



One25

**step away** from the streets

EVENTS PACK

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# INTRODUCTION

Thank you for choosing to support One25 by organising an event for One25. We are so pleased to have you on board. This pack will take you through everything you need to know about organising an event for us. If there is anything you need to know at any stage and can't find the answer please get in touch at [events@one25.org.uk](mailto:events@one25.org.uk)

If you haven't checked out [our website](#), here's a little bit of info [about us](#). If you already know just what an incredible difference you're making to women's lives by fundraising, then feel free to skip this page and read on.



One25 reaches out to women trapped in, or vulnerable to, street sex work, supporting them to break free and build new lives away from violence, poverty and addiction. Our vision is a community where all women are valued and able to live fulfilled lives without the risk of being trapped in sex work.

There are about 130 women sex-working on Bristol's streets. [It's dangerous, lonely and difficult to leave](#). They are some of the city's most vulnerable people, often facing a number of severe challenges.

We offer unconditional love without judgement [to build a relationship with each woman](#). The outreach van meets women on the streets at night, a daytime drop-in centre offers a safe space, the casework team give one-to-one specialist support and the Peony service helps women to move on from recovery and into the community.

Your fundraising will have a direct and [lasting impact on a woman's life](#). Thank you.

# EVENTS FORM

Organising an event can be a pretty tricky business. Even if it all feels too much, just remember that we're here to support you every step of the way, and every pound you raise will make a difference. For example, £2 can send a card of encouragement to a lonely woman in prison. That's right, just £2 can change someone's world.

With around [130 women](#) right now working the streets of Bristol, know that however much you raise, your efforts will mean [they are one step closer to breaking free.](#)

If you haven't already, please make sure we know about your event and send us as much info as possible to help us give you all the support we can offer (at [events@one25.org.uk](mailto:events@one25.org.uk)).

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.

# YOUR FUNDRAISING PAGE

Now you've emailed us about the event you'd like to run – it's time to get fundraising!

To get your event off the ground, the most important thing you'll need is an online sponsorship page. Even if people are donating at the event, this can help people who can't attend in person, who still want to give.

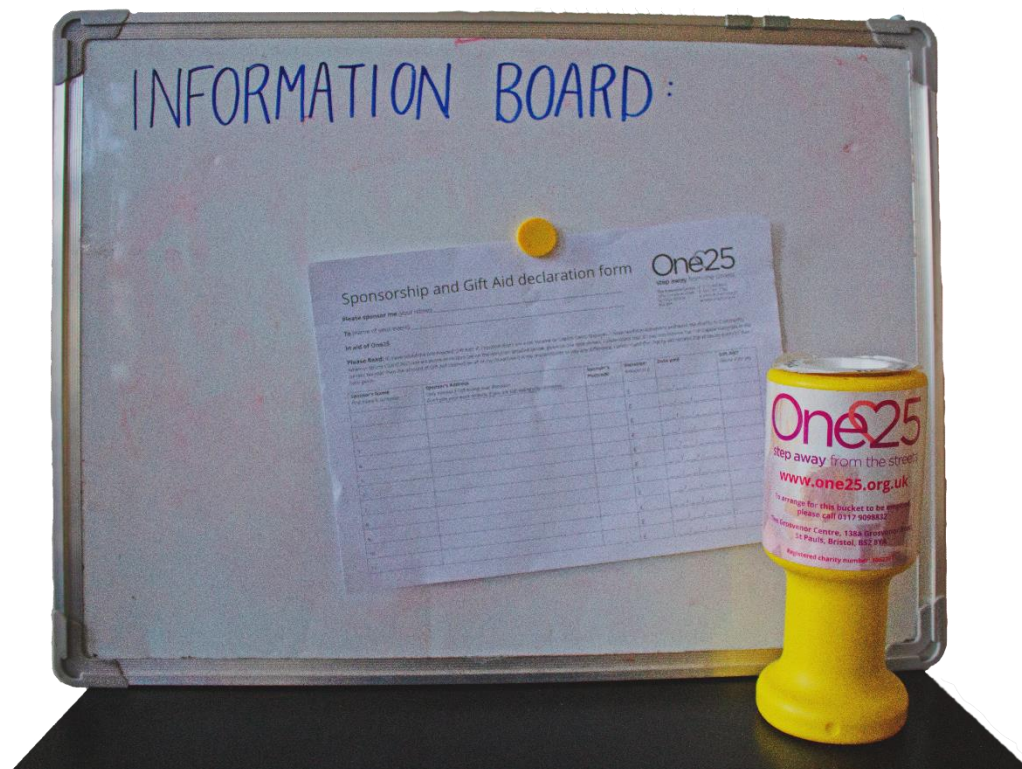
Read on to follow the steps to setting up your fundraising page with JustGiving.



