

One25

step away from the streets

Events Pack



Contents

1. Event Fundraising Form.....	3
2. Sponsorship.....	4
3. One25: A bit more about us	6
4. A – Z of Fundraising Ideas	7
5. Organising an Event – Tips and Guidelines.....	9
Further Guidelines for Big Events	10
Risk assessment for beginners	11
Insurance and legal requirements	11
6. Examples of What Your Money Can Buy	12
7. Womens’ Stories and Quotes.....	13

1. Event Fundraising Form

Thank you so much for choosing to support One25 by organising an event.

Organising an event and taking on sponsored challenges can be... challenging!

When it all feels too much, remember; every £5 you raise can buy a home-cooked drop-in meal, giving hungry women vital nourishment; £10 can buy a pack of toiletries and underwear, including sanitary protection, for a homeless woman in drop-in. This gives her dignity and the chance to feel clean; £15 can pay for a week's Freephone service to the lifeline outreach van so it can meet women where they need help.

There are around 130 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 so we can help you make the most of this opportunity.

Our information leaflets, collection tins, and any of our merchandise (cake books, tea-towels, or One25 key rings) can be used at your event to raise awareness and extra funds. Please also let us know if you would like a One25 representative to attend the event, to speak about One25 and/or thank your guests.

Organiser's name:

Organisation/ society (if appropriate):

Email:

Phone no:

Event outline:

Venue:

Date and time:

Resources required: Flyers / Collection tin / Merchandise / Sponsorship form

One25 representative required: Yes/No

How did you hear about One25?

Please send this info to events@one25.org.uk to get started.

2. Sponsorship

If you're taking on a sponsored challenge - 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

3. 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

CASEWORK

There are around 130 women working the streets of Bristol. We meet each woman wherever she is, with whatever support she needs.


Get involved: one25.org.uk/welcome

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.







Watch our video The Green Light District, on our vision for Bristol to become a safe and supportive place where women have the choice to leave sex work:




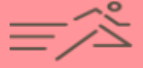












THE GREEN LIGHT
DISTRICT

4. A – Z of Fundraising Ideas



Fundraising Ideas A to Z

<h2 style="font-size: 3em; margin: 0;">A</h2> <p>Afternoon tea party (donations or tickets) Art sale</p>	<p>Adventure Auctions</p>	<p>like a sponsored Three Peaks hike!</p>
<h2 style="font-size: 3em; margin: 0;">B</h2> <p>Babysitting BBQ Barn dance Ball</p>	<p>Book sale Bring and buy sale Bad hair day</p>	<p>This could be something sponsored!</p> <p>... or like a non-uniform day, with all participants contributing a small donation for the privilege of coming into work/school with appalling hair!</p>
<h2 style="font-size: 3em; margin: 0;">C</h2> <p>Car boot sale Carol singing</p>	<p>Cake bake Concerts</p>	<p>Club nights Clothes swap</p>
<p>Coffee morning Competitions</p>	<p>Cycling challenge City Night Walk Comedy night</p>	
<h2 style="font-size: 3em; margin: 0;">D</h2> <p>Dress down day Dog show</p>		
<h2 style="font-size: 3em; margin: 0;">E</h2> <p>Email all your friends to One25 website or help us with events publicity</p>	<p>Eighties night Expeditions Exhibitions</p>	<p>Easter egg hunt or other eggstravaganzas (e.g. egg and spoon race)</p> 
<h2 style="font-size: 3em; margin: 0;">F</h2> <p>Face painting Fetes and fairs</p>	<p>Fifties night Football competition</p>	<p>Film night Fun run</p> <p>Fancy dress party Fashion show Five-a-side sports competition</p>
<h2 style="font-size: 3em; margin: 0;">G</h2> <p>Guessing competition (how many sweets in a jar, who's who in photos etc.)</p>	<p>Garden party Gig</p>	<p>Give it up! Be sponsored to give up your favourite thing - be it chocolate, talking or even all food for a day. An annual even we coordinate!</p>
<h2 style="font-size: 3em; margin: 0;">H</h2> <p>Head shave/Hair cut – the crazier the better 'Hire a helper' - hire out your gardening/cleaning/cooking skills for a donation to One25</p>		
<h2 style="font-size: 3em; margin: 0;">I</h2> <p>International food dinner party</p>		
<h2 style="font-size: 3em; margin: 0;">J</h2> <p>Jumble sale Jewellery sale Jazz night</p>		

