

# One25

step away from the streets

## Sponsored Challenges

---



## Contents

---

Sponsored Challenge Form.....	3
How to start collecting sponsorship.....	4
One25: A bit more about us.....	6
Examples of What Your Money Can Buy.....	7
Womens' Stories and Quotes .....	8

## Sponsored Challenge Form

Thank you so much for choosing to support One25 by taking on a sponsored challenge.

Sponsored challenges can be... challenging! When it all feels too much, remember; every £5 you raise can keep the tea, coffee and hot chocolate on our outreach van topped up for a whole month; £12 can provide toiletries, a towel and hot water for a whole month so that the women visiting drop-in can have a shower; £37 can pay for pyjamas, clothes and other essentials for an isolated woman in prison. There are 150 women out there right now working the streets of Bristol. However much you raise, know that your efforts will mean they are one step closer to breaking free.

Please take a few minutes right now to complete the form below and email it back to [events@one25.org.uk](mailto:events@one25.org.uk) Our information leaflets and collection tins can be used during your challenge to raise awareness and extra funds. Let us know what you'd like and we'll help you make the most of this opportunity.

---

**Your name:**

**Email:**

**Phone no:**

**What is your challenge?**

**Where will it take place?**

**Date and time:**

**Resources required:      Flyers / Collection tin**

**How did you hear about One25?**

**Please send this info to [events@one25.org.uk](mailto:events@one25.org.uk) to get started.**

## How to start collecting sponsorship

So you've decided to do it. Let's get fundraising!

**Create a great page online** that inspires people to give oodles of cash. Here's a step-by-step guide to make it as quick and easy as possible for you.

1. Click [here](#) and hit the 'start fundraising' tab on the top right.
2. Enter how much you're planning to raise (it's great to have a target on your page), then answer the next few questions (usually 'no' '3 months' and 'just me'). Then hit 'next'.
3. Enter your personal details and hit 'next'.
4. Title your page ('Freddie's falling 12,000 feet!' or something a bit fun/quirky and snappy), upload a photo (again, this makes it fun and personal) and then write your blurb. Say what you're doing, why it'll be hard for you (!!!) and finally why you're doing it. Make it fairly snappy but pour your heart into it. And a little humour goes a long way too. *\*TOP TIP\* Save your blurb to an open email or word doc or something before hitting 'next' because Virgin Money Giving has the tendency to 'time out' and you will lose all your work if this happens! It's mega frustrating!*

**Then share it**- on facebook, twitter, insta, snapchat- wherever you can! Send little shout-outs to publically thank anyone who donates, as a prompter for others to follow suit and as a feel good for the person who's donated. Don't be afraid to swamp your online world with pictures, stories and updates during the actual challenge day/period (they will not de-friend you I promise!) and include the link to your sponsorship page at the end of every post.

**Email** is also a really effective way to share your page and if you take the time to make it personal to each recipient they are far more likely to donate. Repetition always helps people to remember to give- try sending one email in the run up, one during the challenge and one after- including a few stories and pictures to inspire them to give.

You can also use a good **old fashioned sponsorship form** to catch those people at work/school, the gym or church when you see them face to face. Ask if you can pin a form to the noticeboard or leave at the reception desk. When you've collected the money you can pop it onto your online page- simple. Don't forget to ask people to gift aid it (it adds 25p to every £1!). Alternatively you can pay any cash or cheques (made payable to '**One25 Ltd**') to us by sending to One25, The Grosvenor Centre, 138a Grosvenor Road, St Pauls, Bristol, BS2 8YA.

# 10 Fundraising tips from JustGiving

## 1 Ready for your close up?

Fundraisers with pictures on their page raise 14% more per photo. A legitimate excuse for a #selfie.



## 2 Tell your story

People will give more if they know why you care. Add your story to your page.



## 3 Smash your target

Pages with a target raise 46% more. Be brave and tell the world what you're aiming for.



## 4 Add a summary

Give your supporters a quick snapshot of what you're doing and why. It could raise an additional 9%.



## 5 Don't do it alone

There's strength in numbers - people that are part of a team raise 10% more.



