

One25

For women to **heal and thrive**

CHALLENGES PACK

CONTENTS

INTRODUCTION 3

WHY FUNDRAISE? 4

YOUR FUNDRAISING PAGE..... 4

TIPS AND GUIDELINES..... 7

WHAT YOUR MONEY CAN BUY..... 8

YOUR IMPACT 9

INTRODUCTION

Thank you for choosing to support One25 by taking part in a sponsored challenge. We are so pleased to have you on board. This pack will take you through everything you need to know about taking part in a sponsored challenge 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.

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.

WHY FUNDRAISE?

Taking part in a sponsored challenge can be, well... challenging! 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, £5 can give a nourishing home-cooked meal at drop-in, as well as a take away food parcel, to a woman who otherwise might not eat that day. That's right, just £5 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 fundraising challenge and send us as much info as possible to help us give you all the support we can offer (at events@one25.org.uk).



YOUR FUNDRAISING PAGE

Now you've taken the plunge and signed up to a sponsored challenge – it's time to get fundraising!

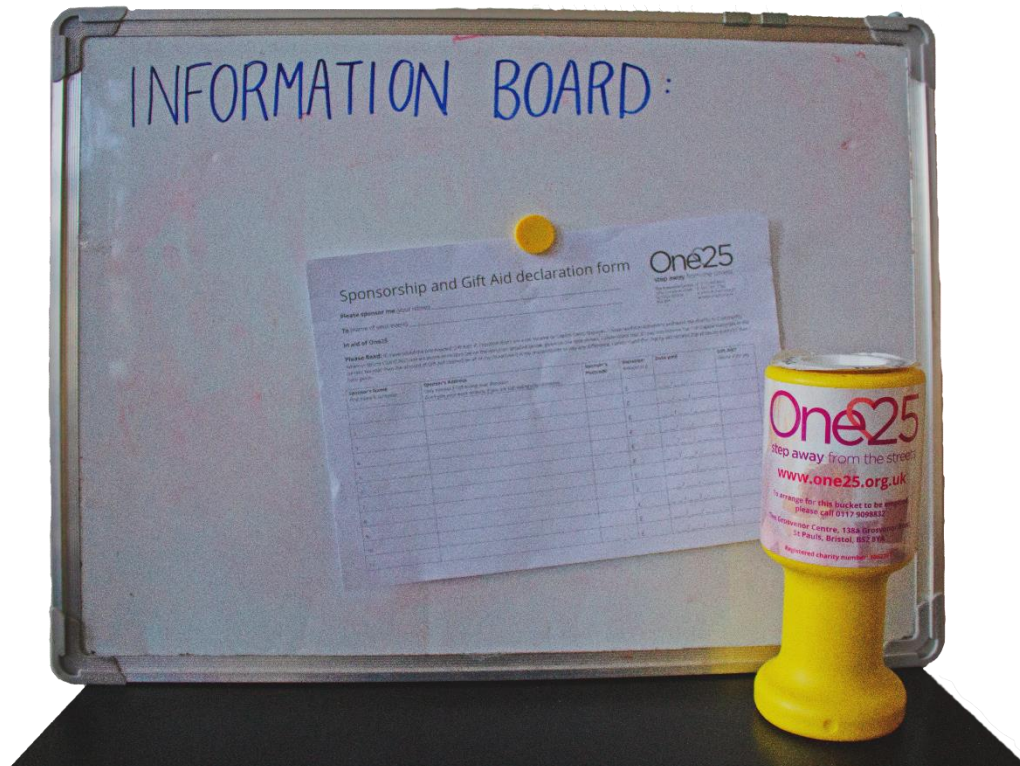
To get your challenge off the ground, the most important thing you'll need is an online sponsorship page.

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 idea of the 10k you've signed up to you scares you silly – 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 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!



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**. 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 for your big sponsored challenge and raise extra funds. Maybe a 'pay what you feel' curry night in the lead up to that half marathon? Or a bake sale to prepare for the swim?

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 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).
- The [Centre for Social Justice film](#) made about our work 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.

WHAT YOUR MONEY CAN BUY

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.



- **£3** can pay for a rape alarm, helping to provide protection for a vulnerable woman.
- **£5** can give a nourishing home-cooked meal at drop-in, as well as a take away food parcel, to a woman who otherwise might not eat that day.
- **£10** can pay for the One25 Freephone helpline for a week. This vital free line keeps women connected, making sure they can reach us when they need support.
- **£14** can fuel the van for a week, keeping outreach teams on the road meeting vulnerable women.
- **£30** can buy a care pack for a brave woman in rehab, including home comforts like fresh PJs and chocolate, as well as a card-making kit and stamps. This enables her to keep in contact with her family and her caseworker.
- **£46** can pay for a week's worth of food for the Peony cooking lessons, where women prepare and enjoy a meal together
- **£98** 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.

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

