WHITE RIBBON .ORG.UK

Fundraising Pack

#ChangeTheStory

We can all

#ChangeTheStory

to end violence against women and girls.

You can raise awareness of the importance of ending violence against women and girls. Fundraise for White Ribbon UK to empower men to challenge harmful cultures and restrictive gender norms so women can live full lives, unrestricted by the fear of violence.

Within this fundraising pack, you will find ideas for activities and events as well as practical information on fundraising for White Ribbon UK.

Hello!

White Ribbon Day, 25 Nov., is a great opportunity to fundraise for White Ribbon UK. This is an important time for men and boys to challenge harmful attitudes and behaviours and be allies to women and girls. By fundraising, you are not only supporting the important work we do to change cultures, but you are also raising awareness of the importance of working together to end men's violence against women and girls. This is also a time when White Ribbon is highly visible and people want to know how they can make a difference to end violence against women and girls. To get you started you can buy a White Ribbon Fundraising Starter Pack from the online shop. You'll find White Ribbons and awareness-raising materials to ensure your fundraising is a success. Our fundraisers are really important to us - without you we would not be able to do our important work to prevent violence.

Thank you for supporting White Ribbon UK, you will be making a real difference to ending violence against women and girls. We can't wait to see what you plan and achieve.

Good luck with your fundraising!

Anthea Sully
Chief Executive

The Contents

Getting Started

- Online
- In person

Fundraising for your organisation

- Workplace
- Schools
- Clubs & Societies
- Hospitality & Venues

Individual

- Virtual

Getting the message out

Getting started

To get you started on your fundraising journey for White Ribbon UK, consider whether it's best to set up an online donation page, or collect cash in person. Below is some information to help you decide.

ONLINE

- You can fundraise online whether there's a group of you, you're doing it solo.
- **We recommend using JustGiving** if you decide to fundraise online. It takes a few minutes to set up, and the money you raise will be automatically sent to White Ribbon UK. To set up your JustGiving page, click here. You can visit the White Ribbon UK JustGiving page here.
- If you're working as a team, you can set up your own individual JustGiving pages, and link them to one activity. Alternatively, you could set up a joint page.
- Make sure that you **post your JustGiving page on social media**, (and tag White Ribbon UK) so that your colleagues, friends and family can see what you are doing and donate. For more information on how to do this, read the Get the message out section.

IN PERSON

- If you're organising an in-person event and want to ensure everyone can donate, collecting cash in person may be an option worth considering.
- **If you're donating offline**, make sure that you keep the funds you have raised safe and keep a record of how much you raise. We recommend paying this in as soon as possible.
    - You can send the money raised to White Ribbon UK via bank transfer, please email Jade via supporters@whiteribbon.org.uk for White Ribbon UK's bank details.
    - You can also 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 we know who the money is from, and so we can say a huge thank you!*

FUNDRAISING PACK
#ChangeTheStory

WHITE RIBBON DAY 2023

Organisations

Workplace

Fundraising in your workplace is a great idea: you can raise awareness amongst your colleagues and show that your organisation is commitment to changing cultures and ending violence against women and girls. Here are a few ideas:

- Hold a 'coffee and chat' break to discuss how you can #ChangeTheStory in your workplace. Encourage colleagues joining to bring baked goods or a pot-luck lunch to raise money. You may want to consider becoming a White Ribbon Ambassador or Champion so you can share an exclusive White Ribbon Day workplace presentation that raises awareness of our work.
- Organise a 'dress down' day at your workplace, or a themed 'dress up' day, and donate the money raised to White Ribbon UK.
- If you want to pair your fundraising with sustainability, organise an office raffle! Auction off unwanted items and donate the money you raise to White Ribbon UK.

Schools

- It's important that we start discussing the importance of positive and healthy relationships at a young age, to prevent harmful attitudes and behaviours from forming and leading to violence against women and girls. Below are some ideas of ways you can raise awareness and support White Ribbon UK.

- Organise a bake sale and sell baked goods to students, teachers, parents and guardians. Make sure you have options for everyone, including some gluten-free and vegan-friendly options.

- Use the White Ribbon Day learning resource in a lesson. Ask your students to work together to create a play or assembly about the importance of gender equality, and how everyone can #ChangeTheStory. Invite teachers, students, parents and guardians to watch, and ask for donations to White Ribbon UK.

- Organise an in-school movie night, inviting teachers, and students! Ask guests to donate to watch the film, organise a tuck shop and donate profits to White Ribbon UK. Screen a film that positively represents the themes we are trying to address.

