



Behind
Closed
Doors



Your Fundraising Pack

Tips and Tricks for Making the Most of Your Fundraiser

Thank You.



Dear Fundraiser,

Thank you for requesting a Fundraising Pack for Behind Closed Doors. Your choice to support us means that we can maintain and improve the scope of the services provided by our Prevention and Recovery team, making sure that domestic violence and abuse survivors are getting the emotional and psychological support that they need. We have a small fundraising team, and without the ongoing help from the West Yorkshire community, we would not be able to deliver these services.

This pack will provide you with more information about Behind Closed Doors, in addition to fundraising ideas, tips and tricks to make the most out of your event. We have also included a list of unique fundraising ideas, although we encourage you to get creative and use whatever skills you have to put on a great event.

Behind Closed Doors was founded in 1997- making this December our 21st Birthday! Back then, we worked exclusively in the North West of Leeds, but since then we have expanded our services throughout the Leeds District, and hope to expand further in the future.

In addition to reading through this pack, we encourage you to email Grace, our Community Fundraising and Relationship Manager with any questions or for general advice: grace@behind-closed-doors.org.uk. Grace will also be happy to promote your event on our social media pages.

Once again, thank you for your help. Without the help of the local community, Behind Closed Doors would not be able to deliver the level of support that it does.

Good luck with your event!

The Behind Closed Doors Team



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Behind Closed Doors' History



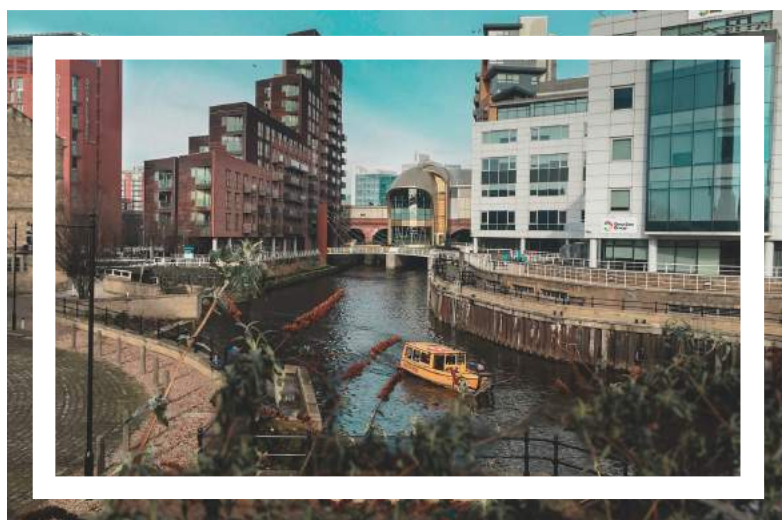
Behind Closed Doors was founded in December 1997 by a small group of volunteers. They began working in the North West of Leeds, providing outreach support to individuals in abusive relationships. In addition to this, they focused on supporting people once they'd left their abusers to begin healing from the trauma of their abuse, and to begin rebuilding their lives and making plans for the future. Over the coming years, they began operating across the Leeds District.

In 2011, they realised that while most mainstream services working with domestic violence victims cease intensive support once people are safe, there was a need for a support service to help people rebuild their lives after leaving their abusers. They saw that statutory services were only able to fund the essential, practical work to make people safe, but that after that people were left to deal with the emotional and psychological impacts of their abuse alone. So, the following year Behind Closed Doors set up the Prevention and Recovery Service (PARS).

The Community DV Team (LDVS) works within the Leeds Domestic Violence Service in partnership with Leeds Women's Aid and Women's Health Matters, providing support and information on practical issues such as housing and accompanying them to civil legal proceedings, as well as helping them access additional agencies for support for people trying to leave their abusers. This includes a male DV Practitioner who works with male victims.

Since then, Behind Closed Doors have made great groundwork to continue supporting abuse victims and survivors. We have also introduced bespoke training programs for businesses educating them on the importance as employers of understanding domestic abuse. We have introduced RAP (Our relationship abuse program), and the URAP, which focuses on relationship abuse in universities.

While the fantastic work the Community Domestic Violence Service carries out to help people leave their abusers is funded by the council and government, our Prevention and Recovery Service would not exist without the support of our fundraisers. See the next page to see what an impact your fundraising will have on the lives of domestic violence and abuse survivors.



