

# → **START** **fundraising**

Join us on our mission to end  
sexual violence and abuse.

**RAPE  
CRISIS**  
England & Wales





“Fundraisers are such an important part of Rape Crisis England & Wales. As well as raising funds for our vital work, they also show the power of our movement and how we all have the ability to make a difference.”

**Sara Kilner, Fundraising Lead**

Thank you so much for your interest in supporting Rape Crisis England & Wales!

We're working towards a world without sexual violence and abuse. One where all women and girls live safely, freely and with dignity. By choosing to fundraise for us, you're helping to support this vital work – so thank you.

This fundraising guide has been designed to provide you with ideas, inspiration, hints and tips to make your fundraising activity a success. You'll also hear from just a few of our incredible supporters who have made a difference in their own way.

If you're ready to join the Rape Crisis community, we'd love to hear from you!

**Get in touch at**

[fundraising@rapecrisis.org.uk](mailto:fundraising@rapecrisis.org.uk)

## CYCLING across America

“I can't quite believe I've covered so much of the Earth's curves on a bike, on my own. But I feel more proud of seeing how broken I was after being raped, and how whole I am now.

And that was part of why I started this adventure ... To see if cycling across the US is easier than the trauma of rape. And honestly, it's so much easier.”

**Sarah Osborn after cycling solo across the US**

Sarah cycled  
**4,400 miles**  
from the east coast  
to the west coast  
of the US.

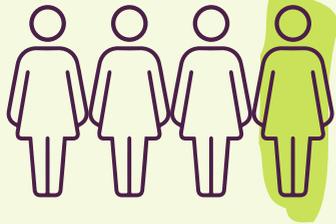
She completed  
her epic challenge  
in just  
**49 days.**

And raised over  
**£10,000!**

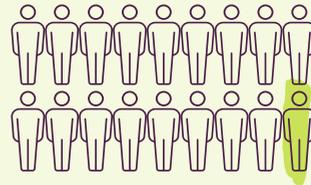


# Why your support is **CRITICAL**

Sexual violence and abuse is widespread in our society:



**1 in 4 women** and **1 in 18 men** have been raped or sexually assaulted as an adult.



**1 in 6 children** have been sexually abused.

And victims and survivors are often let down by the institutions that are meant to help them:



**Just 2 in 100** rapes recorded by police between July 2022 and June 2023 saw someone charged that same year – let alone convicted.



Adult survivors of rape wait **more than 2 years**, on average, for their cases to complete in court. Many wait much longer. (June 2023)



**This means that demand for our specialist services is ever increasing:**

Support provided by our member Rape Crisis centres **increased by 83%** between 2020 and 2023.

Please visit **our website** for the latest publicly available statistics.

Sources: Office for National Statistics, NSPCC, Home Office, UK Government, Ministry of Justice



## How we support survivors of sexual violence and abuse

- We believe victims and survivors, and help them to get their voices heard.
- We influence change in all aspects of public policy relating to sexual violence and abuse.

Nearly **1.5 million** people visited our website in 2023.

We reached more than **1.1 million** users through our social media.

- We fight for victims and survivors to have access to specialist support.
- We raise awareness about the prevalence and impacts of sexual violence and abuse, and challenge **rape culture**.

## SEASONAL fundraising ideas

Need some inspiration for your fundraiser? We have ideas for every season!



### SPRING

Celebrate Women's History Month in March with a sponsored walk that takes in local landmarks related to women's rights or important achievements by women.



### AUTUMN

Did you know the sea is warmest in September? Make the most of the balmy waters and complete an outdoor swimming challenge. Or give it a go in your local pool instead!



### SUMMER

Put a twist on the traditional 'ladies who lunch' and organise a barbecue cook off. Host it in your garden or in your local community, and raise money by charging for entry or selling food and drinks.



### WINTER

Escape the cold weather with a Feminist Film Night. Screen a film that centres on women's stories and charge an entry fee. You could also ask for donations for hot drinks and snacks.



## ALL-YEAR fundraisers

Feeling overwhelmed by ideas or nervous about taking on more than you can handle? Here are our fundraiser suggestions for different targets.

£75 target

**Sponsored social media or caffeine detox:** the longer you can go, the more impressed potential donors are likely to be!

**Birthday fundraiser:** why not ask for donations on Facebook instead of gifts this year?

£150 target

**Clothes swap:** ask people to bring along clothes they no longer wear and charge for entry.

**Wear purple or green day:** one to try at school, college or the office. Purple and green are the Rape Crisis England & Wales colours.

**Bake sale:** an opportunity to show off your skills, eat delicious treats and raise money for charity.

£300 target

**Feminist quiz:** try a mix of questions about feminist history and iconic women.

**Sponsored walk, run, swim or cycle:** keep an eye out for Rape Crisis England & Wales spots in existing [events](#) or organise your own.