K	Karaoke Knit-a-thon		knitting is the new rock and roll!	
L	Line dancing Litter collection – one bucket for the litter, another for donations! Lucky dip	Leg waxing for men Lessons in...teach a skill (e.g. professional masseur teach for an hour, etc.)		
M	Magic show Marathon Mad hatters tea party	Murder mystery event Makeover party		
N	Nature trail Netball tournament	New Year's Party (including Chinese New Year) Name the teddy!	Non-uniform day No car day – petrol money saved can go to One25!	Neighbours – offer to do something for them in exchange for donation
O	Obstacle course Odd clothes day Open mic night			
P	Parties Puppet show Pancake day	Poetry night/competition Plant sale Pub quiz	Progressive meal Pet show Photo competition	Also known as Safari Supper! This is set over 4 houses, each serving a separate course (starters, mains, desserts, coffee and chocolates)
Q	Quiz night			
R	Races Raffles	RAG Rugby match		
S	Sports day Sponsored silence Seventies themed night Swim-a-thon	Shave head/legs (for boys) Sixties themed night Swear box		or moan box (every time you moan put money in the box)
T	Themed day/party Treasure hunt Tug of war	Talent competition Tennis competition		
U	Unwanted gifts sale Ultimate challenges		This could be a cycle ride across Peru, hiking the Great Wall or abseiling the Clifton Gorge for those with a fear of heights!	
V	Valentines ball Valet for a day Variety show			
W	Wacky races Walks	Water games Wine tasting/Wine and cheese party		
X	Xmas ball/party Xmas carols X factor party			
Y	Young-old switch (young people dress up as old people and vice versa. Could be a fancy dress event at a club night or at school) Yoga evening (sponsored)!			
Z	Zumba class or sponsored Zumba marathon (26 hours straight!)			

5. Organising an Event – Tips and Guidelines

We can help you with the following:

- Permission to use our logo (restrictions apply.)
- Some wording or photographs for flyers/invitations.
- A signed letter of authorisation from One25 on our headed paper (to help you find a free/cheap venue, for example.)
- Support with publicity. Please send all draft publicity to Samuel.Ford@one25.org.uk – he can then release the news to the general public.
- Adding your event to our website, Facebook and Twitter pages.
- Organising a trained speaker for the event.
- Our '[Green Light District](#)' 2 minute film can be played at your event to increase understanding of the issues women face on the streets
- Providing you with our own publicity materials including flyers, posters and banners.
- Providing you with One25 collection tins and/or buckets.

Tips:

- Keep it simple - raffles and collection tins at an event can make a big difference to the amount of money raised.
- Ensure that everyone involved in organising the event has a clearly defined role, and a deadline.
- Keep costs as low as you can - draw up a simple budget and stick to it.
- Liaise with one of One25's Fundraisers over publicity such as posters and flyers, Facebook pages, etc. for your event.
- Say thank you to everyone who helped and tell them how much money you raised.
- Fundraise legally and safely! See the guidelines on page 13.

Dates:

- Choose the date carefully, giving yourself enough time to organise and publicise your event and avoid competing with other local or national events.
- Think about your personal commitments and be realistic about the time you can put in.
- Produce an event plan; give everyone who is helping a copy with names, dates and agreed responsibilities clearly marked.

Venues:

- Select a suitable venue and book well in advance.
- Make sure that venue staff know what your event is; why not ask if the venue can help you at all e.g. with equipment?
- Confirm your reservation nearer the time to avoid double bookings.
- Make sure your venue has the required license and insurance.

Further Guidelines for Big Events

Equipment

If you are planning on using equipment at your event – anything from P.A to coffee pots - make sure that people are given proper instructions on how to use the items safely.

