a White Ribbon (you can find them here on our website) and to make the White Ribbon Promise to never use, excuse or remain silent about men's violence against women. To make this easy for you, we have included a QR code on the poster in this pack that takes you to straight to where you can make the White Ribbon Promise. We hope that you find your experience of fundraising for White Ribbon UK fulfilling and that you have many engaging and positive conversations and outcomes as a result.

If you need any more information or support, please do not hesitate to contact Leyla Buran, our Campaigns and Policy Manager, Leyla.Buran@whiteribbon.org.uk. There is also more information on our website, www.whiteribbon.org.uk/donate-fundraise/#fundraise

We love seeing photos from activities and events, please make sure to tag us on your social media channels when you share them.
Twitter @WhiteRibbon_UK
Instagram @WhiteRibbonUK
Facebook /White Ribbon UK
LinkedIn /White Ribbon UK

If you want to fundraise within an organisation...

- Football sweepstakes are a great activity with the men's World Cup. Write down all 32 country teams and get 32 people or teams (depending on the size of your organisation) to donate and pick a country. Follow the matches to see who loses and leaves the tournament and who wins. All donations are then split between the winner and White Ribbon UK

- You could arrange a football themed potluck - organise for everyone to cook or bake with the football theme in mind. You can get creative with football meatballs and decorated cupcakes. Everyone can donate to enjoy some tasty treats. Donate the money to White Ribbon UK and have an interesting lunch!

- Wear a football kit to work for a day – you could get teams together and make your own tops and team names or go traditional and don the shirts of clubs you support. Collect donations for White Ribbon UK, and don't forget the photos!

- Set up a football match, teams unite for the chance to be crowned the winners. You could adapt the game into walking football to avoid injury and include more people, have a game of Subbuteo or bring in playstations and hold a FIFA tournament. Don't forget to have a winners trophy and some small prizes.

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If you're looking to fundraise as an individual...

- Set yourself up doing a sponsored penalty shootout - get people to donate based on how many goals you can score within an hour, or even two!

- If you have children, nieces and nephews or cousins in youth football teams - how about setting up a hot drink stand at a weekend practice or match for adults to enjoy while waiting and watching?

- Get sponsored to run or walk the length of a football pitch – or how about trying 7 miles/ 11 km in 90 minutes and seeing if you can keep up with the average distance a professional football player covers in one match?

You may be considering ways to fundraise virtually...

- Organise a FIFA tournament with friends, all participants can make a donation

- Organise a virtual sports event

- Host a virtual coffee morning and catch up with friends, family, or colleagues. You could use our White Ribbon Day workshop or guide to facilitate a positive discussion about achieving gender equality

- Host a virtual quiz over video chat or on social media – see who is the most competitive out of your friends and family. You could make the quiz football related to fit in with White Ribbon Day 2022's theme. Make sure questions are test participants knowledge on women's football as well as men's

Here are some questions to get you started:

1.Which club are statistically the most successful in English women's football? Arsenal

2.According to FIFA rankings, which women's international team were ranked the best in the world in 2022 with 2109.9 points? USA

3.Which team won the first-ever Women's World Cup in 1991? USA

4.Which team won the Women's Super League in 2022? Chelsea

5.Which of the following grounds was NOT a venue for the UEFA Women's Euro 2022 in England? St James' Park

6.How many teams are in the Women's Super League? 12

7.Which England player broke Kelly Smith's goalscoring record with a hat-trick against Latvia in November 2021? Ellen White

Whatever your activity – if it will be seen by others, order a White Ribbon t-shirt to get the message out.

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Tell your story

It's important that White Ribbon's purpose and aims are seen and understood by everyone. We encourage you to tell your story to raise awareness in your local community.

Here are some ways you can do that:

- Share your story with your local news outlet, whether that's a newspaper, radio or TV. Send them an email with your story and add a photograph about what you are doing and why, or reach out to them on their social media channels.

- Share photos and videos on your own social media; you can encourage onlookers or participants to share it too. You could even post the link to your sponsorship page if you're collecting funds online onto your social media and encourage others to share the link. Explain why you are supporting White Ribbon UK.

Don't forget to tag us and use our WRD22 hashtags - #TheGoal #WhiteRibbonDay2022 #WhiteRibbonUK

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About White Ribbon Day 2022 and White Ribbon UK

If you want to share information about White Ribbon UK and would like some guidance communicating our purpose and mission, please see below:

White Ribbon is the UK's leading charity engaging with men and boys to end violence against women and girls. Our mission is to prevent violence against women and girls by addressing the root causes. We do this by raising awareness of what constitutes violence,and the link between dominant masculine norms, gender inequality and violence against women.

Through our work, we aim to shift the attitudes held within society and systems and behaviours around masculinity that perpetuate gender inequality. Gender inequality is a major cause of violence against women. White Ribbon UK's work is preventative, we aim to end violence before it starts.

For the best way to communicate what #TheGoal is all about, you're welcome to use our official campaign messaging:

Unite for White Ribbon Day 2022
There has never been a better time to start playing as a team to end violence against women and girls. All men can commit to making the world safer and more equal - that's #TheGoal.
Whether you're a football fan or not, make the White Ribbon Promise today.
If you'd like more information, visit our website - www.whiteribbon.org.uk/promise

#TheGoal #WhiteRibbonDay #WRD22

Support fundraising

Online fundraising

The simplest way to ask friends, family, or colleagues to sponsor you or to donate to an event is to set up an online sponsorship page.

Here's how to do it:

- Go to our approved fundraising website, JustGiving. There is a direct link on our website, https://www.whiteribbon.org.uk/donate-fundraise/#fundraise. Simply click on the purple "Start fundraising with JustGiving" button.
- Select White Ribbon UK as your charity.
- Follow the instructions to set up your page.
- Set your target, page title and link in team members, if you have them.
- Tell people why you are fundraising for White Ribbon UK and how their donation can help prevent violence against women.
- Once your page is set up, email the link to your friends, family, and colleagues, link it to your Facebook page and Tweet about it. It's a good idea to ask those likely to sponsor you with a larger amount first to encourage other sponsors to be just as generous with their gifts.
- Online sponsorship saves time as you don't have to collect donations. It also reduced our costs so more money goes directly to support our work.

Offline donations

Please bank any cash donations and either send in a personal cheque to cover the amount or you can pay the money in through the 'donate' button on our website. If you have an online fundraising page, you can also pay into your own White Ribbon fundraising page. It is good practice to get someone to witness the amount of cash you have collected and for you to show them this is the amount you have paid into the bank or online.

Bank transfer - Please email Jayne at Jayne.Blacker@whiteribbon.org.uk for White Ribbon's bank details.

Cheque - You can send a cheque, payable to 'WHITE RIBBON CAMPAIGN LTD' to:
White Ribbon UK, Unit 28, The Town Hall, St. George's Street, Hebden Bridge, HX7 7BY Please include a note with your name, address, telephone number and/or email address, so who we know who the money is from and can say thank you.