**Charity football match:** charge for either entry or taking part.

## Hints and TIPS

### → Make a plan

Work backwards from the date of your event or challenge, and think about what you need to have organised or achieved each week in order to make it a success.

### → Create an online fundraising page and set a target

There are lots of platforms out there for this, but JustGiving and Facebook are two of the most familiar (see [page 10](#)). And setting a fundraising target will help you to stay focused and encourage giving.

### → Think about accessibility at your event

Things to consider include parking, public transport links, wheelchair accessibility and having a chill-out room on site for anyone who's feeling overwhelmed.

### → Shout about what you're doing

We'd recommend posting regularly about what you're doing on social media and asking everyone you know to spread the word. And remember: personal messages to loved ones will likely get you the most donations.

### → Start selling tickets and promoting your event well in advance

Online platforms like Eventbrite are free and easy to use for this, and can help you to reach a wider audience. You'll also find editable posters and social media assets on our website to help you promote your event.

### → Don't be afraid to ask for help – including from your employer

Whether its family and friends, colleagues or local businesses, you'll probably be surprised at how many people are willing to lend a hand. And don't forget about your employer – they might be able to share your online fundraiser, match donations or even let you host an event at the office.

## Prioritise your WELLBEING

### Never feel pressured to share your story

If you're a survivor, you might feel like you have to talk about your experience in order to explain why you're asking for money. But sharing your story should always be completely your choice.

### Check out our website for self-care tips

We designed [these tips](#) with survivors in mind, but they can be useful for anyone who wants to feel physically, emotionally and mentally better!

### Remember that we are here to support you

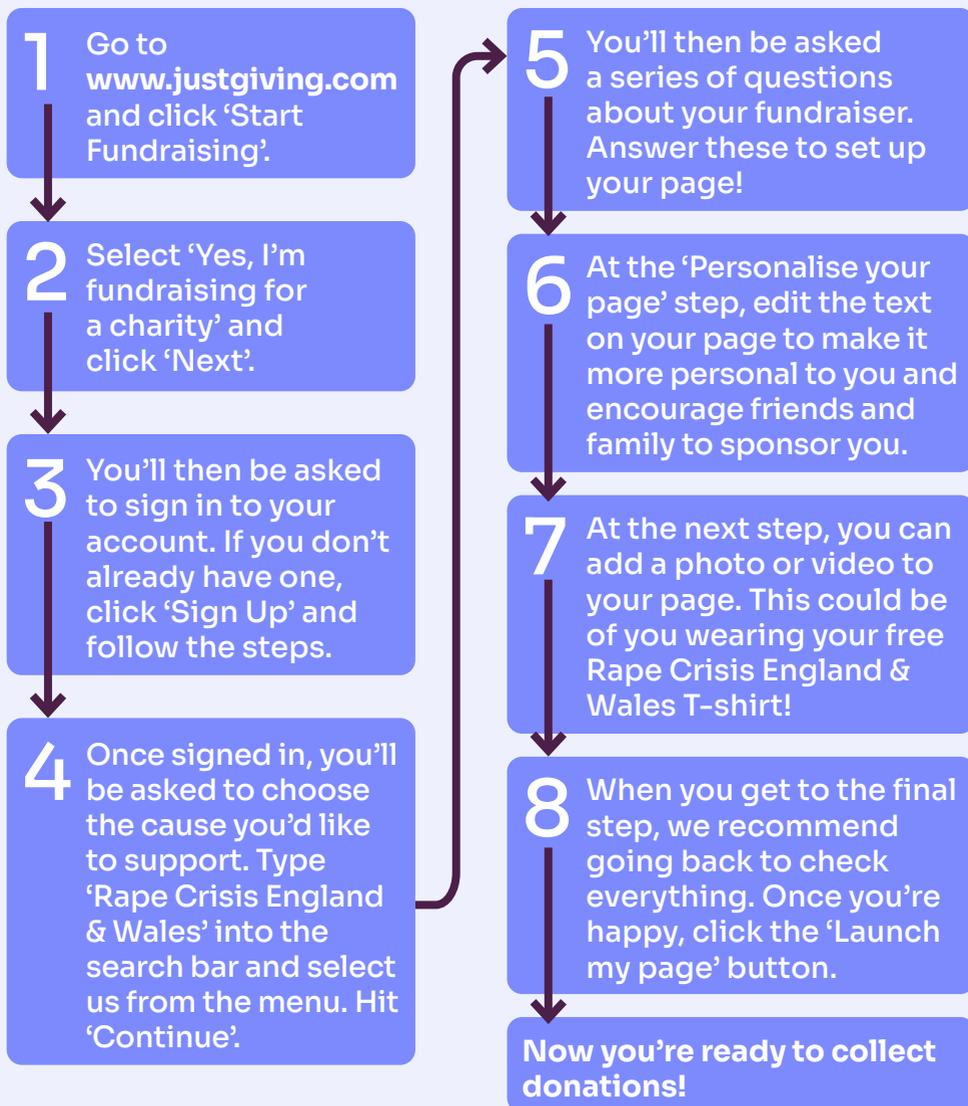
We always love to hear from our supporters, so never feel worried about getting in touch with questions or to ask for advice at [fundraising@rapecrisis.org.uk](mailto:fundraising@rapecrisis.org.uk).



