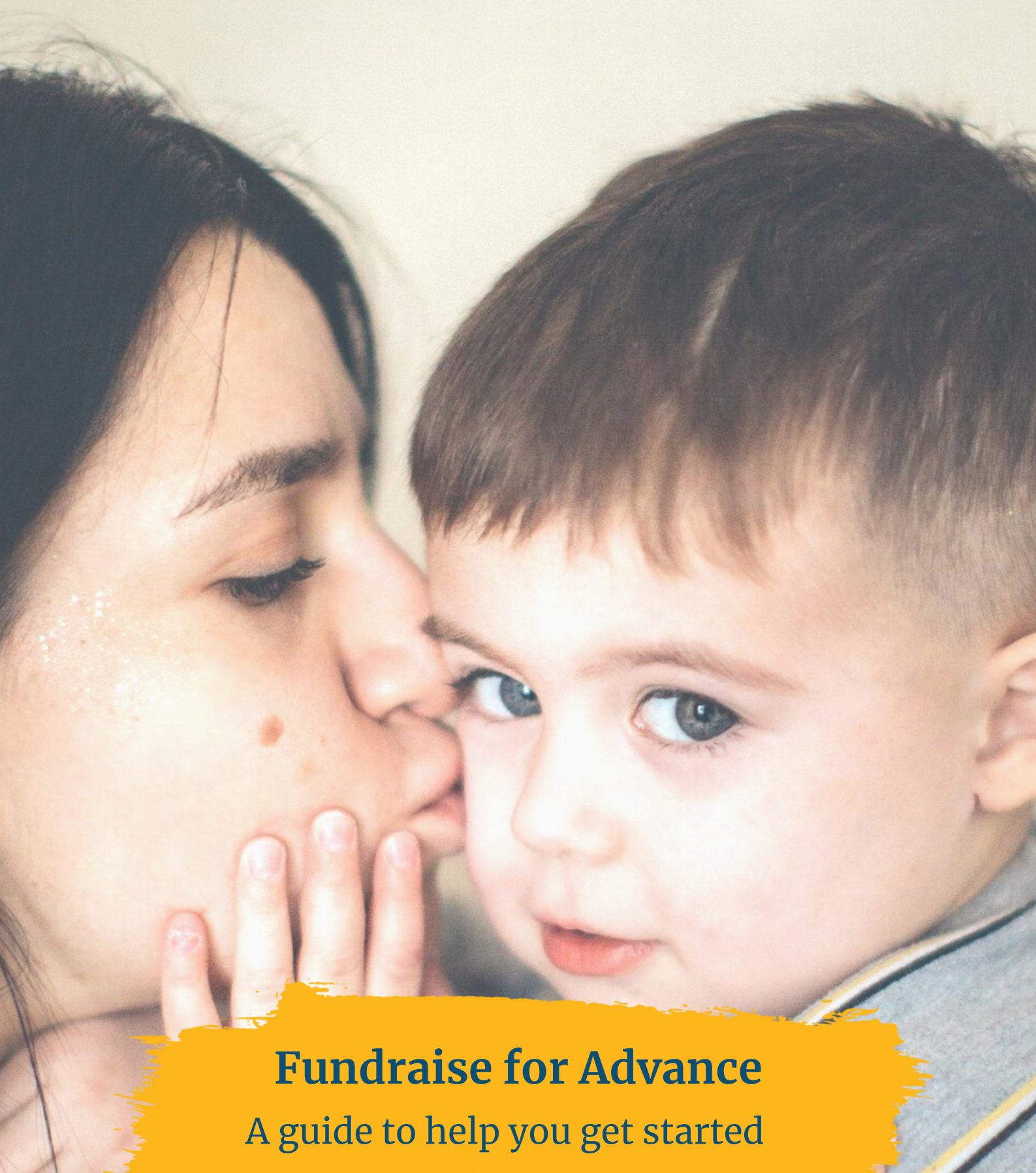


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A safe, just and equal world for women



Fundraise for Advance

A guide to help you get started

Thank you

We know that there are many worthwhile causes you can choose to fundraise for, so from the whole team at Advance we send a heart-felt thank you for choosing us!

As a charity, none of this work is possible without fundraising and every pound really does make a difference. Whether you're a group, school, business, community, or just a person looking to make an impact - this download is packed with inspiration, tips and advice to help you on your fundraising journey.

Challenge yourself

Fancy running a marathon or scaling the UK's highest peaks? There's plenty you can get involved in. Need any ideas?

Celebrate a special event

Whether you're graduating, having a baby, moving house, or celebrating your wedding or anniversary, your celebration could help to make a real difference to the women and children we support by asking for donations in lieu of gifts or donating instead of giving wedding favours.

