your guide to FUNDRAISING for

Sexual Assault & Abuse Support Service

Buckinghamshire & Milton Keynes

> I can't thank the SAASS service enough, I was a broken, emotional, suicidal wreck when I first came to see my therapist and thanks to her and this service, I have started to feel more hopeful about the future and work through my emotions, behaviour and feelings about my horrific assault to feel all round a little more like myself again. Thank you for this service, it saved my life.

Thank you



By raising money for SAASSBMK, more survivors of sexual assault and abuse get the support they need and the respect they deserve – and that makes an enormous difference in their lives. So thank you.

Now we know getting started can be nerve-wracking. Maybe you're nervous about whatever challenge or event you're taking on. Maybe that fundraising target seems a little bit daunting.

So here's the good news… you're capable of achieving far more than you realise. So whatever challenge you've set yourself, you can do it – and we're here to help make sure you reach your target.

If you need anything at all, just let us know. We'll do everything we can to show you how happy we are to have you on our side. This guide will be a good starting point – it's full of advice on everything from planning a successful fundraising event to spreading the word about your efforts.

Thank you so much for caring about supporting survivors.

From everyone at SAASSBMK.

Fundraise by myself



Taking on a personal fundraising challenge is a brilliant way of trying something new or spending more time doing something you really love – all while raising money to support survivors. We've included some ideas to get you going, but feel free to take them as inspiration and make them your own.

Sponsored run, walk or swim

…or anything sporty you can think of!

Donate your birthday

Instead of asking for presents, ask your loved ones to donate their gift budgets to us instead.

Host a dinner party

Perfect for foodies – this fundraiser is a great way of getting people together. Just ask for a donation from your guests.

Hold a livestream

Whether you play your favourite game or hold a debate, you could use a livestream platform and encourage viewers to donate to your cause, or get friends to pledge ahead of time.

Give something up

This can be anything from sugar to alcohol, or even buying new clothes – whatever works best for you – and ask people to sponsor your challenge.

£900 can give a survivor access to a programme of trauma-informed counselling sessions

Fundraise at work

Fundraising at work is a great way to get your colleagues together, and unite in support of a cause you really care about. And don't forget, some workplaces will match the money raised by their staff, doubling your fundraising efforts.

Why not ask yours?

Quiz night

Quizzes can be in person or online – making them a fun and accessible way to raise money, by asking people to make a donation to join.

Karaoke night

Get your colleagues together and turn the office into a karaoke party! Charge for entries, and sing your hearts out.

Sweepstake

Whether it's guessing how many sweets are in a jar, or who will win the Grand National, sweepstakes are a versatile way to get the whole team involved!

Fancy dress day

Dressing up, or choosing a theme, can be loads of fun and a useful icebreaker for telling people about your cause. Just ask for donations to join in.

Raffle

Everyone loves a raffle! Ask your colleagues to donate prizes, or even approach local businesses to get involved.

Payroll giving

This scheme means you can give a charitable donation tax-free through your salary. Ask your employer for info.

Coffee and Cake

From a bake-off with friends and colleagues to the classic cake sale, baking is a great way to raise some dough, and adding cakes and bakes to a coffee morning can brew up even more!

Before you get started, use the checklist on the next page to make sure your event is ready to go.

NEXT

Event checklist



Do a risk assessment*

Depending on your event, you may need to consider things like first aid, security, accessibility and safeguarding. But don't worry, you can find everything you need on managing risks, including a risk assessment template, on the Health and Safety Executive website.

**Please note: SAASSBMK cannot accept any liability for any event organised*

Get the right permissions

For any collections on the street, in a supermarket or on private property, you'll need to get the right permission or permit. Many events will require a licence, especially if they involve entertainment, the sale of alcohol and live or recorded music. You can check whether your event will need a licence or permit on the Government's website.

Raffles, competitions and prize draws

These are subject to legal requirements.
Go to the Gambling Commission website to find out more.