Clubs & Societies

- If you're a member at a sport or activity-based club, organise a charity competition. Donate the money raised at the event to White Ribbon UK. If you usually pay for the club activity, consider involving the club to donate all or a portion of the ticket cost.
-
- Achieve your 10,000 steps a day and raise money for a great cause at the same time! Dedicate your Parkrun or organise a sponsored walk and have your friends, family and colleagues support your efforts.
-
- If you are part of a club or society, organise a meeting to discuss the theme for White Ribbon Day, #ChangeTheStory, spend the meeting discussing the importance of ending gender-based violence in your community. Organise a pot-luck for the meeting and bring your favourite dish, collect donations from members who want to enjoy a tasty meal, and donate to White Ribbon UK.

Buy awareness-raising products for your event from the Shop!

Hospitality & Venues

Hospitality venues like pubs, restaurants & cafés can bring together different community members and can act as places to inspire conversation to #ChangeTheStory.

- During the month of November, display posters around your business, and put find help cards in the women's toilets. Add the option of a donation to White Ribbon UK to all sales in November to support this.
- Donate a portion of your profits from White Ribbon Day on 25th November, and the following 16 days of Activism Against Gender-Based Violence, to White Ribbon UK, so that we can continue delivering important work.
- If you own a café, organise 'café chats': 30-minute chats for your customers to discuss White Ribbon Day and how, as a community, you can facilitate positive change to ensure all women and girls can live their lives free from the fear of violence and #ChangeTheStory. You may want to consider becoming a White Ribbon Ambassador or Champion to use an exclusive White Ribbon Day workplace presentation. Donate a portion of the profits made during this event to White Ribbon UK.
- Host a quiz night and charge for people to take part, donate the money you've raised to White Ribbon UK.

FUNDRAISING PACK
#ChangeTheStory

WHITE RIBBON DAY 2023

Individuals

Here a few ways *you* can raise money and awareness for White Ribbon UK

- Set yourself a sponsored challenge; walk to work every day from White Ribbon Day and throughout the 16 days of Activism Against Gender-Based Violence, or attempt a something more challenging and donate the money you raised to White Ribbon UK.

- If you have a particular skill, like mowing gardens or cleaning cars, collect the money you charge, or ask for a donation, and send it to White Ribbon UK.

- Perhaps you're a poet or author? Or you have a musical talent? Perform an original piece to an audience, asking people for donations

VIRTUAL

- If your birthday falls at the end of the year, create a Facebook donation page for White Ribbon UK and ask people to donate as a birthday present.

- Host a virtual get-together, a coffee or quiz over Zoom, and focus on how you can #ChangeTheStory together. Ask everyone participating to donate.

- Throw a watch-party with your friends and family and have a movie-marathon of films that show depictions of appropriate themes. Charge attendees to join in.

FUNDRAISING PACK
#ChangeTheStory

WHITE RIBBON DAY 2023

Getting the message out

Spread the word

It's fantastic that you are going to fundraise for White Ribbon UK. Let as many people as possible know about what you are doing and why you are working to #ChangeTheStory. By fundraising for White Ribbon UK, you are supporting us to continue engaging men and boys to end violence against women and girls.

Once you've finished your fundraising, celebrate what you've achieved. We are proud of everyone who fundraises for White Ribbon UK. Together, we are going to **#ChangeTheStory** for all women and girls to live their lives free from the fear of violence.

THERE ARE A FEW WAYS THAT YOU CAN RAISE AWARENESS OF YOUR FUNDRAISING EVENT

HERE'S HOW:

Utilise your own social media and share video or photo updates about what you are doing and encourage your followers to get involved! If you have a sponsorship page, social media is a great place to share it.

Share your fundraising story with your local news outlet. It could be a local newspaper or a radio/tv station. You could send them an email, or message them on social media explaining what you are doing, and why, (include a photograph of yourself and activity.)

Let us know! We love hearing about what our fundraisers have planned and their achievements – it inspires us, and others, to get involved in raising awareness on ending men's violence against women and girls.

Feature in #WhyIfundraise, a new blog series on the White Ribbon UK website dedicated to highlighting why individuals and organisations decide to support White Ribbon UK in this way.

If you'd like to participate in this series, contact White Ribbon UK's Communications Officer at savannah.jenkins@whiteribbon.org.uk.

SHARING ON SOCIAL?

Use #ChangeTheStory & tag us:

Twitter: @whiteribbon_uk
Instagram: @whiteribbonuk
LinkedIn: White Ribbon UK