**Just follow these simple steps:**

1. Click [here](#) to set up your JustGiving Page. All you have to do is click the little orange button that says 'fundraise with us' to get started.
2. Have fun with it! Make the page your own. We provide a little bit of info you can include on your fundraising page, but the people who donate want to hear about **you** and why what you're doing is so important. If the bake sale you're running is to indulge your Great British Bake Off dreams – shout about it. You're doing something amazing, so let people know why!
3. Set a target. Even if all you reckon you can make is ten quid, that's still an amazing achievement (although we know you can absolutely smash that goal). People love to help out when they know how far you've got left to go (especially if their £5 is the donation that tips you over your target!)
4. Check out [JustGiving's Top Tips](#). JustGiving have been a massive fundraising platform for ages – nick their ideas and run with it, they really know what works.
5. If it all gets tricky? If you have any trouble with the process on JustGiving, contact [events@one25.org.uk](mailto:events@one25.org.uk) and there will be someone around to help.
6. Get sharing! Facebook, Twitter, Instagram, LinkedIn, Snapchat, whatever the platform, just share it! Let everyone know what you're doing, and keep telling them regularly! You could post a sponsorship form to your nan, email the JustGiving link to your colleagues, set a reminder on Facebook messenger to get your mates to donate - anything and everything to get the word out. Don't be afraid to share it far and wide!

Don't forget you can also ask us for fundraising buckets, merchandise and leaflets, so people can donate cash more easily at your event.



If the online process isn't your thing (or you just want to get as many people donating as possible) you can also use a good **old fashioned sponsorship form**. Although your event might not be something people would particularly 'sponsor', it's a great way 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 one at the reception desk.

When you've collected your donations you can pop them onto your online page or 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.

Bank transfers can be made to us at:

Account name: One25 Ltd  
Account number: 20119560  
Sort code: 608301

Please reference your donations. And don't forget to ask people to Gift Aid (it adds 25p to every £1!).

# TIPS AND GUIDELINES

So you've set up your JustGiving page. But what next? We'd recommend you check out our [A-Z of fundraising ideas](#) as it might give you some inspiration for smaller events you can run to build the hype towards your big event – and you can raise some extra funds at the same time.

As well as putting on some extra fundraising activities, you can also ask us for help. There are lots of things that we can offer to help you boost your fundraising.

## **We can help you with the following:**

- Permission to use our logo (restrictions apply). We can send you different versions of our logo and guidelines on how it can be used.
- 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. Get in contact with [events@one25.org.uk](mailto:events@one25.org.uk) with any draft publicity, and it'll get checked over by the relevant people, and released to the general public if relevant.
- Adding your event to our website, Facebook and Twitter pages. Or promoting your event on our social media.
- Organising a trained speaker for the event (subject to availability).
- 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.

## **Hints and Tips for Fundraising Events**

### **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.

- Keep us posted! The fundraising and communications team at One25 can help out with most things like 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! Check our guidelines in this document.

### **Date Guidelines:**

- Choose the date carefully, giving yourself enough time to organise and publicise your event and avoid competing with other local or national events. (If in doubt, check with us – we'll let you know what's happening on our radar.)
- 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.

### **Venue Guidelines:**

- 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 licenses and insurance for the kind of event you're hosting.

### **Guidelines for Events**

#### **Equipment:**

- If you are planning on using equipment at your event – anything from speakers 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 bring minimal 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, say, a private garden party) have a copy of the venue's health and safety policy and fire evacuation plan. Consider access for people with access needs or mobility issues.

**Alcohol:**

- Do not serve alcohol 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 free, and also make a notice about allergens present in any food.

**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. Consider a first aid team if the event is big enough to warrant it.

**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.

## **Further Guidelines for Big 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:
- Go through your event plan and make a list of hazards e.g. things that could cause fire or things that could cause injury (maybe cables you could trip over, or falling off chairs when putting up balloons). Think about other hazards too like food causing food poisoning (snacks like crisps shouldn't, but barbequed chicken might pose a hazard). Then put in place some simple precautions, e.g. tucking cables away safely, using ladders according to regulation to put up balloons, having a food hygiene certificate to cook food well.
- For additional information or support email [events@one25.org.uk](mailto:events@one25.org.uk).

### **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.
- 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](#).

# 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 cupcakes for £1 each, or hosting an event with the goal to raise £500, you can pick and choose the most appropriate examples from the list below to share with the people supporting you. It will make it more meaningful for them and inspire them to give more.



- **£2** can send a card of encouragement to a lonely woman in prison; written by her caseworker it reminds her that she matters and is cared for.
- **£10** can pay for a caseworker's mobile phone for a month, enabling vital support calls.
- **£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 get a woman the support she needs around her mental health; it can ensure she attends a GP appointment accompanied by a caseworker she trusts.
- **£50** can pay for the drop-in meals for a day, giving hungry women vital nourishment.
- **£100** can give an anxious woman support on the journey to her drug rehab centre, helping her take a crucial step towards a healthier life.

## YOUR IMPACT

And finally, no one tells it better than the women who are directly impacted by your support. Here are some quotes from some those you are helping. Thank you so much for taking the time to read this booklet and for taking on an event for One25.

*"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."*

*"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."*

*"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."*

To read more stories about the courageous, resilient women you are supporting, click [here](#).

Thank you for choosing to support One25.

# THANK YOU

