

Embargoed until 9.00am Tuesday 5th May 2020

I AM WITH HER

Advance Unveils New Film to Raise Awareness for Women and Girls Experiencing Domestic Abuse

-Leading women's charity launches community-led campaign to tackle rise of domestic abuse rising from COVID-19 isolation-

-New campaign seeks £100,000 for victims and survivors-

-Watch it here: [I am with her](#)-

-And at: www.advancecharity.org.uk-

Advance, the leading London-based women's charity, today announces the launch of new film, ***I am with Her***. Highlighting the stories of women and girls who experience domestic abuse and those affected by the criminal justice system, the new campaign aims to raise awareness of the diversity and various forms of domestic abuse to trigger national recognition, support and funding for victims and survivors. While those that feature are actors, each narrative is based on the real experiences of women and girls that the charity supports across Greater London, painting a vivid picture of abuse and its often long-lasting impact across all age groups and backgrounds.

With domestic abuse calls up by 25% nationally, following the enforced lockdown by government in light of COVID-19, Advance has seen a big increase in approaches from women affected. As incidents soar, the charity urgently needs help to raise funds to support those affected and to advise women how to find help.

Advance CEO Niki Scordi said: "The threefold increase in domestic abuse reported in other countries trying to contain COVID-19 is being experienced in the UK too. There has never been a greater need for increased awareness of the signs of domestic abuse. We hope through ***I am with Her*** we can raise much-needed funds to help victims and survivors of domestic abuse and encourage communities to let women and children know that 'you are not alone'. No-one should live in fear of being hurt at home; it should be a safe place for all."

I am with Her aims to raise awareness around the scale of domestic abuse (over 1 in 4 women and girls in the UK will suffer domestic abuse in their lifetime), highlighting the likelihood we all know someone in our family or community who is affected. Advance believes educating the nation through this film is the key to getting the necessary help, support and funding for victims in need. The work has been produced with the kind support of Hammersmith-based Banijay UK, part of international production and distribution business, Banijay Group.

Advance is a sector-leading women's charity that supports women suffering from domestic abuse and those in the criminal justice system [Advance Charity](#). COVID-19 pandemic has resulted in a virtual lockdown across the country. The clear message to stay at home has resulted in many women and children facing an increased risk of abuse and violence in their homes. They are quite simply isolated with the perpetrator of harm and getting access to support is even more difficult than usual, because of restrictions.

By donating to this campaign, Advance will be able to reach the women and children that are most in need by providing:

- * expert advice through Advance's free helplines
- * support and reassurance through Advance's crucial advocacy services
- * essentials including housing, food, care packages; phones to be able to call Advance for help

Advance aims to raise at least £100,000 and if this target cannot be met, the funds raised during this urgent appeal will still be disbursed for the purposes listed in this appeal and for all our support services provided by Advance; wherever the need is greatest. If we find that the needs of women and children change during this emergency or we raise more than £100,000, we will apply any money raised to where the needs are greatest and to support all of Advance's services.

Donations: <https://advancecharity.org.uk/get-involved/urgent-appeal/>

Advancecharity.org.uk

-Ends-

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Notes to Editors

About Advance

Advance was founded in 1998 and is an award-winning London-based innovative charity that supports women who have experienced domestic abuse and those who have committed crime to

end their re-offending. The charity's vision is a world in which women and children lead safe, equal, violence-free lives so they can flourish and actively contribute to society.

A women-only organisation delivering services for women, by women, the team help victims to be safe and take back control of their lives, and helps re-offenders break the cycle to keep families together. Since its inception, Advance has led the way in innovation in the sector with community, "through-the-gate", and whole-system co-located services. Through its women's centres and advocates, the organisation delivers holistic, specialist one-to-one support and engaging group interventions tailored to women's needs.

The charity's message is to encourage and empower women to take back control and rebuild their lives with its support. Supporting women and children of all ages, the team supports a wide range of abuse; emotional, financial, physical and controlling behaviour. Each year, Advance supports over 7000 women and children.

<http://advancecharity.org.uk/>

Why Advance?

With increased donations, Advance can help many more women and their children with advice and support from its experienced staff and by paying for these practical needs.

About women suffering domestic abuse and trauma:

Domestic abuse is growing at an alarming rate and affects women disproportionately:

- There are 2.4 million victims of domestic abuse a year aged 16 to 74
- Over 1.6m were women and girls aged 16 to 75 in England and Wales
- More than one in ten of all offences recorded by the police are domestic abuse related
- At least 2 women are killed every week by a current or ex-partner due to domestic abuse
- Only 1 in 4 report the abuse to the police
- Over 1 in 4 women and girls will suffer domestic abuse in their lifetime in the UK
- Over 1 in 4 girls aged 13 to 18 were physically abused in their own intimate partner relationships, and 1 in 3 were sexually abused

Background:

The UK Government's Domestic Abuse Bill is in progress, see more information here:

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