## 6 Find your company

Impress your boss by linking to your company's Profile on JustGiving. It could boost donations by 20%.



## 7 Update your friends

Been out training or have some news about your fundraising? Post an update to keep your friends interested.



## 8 Get creative

Give people an extra reason to donate. "If I raise half my target in a week I'll dye my hair blue."



## 9 Share your page

Once your page is looking perfect, share it on social media. Every share is worth about £5 in donations.



## 10 It's all over... or is it?

Twenty percent of donations come in after the event. You never know who might still be feeling generous...



**JustGiving**

## One25: A bit more about us

**Who are One25?**

We are a Bristol charity helping vulnerable women trapped in street sex work to build new lives.

**Outreach van** > **Drop-in** > **Intensive casework**

There are still 150 women on the streets of Bristol facing many huge challenges. 80% are homeless, 99% are trapped in addictions and all suffer violence and abuse.

We meet each woman wherever she is, with whatever support she needs. Last year an incredible **55 women** in Bristol escaped street sex work — more than ever before!

*"When I was working on the streets there was a centre in St Pauls where I could get refuge and support. The yellow van used to come out on the streets and provide a safe place.*

***One25** let me and all the girls know that we were important, that we had some value, and that somebody actually cared."*

**Trudy**

Registered Charity No: 1062391

**One25**  
step away from the streets

Visit the [‘About Us’](#) section of our website for more information about our vision, mission and values, why we are needed, our impact, our services, FAQs and much more.

## Examples of What Your Money Can Buy

It's great to let your sponsors or audience know how important the cause is to you and why every penny you raise will make a huge difference. If you're selling tickets for £5 or aiming to raise an overall target of £100, you can pick the most appropriate examples from the below list to share with the people supporting you. It will make it more meaningful for them and inspire them to give more!

£2.50 can buy a personal alarm for a woman working the dangerous streets of Bristol, helping to keep her safe.

£5 can keep the tea, coffee and hot chocolate on our outreach van topped up for a whole month, ready to warm the hands of women trapped out in the cold.

£12 can provide toiletries, a towel and hot water for a whole month so that the women visiting drop-in can have a shower.

£37 can pay for pyjamas, clothes and other essentials for an isolated woman in prison.

£60 can help keep women on the streets safer. It can pay for a specialist caseworker to listen to a woman who's suffered a violent attack and take an Ugly Mug report, so that others can be warned of dangerous men.

£100 can buy materials and equipment, such a sewing machine, so that a woman can take part in confidence-boosting creative activities in drop-in.

£200 can pay for a caseworker to spend time with a woman in recovery as she connects with the community and builds her independence. Giving vital ongoing support helps her to get basic furniture such as a sofa or a bed; manage her money and monthly bills, as well as help her to join supportive local groups or register with a doctor.

£865 can buy a year's worth of bus passes for women at drop-in. These little tickets help women get to local recovery groups, housing appointments and health assessments and help them take these brave steps to freedom.

£975 can provide intensive casework for one woman for a whole year, giving her vital support and guidance on her brave journey to freedom and a happier life, away from the streets.

£1,200 can fuel our outreach van for a whole year, giving vital support to the most vulnerable women.

## Womens' Stories and Quotes

Read about the life-changing stories women have shared below and on our [website](#). Consider how you can use these women's stories and quotes to inspire people to give generously.

### Sandra's story

*"Every day is quite extraordinary."*

**Sandra started taking drugs when she was 10. She hated herself, and she loved the drugs because they made her forget who she was. This was the start of two decades of addiction, homelessness and self-loathing. Sandra was in and out of prison; she gave birth to a son who was taken away from her. She was close to suicide when she found One25, a Bristol charity that helped her take control of her life.**

**The shame of begging for money was one of the worst things I've ever done.** And when I did start prostituting myself, which was quite a lot later, it felt more estimable than begging. It was like, 'I have absolutely nothing to offer this world: I am begging'. I remember sitting down and looking at people's legs passing by, people chatting and women pushing prams. I remember thinking, 'I really want to be like that', but not knowing how.