Make us your charity of the year

You and your colleagues, by putting on challenges and events together that are fun for your team, can raise vital funds for our work. This helps to make a real difference to the women and children we support, saving lives and helping them move forward, free from fear and abuse.

For more information visit:

www.advancecharity.org.uk/get-involved/fundraise-and-events/

Don't forget to follow us online where you can share your pictures and stories.



\AdvanceCharity



@AdvanceCharity



@advancecharity



Advance Charity

Who we are

Our vision

is a world in which women and children lead safe, equal, violence-free lives so that they can flourish and actively contribute to society.

Our mission

is to support women and girls affected by domestic abuse and those in contact with the criminal justice system, understanding that they are often linked.

We have a unique partnership approach where we work with experts to ensure women and girls are provided with the support needed.

Our approach

is holistic and centred on the survivor, working with them to develop a safety and support plan that responds to their needs and empowers them, on the often long journey to recovery from the trauma of their experiences.

Why we need your help

Without supporters like you, we could not deliver our **life saving and life changing work**. Our work at Advance has helped women like christina:



When you're feeling your lowest and you're just broken, to have someone from Advance come along who you know feels what you're going through and who you can talk to without feeling judged – it's game-changing.

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Our Impact

In England and Wales

1.6 million women and girls experience domestic abuse

1 in 3 women will experience domestic abuse

2 women are killed a week by a partner or ex partner

1 in 5 children will be exposed to domestic abuse

In 2021, with your help, we reached more women and children than ever.

over

8,000

Referrals received to our services



As a result of Advance services, Women told us:

95%

of women accessing our services stating they feel safer because of our support

82%

of women supported reported a reduction in drug/alcohol use because of our work

93%

of women feeling that their quality of life and well-being had improved after our support

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Your money will help

Make a donation today to make a significant difference to the lives of the women and children we work with.

By donating to Advance, you will help us reach the women and children that need us most by providing:

- expert advice through our free helplines
- support and reassurance through our crucial advocacy services
- essentials including housing, food, care packages, phones to be able to call us in for help



£10

will provide phone credit for a woman to keep in contact with support services, friends, and family

£20

will provide a food voucher for a single woman

£40

will provide a family with bedding and blankets to keep warm this winter

£100

will go towards emergency accommodation or identification so that she can get financial support



Just Giving

- 1 Create or [Log into your account](#) and click 'Start Fundraising'.
- 2 Click "A Charity", to the question "What are you raising money for?"
- 3 Search for **Advance: Saving Lives, Changing Lives**
- 4 Select the event you're doing. If you can't see your event listed, select 'Doing your own thing' at the bottom of the page and tell us a bit more about your activity.
- 5 Choose your Fundraising page URL– this is the link you'll be sharing widely when asking people to donate.
- 6 Click 'Create your page' and job done! Your Fundraising Page is now set up and ready to accept donations! Just Giving will send the money you have raised to us every week, so there is nothing else you need to do.

Offline donations

Contact our friendly finance team and they will help you with all other payment types.

Email: accounts@advancecharity.org.uk

Phone: [020 3953 3111](tel:02039533111)

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Need inspiration?

Quiz it up

Host a quiz night and ask those nearest and dearest for a small entry fee to be donated to Advance. Test your hosting skills, with as many teams as possible to challenge one another to become the ultimate Quiz master.

Knit for Advance

Why not try your hand at knitting? You could become the next Tom Daley. Create pieces to sell to friends, family and even strangers. Ensure you let them know the profits are to support Advance in our life saving and life changing work.

Challenge accepted

Ask your friends to challenge you to something and sponsor you to do it. Whether it be walking the distance of the Great Wall of China within your living room, completing an obstacle course in your garden or hiking the three peaks for real. Get creative and see how you and your friends can challenge yourselves.

Sing your heart out

Why not create an online choir from the comfort of your home. Pick your style, pick your tune, and sing for a great cause. Maybe you can play an instrument, or you know someone who can. Put those musical skills to use and who knows what delightful sounds you might create.

Shout about it!

Whatever you choose to do to fundraise for Advance, make sure you shout out about it!

Create a poster, or use one of ours ([LINK](#))

Use Social Media

- Share photographs and videos capturing your journey, customised with an Advance Logo ([See link](#)) and explain why you're supporting Advance
- Share with Advance so we can help promote your fundraising activity
- Include [@AdvanceCharity](#) in your posts with the hashtag [#TEAMAdvance](#)
- Include a link to www.advancecharity.org.uk
- Always link to your Just Giving page

Tell the media

- Write a press release and send to your local paper or radio.
- Include key information about your planned fundraising activity, target and why you are doing it.
- Include fun and engaging photos!



I reflect back on how far I had come; how much more positive and optimistic my mindset was from (Advance) Minerva helping me out of such a dark place. I wouldn't have got through it without this support and will always be grateful.



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Thankyou