Ask for photo consent

Make sure to get photos of your event and share them with us! But remember to get permission from anyone in the photos if you wish to share them.

Using our logo and brand

Please get in touch if you'd like to use our 'In aid of SAASSBMK' logo to promote your event and our cause. We'd love to share it! Posters and materials also available, please contact us with details of your event and we'll send you what you need.

Use this important wording

As required by charity law, the following statement must be used across all publicity materials: All proceeds/profits will be donated to SAASSBMK. Sexual Assault and Abuse Buckinghamshire and Milton Keynes is a registered charity in England and Wales (no 1175021).

Top Tips and Information



Here are some tried and tested tips and tactics to help you absolutely smash your fundraising total.

Set up a fundraising page

For personal challenges, use **JustGiving** to quickly and easily set up your own fundraising page. This will make sure your donations, and Gift Aid, go straight to us without you needing to chase your sponsors. They also have great tips on how to use your page effectively.



Words and pictures

Explain why you're doing what you're doing and why it means so much to you. And, if you're fundraising online, put up a picture or get creative with a short film. Both help people to connect with you and your fundraising.

Aim high



Be ambitious with your fundraising target. It encourages people to give more to help you get there. Also, incentivising donations, like promising to do your fundraising in fancy dress if your target is met, is a great way to engage your supporters.

First sponsor

Try to get a particularly generous friend, colleague or relative to be your first sponsor. Others are then more likely to match their amount.

Double what you raise... instantly

Ask your workplace if they'll match what you raise. It's called matched giving, a lot of companies do it, and it could double your total in an instant.

Timing is everything



If you can, time your big push for sponsorship (or your event) around people's pay day. We're all a little more generous when we're feeling flush.

Returning the favour

Make sure you ask for sponsorship from people you've sponsored in the past. After all, how can they refuse?

Blow your own trumpet

Use posters, emails, social media, the local press… everything you can to get the word out about your fantastic fundraising.



Social media shout-out

Keep people updated on social media, with a link to your online fundraising page on each post. And don't be afraid to remind friends to support you – people just need a nudge, sometimes. Remember to tag us @SAASSBMK

After your event

Once you've finished your fabulous fundraising, the sooner you pay in the money you've raised, the sooner we can put it to work.

After your fundraising event, we hope you'll be riding high on a sense of accomplishment and taking action to help support survivors of sexual violence. Once you've raised your money, there are a few simple ways you can donate it to us.

Online via BACS

Account Number: 28086385
Sort Code: 23-05-80

Use your name and event as a reference.

Post/Cheque

Made payable to:
Sexual Assault and Abuse Support Service Buckinghamshire and Milton Keynes

Send to:

C/O MHA, Building A, 150-170 Midsummer Boulevard, Milton Keynes, Buckinghamshire, MK9 1FD

Please add a little note with your donation so that we can thank you properly.



£100 can provide a volunteer access to specialist training to prepare them for supporting survivors

Fundraisers

Jackie's challenge

Jackie raised £456 for SAASSBMK by challenging herself to complete the MK Rocket 5K.

As pat of a team with Aleesha and Colin, Jackie was determined to walk or, if necessary, crawl 5km within 45 minutes through her local city of Milton Keynes. Having previously completed a 5K muddy challenge in 2016, Jackie developed Tendinosis, so this was a huge challenge for her.

Jackie knew that since the pandemic, SAASSBMK had been contacted by three times the number of survivors of sexual and domestic abuse who needed support and wanted to raise money to help support more survivors and ensure our services were sustainable to meet the increasing demand.



Jackie raised a fabulous £456 for SAASSBMK, if you think you could be like Jackie and help us, please get in touch for support

THANK YOU

And Good Luck

from all of us at SAASSBMK

Sexual Assault & Abuse Support Service
Buckinghamshire & Milton Keynes

www.saassbmk.org.uk

Registered Charity Number: 1175021