**Prostitution was about getting money for drugs but it was also about wanting to feel loved.** It was about feeling that this was at least something I could do, something I could offer - I wasn't just a beggar on the street. I got raped during this time, beaten up, had violent boyfriends. I was in hostels, covered in bruises, not knowing how I'd got there or what had happened.

**One25's outreach bus meant so, so much to me.** The women were just so kind. Even through all the fog of the drugs and the drink, I could feel that another human being gave a s\*\*t. I remember the horror of endless dark nights out there with really rancid blokes, and to have that bus there, just to punctuate it with light, was an absolute lifesaver. It helped me start to believe that there is some kindness in the world.

**I was raped and he did everything he wanted to do to me - it was like torture.** And after that it really was [suicide off] Bristol suspension bridge or doing what I had to do to get into drug treatment. And I could not live with the idea of my boy growing up with a mum who had jumped off Bristol suspension bridge. So somehow, amongst all this madness, I went to court.

**One25 was there for me with hugs, with love and support.** They never once doubted that I could do it. There was never a hint of judgement or expectation; it was just love all the way. So I went for treatment and I was absolutely broken – I couldn't even stand up. I just knew I needed it.

**Now my life has changed beyond all recognition.** Everything has been turned on its head, from my daily structure, my relationship with my boy, to the way I deal with my feelings, my outlook on life. When I went in for treatment I was feral - I couldn't look anyone in the eye. Today, I've just got back from a six-week tour, standing on stage with the main part in a play about addiction and recovery. I'm being paid to write plays now by a college who help women who have been in the criminal justice system.

**I'm loving life.** I eat healthily. In an hour I'm going to take care of myself with a hot bubble bath. Later I'm going to meet friends to go dancing – without drink or drugs! Every day is quite extraordinary.

**One25 saved my life, there's no question about that.** I can't even think of them without welling up. I feel very strongly about how absolutely crucial that night bus is. There are a lot of girls like me who are so far from the realms of society that they can't even get it together to go to One25's drop-in service. Having the bus there, picking you up by the scruff of the neck and giving you a hug is so important.

## Quotes

*"One25 helped me to recognise that I was worth more than what I was doing to myself and gave me the incentive to keep going [in residential addiction treatment]. I now see myself as a person and not just an object. I now enjoy waking up and being alive. [My One25 caseworker] saved my life, I truly believe that."*

*"When I met One25 [after a sexual assault] I was smashed to pieces mentally, emotionally and physically. The care and support I received means so much to me. I didn't have faith in myself but you did and sometimes it was that which kept me going. I cannot put into words how grateful I am to have come across this service. It helped me move away from prostitution into a better life, it has worked perfectly."*

*"Thank you, thank you for visiting me in hospital over Christmas! I thought no-one would and then you turned up."*

*"Don't give up on the women out there, they are just lost at the moment and in a very dark place where many can see now way out at the moment. But they all need projects like One25, it can mean the difference between life and death for some. I use to pray for that yellow van, just to get off the street for 10 minutes, to have a warm drink and some food, just to see a friendly face and to have someone who really cares for me. None of the girls would be out*

*there on the street if they could see a way out from drugs and sex-work. That's why having projects like One25 is so important for when women really can't go on any more and need a way out, a life away from the streets and addiction, a choice."*

*"Safety is most important and that's what you give us now late at night when it's most dodgy. When you just stopped now, this dodgy bloke was following me, I was really scared. Then you pulled up with a smile and respect for me and it was like I felt safe again."*

*"Thank you for the card, it certainly lifted my spirits. You always manage to enter my thoughts and life at the right times. I hope everyone at One25 is well and please let them know how grateful I am for everything. I can honestly say without your love and perseverance I would not be so sure of my recovery. My prayers are seasoned with gratitude because of you all. I look forward to seeing you as always. Just knowing I have your support is truly comforting."*



**We hope you found this pack useful. Please contact us at [events@one25.org.uk](mailto:events@one25.org.uk) or 0117 9094389 to gain further help and advice about fundraising for One25. Thank you.**