# Set up an **ONLINE** fundraiser

A great way to collect donations is through a fundraising page. Share the link with family and friends to sponsor you, as well as on social media. The platform will handle all donations and pay the money directly to us – nice and easy!

## Setting up with JustGiving



## Setting up with Facebook



### Top tip:

JustGiving and Facebook are two platforms, but there are plenty of other online options you can try, such as **Enthuse**, **Raisely** or **GoFundMe**.

## Having a (CHARITY) ball

“I think my biggest lessons so far are:

### Trust the process:

I can get myself worked up and stressed in the lead-up to events, but they're always a wonderful evening full of love and support. People don't know the things that didn't work out.

### Ask for help:

I find it incredibly hard to ask for help and to trust people to help me. What I've learned is that people are very kind and generous (not only in donations, but also their time, advice and ideas).

### Be kind to yourself:

It's great to have targets and goals in mind but don't get too tied up in them. You'll sell however many tickets you sell, you'll get as many raffle prizes as you get and you'll raise however much money you raise. It's all amazing work and definitely not a failure if you don't reach the goals you had in mind.”

**Martha Clarke after organising multiple fundraising events for us**

Martha is the queen of large-scale events, having organised two balls and a film festival for us since 2019.

She has so far raised more than **£8,000.**

And she's showing no signs of stopping yet.



# A

## 100-MILE bike ride



“Tackling RideLondon was one of the most rewarding days I've had on a bike. Riding out of London into the countryside with thousands of other cyclists on closed roads was a great experience.

100 miles is a long way to ride, but knowing I was raising money for you pushed me to make it to the iconic finish at Tower Bridge.”

**Bob - our RideLondon champion**

Bob was part of a team of cyclists who raised nearly £2,000 for us at the RideLondon cycle challenge - a feat for which we're SO grateful.

Each member covered a whopping 100 miles in one day on their bike, cycling from London to Essex and back again. But, despite the hard work involved, the team also had a lot of fun.

# Frequently asked **QUESTIONS**

## **Can I organise a raffle to fundraise for you?**

Yes, but please first read up on the [Gambling Commission's guidance](#) for raffles to make sure that you're following the rules – otherwise, you could be breaking the law.

## **Can I organise a street collection to fundraise for you?**

Yes, but you will first need to apply for a street collection licence. You can do this on the [government's website](#).

## **Do you have any posters and/or collection boxes that I can use at my event?**

Yes! Editable posters can be downloaded from our website and we can send collection boxes out to you – please just email us with your address and details of the event, including when you plan to host it.

## **Can you send me a branded T-shirt to wear during my challenge or event?**

Yes – and we'll do it for free! Please pop your request in an email to us, along with your T-shirt size and address, and we'll get one posted to you. If there's a group of you fundraising together, we can provide T-shirts for everyone.

## **What's the best way of collecting donations?**

We'd recommend using the online donation site JustGiving or Facebook as they are likely to be the most familiar to your potential sponsors/donors.

If you want to collect cash donations instead, you can use a sponsorship form. You can download one of these from our website, or, if you email us your address, we can post you a physical copy.

## **Can a representative from Rape Crisis England & Wales attend my event?**

Unfortunately, as we are a national charity and our team is spread across England and Wales, we are not able to attend fundraisers' events. However, we'd love to have a chat with you ahead of your event to share more details about our work.

## **How do I take part in the London Marathon/Great North Run/Swim Serpentine/Great North Swim/Tough Mudder to raise funds for you?**

If you're interested in taking part in any of these events, please let us know by email. We'll then keep hold of your details and let you know if we are able to book spaces in your chosen event.

## **Can I volunteer with Rape Crisis England & Wales?**

Unfortunately, Rape Crisis England & Wales (the national organisation in the Rape Crisis network) is not currently able to offer volunteering opportunities.

However, many of our member Rape Crisis centres are often looking for volunteers – so we'd recommend contacting [your local centre](#) to see if they have any vacancies.

## **Got a question or request?**

Please email us at: [fundraising@rapecrisis.org.uk](mailto:fundraising@rapecrisis.org.uk)



## Keep in touch

Your support doesn't have to stop once your fundraising activity is complete!

### Join our mailing list

Get monthly updates about our work and all the ways you can get involved.

Sign up now →

### Follow us on social media

Help spread awareness by liking and sharing our posts.

Find us on:

X

Facebook

LinkedIn

Instagram