Cash

Prior to the event make arrangements to store cash securely during the event. Two people should always be present when counting money.

Personal belongings

Event volunteers should only bring the minimum of personal belongings as One25 cannot be held responsible for people's property being lost, stolen or damaged.

Venue

Tell all people at your event where the fire exits and toilets are. If it's a big event (rather than a private garden party) have a copy of the venue's health and safety policy and fire evacuation plan. Consider access for people with mobility problems.

Alcohol

Do not serve to under 18s or to adults who seem drunk already. If One25's service users are present at the event, please do not have alcohol on the premises. If you are selling alcohol at a venue that does not normally serve alcohol you will need a license or ask for a donation rather than a fixed price. Alternatively you could hold your event on licensed premises.

Food

If you plan to sell food at your event, food safety laws apply. You need to be aware of these and follow food hygiene procedures. We recommend that you state that you cannot guarantee that food served is nut/nut derivative free and/or other potential food allergies.

Clothing

Make sure the people taking part in the event are notified about wearing the right clothes for the external conditions such as rainwear, a sun hat or high visibility jacket.

First aid

Ensure you have a first aid kit and put someone in charge of first aid.

Under 18's

If you are under 18 you should always involve a responsible adult in your planning and ask your parents/guardians' permission.

Please never approach strangers for support, go knocking on doors or collect on the street.

- Try to work in groups - it's more fun and safer
- Always ensure there are at least two adults at events or more for larger events

Risk assessment for beginners

A Risk Assessment involves examining whether anything at your event could cause harm to people attending. One25 cannot accept responsibility for accidents at your event. If you are under 18, ask an adult to help you check your event is safe and draw up a plan in case of emergency. Here are a few tips to help get you started:

1. Go through your event plan and make a list of hazards e.g.
 - Things that could cause fire
 - Things that could cause injury e.g. cables you could trip over, falling off chairs when putting up balloons
 - Money getting stolen
 - Food causing food poisoning (snacks like crisps shouldn't, but barbequed chicken might pose a hazard)
 - Loud noise can damage hearing so you may need to provide hearing protection for people helping at events for example those with loud music.
2. Then put in place some simple precautions.

For additional information or support email events@one25.org.uk or call 0117 9094390

Insurance and legal requirements

If you organise an event where the general public rather than just friends and colleagues are invited you will need to ensure that you or the venue has public liability insurance.

Check the venue has the required licenses (performance licenses for music, film, plays and dance events, late night opening and sale of alcohol by retail). If not, licenses are usually obtained from your local council. More information can be found at culture.gov.uk

Raffles are also subject to guidelines. To avoid legal complications, sell tickets at your event (maximum of £2 per ticket) and draw the raffle on the day and try to get prizes donated because there is a maximum you can spend on prizes. More info can be found [here](#).

6. 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!

£1 can pay for a woman's freephone call to the lifeline outreach van so it can meet her where she needs help.

£3 can buy an alarm for a vulnerable woman, giving her valuable seconds to escape a violent attack.

£5 can buy a home-cooked drop-in meal, giving hungry women vital nourishment.

£8 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.

£10 can buy a pack of toiletries and underwear, including sanitary protection, for a homeless woman in drop-in. This gives her dignity and the chance to feel clean.

£15 can pay for a week's Freephone service to the lifeline outreach van so it can meet women where they need help.

£25 can buy a pack of toiletries and pyjamas, along with a card-making kit and stamps, for a brave woman on her way to rehab. This helps her to stay positive about her future and enables her to keep in contact with her family and her caseworker.

£35 can put food and hot drinks on our outreach van for a week giving hungry women vital nourishment.

£50 can put food and hot drinks on our outreach van for a week giving hungry women vital nourishment.

£60 can fuel our outreach van for a whole month giving vital support to the most vulnerable women.

£100 can help prevent homelessness, by supporting a woman to work with her housing officer to manage debt and explore other housing options.

£240 can secure a place for a woman to go into residential rehab treatment, presenting her case to a funding panel, sourcing a bed and making a referral.

7. 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 or 0117 9094389 to gain further help and advice about fundraising for One25. Thank you.