Client Feedback



Our Prevention and Recovery Service makes a huge difference to individuals who feel lost after leaving their abuser. Have a read of some of the feedback our community volunteers have received.

“Everyone has been absolutely amazing. You have taken the time to listen to me and done a tailored/personal plan, it’s wasn’t generic support, it fitted around me.”

In the past year
PaRS supported
409 people



“Behind Closed Doors didn’t just help me through a difficult time, they gave me a direction in life. They gave me a future.”

In 2017/18 228
people saw a 40%
increase in their
confidence and a
30% improvement in
their mental
wellbeing

“I find the service provided by BCD to be excellent. Whenever I have rung up, often in a real state, I have received helpful, knowledgeable, supportive, calm advice and reassurance. The face to face support was far more than I ever expected it to be. The information sent out was incredibly useful. The home works gave me a focus when I was lost in my house every evening when my children were in bed.”

How We Can Help



In addition to this fundraising pack, there are a few other ways that we can help you make the most out of your fundraising event.

Poster Design

If you want a poster made to promote your event, let Grace know and she'll get one done for you within 5 working days. Just send her the details of the event and, if you have one, a picture you would like to use.

Leaflets and Banners

We have some leaflets which give details about Behind Closed Doors which you are more than welcome to use. We also have a roller banner.

Social Media Promo

We are also happy to promote your event or fundraising page on our social media pages, allowing you to reach more potential donors who are as passionate about stopping domestic abuse as you are.

Event Attendance

Where possible and appropriate, we will send someone from Behind Closed Doors to your event to speak to attendees and to provide support.

Ethical Fundraising/Legal Guidance

Unfortunately, Behind Closed Doors cannot accept accountability for your event. However, we are more than happy to answer any of your questions about proper fundraising practice leading up to the event.

General Advice

If you have any queries about fundraising, the charity or anything else, don't hesitate to ask!

If you want help, email
grace@behind-closed-doors.org.uk.



Planning Your Event

A Step-By-Step Guide



- 1 Choose a Theme and Set a Target**

Choose what type of event you want to put on, and give it a name. Also decide how much you want to raise- JustGiving found that fundraising pages with a target raise 46% more.
- 2 Choose a date and venue**

Make sure that your event doesn't clash with anything. If you're booking a venue, make sure to visit a few first to make sure you're getting the best value.
- 3 Schedule, Schedule, Schedule.**

Now that you know what you're doing and you have a deadline, it's time to make a thorough plan. Every event will be different, but do some research and write down everything that needs doing. Then, decide when you're going to need to have done each step by.
- 4 Begin Promoting Your Event**

Social media is the best platform for this, but you may also benefit from flyering, contacting local media outlets to promote for you, or advertising the event at work. If you are fundraising online, now is the time to start. Also, let us know your plans by emailing grace@behind-closed-doors.org.uk.
- 5 Get prepared**

Begin getting together all of the things you're going to need for the event, whether that's auction prizes, decor or, if you're doing a fitness-related event, start training.
- 6 Final Fundraising Push**

About a week before your event, begin really promoting on social media etc.. You may want to add additional things to your pledge, for example, 'if I raise £200, I'll livestream the event'
- 7 The Event**

The big day is here! Hopefully all of your planning will have paid off, but if some things do go wrong don't worry too much- fundraisers are supposed to be fun, so try to enjoy yourself. We'd appreciate you taking some photos for us as well which (with your permission), we can then post on social media.
- 8 Tie Up Loose Ends**

Count up the money, and send it securely to us (there's more details about this on page 10). Announce how much you've raised to your attendees and thank them for coming.

Fundraising Ideas

Struggling to think of ways to fundraise? Have a look at these ideas for some inspiration.

Get Active

- Sponsored Runs, walks, swims and cycles
- Abseil
- Yorkshire 3 Peaks
- Sky-Dive
- Obstacle Course
- Hitchhike
- Camp-Out
- Sponsored Sports Game

- Wear fancy dress for a day
- 'Pie in the face'- pay money to throw a pie in someone's face
- Host a knit-a-thon
- Host a big night in- whether a movie night, meal, or sleepover, donate the amount you'd normally spend on a night out to charity.
- Give up your bad habit for a week
- Shave/Dye your hair

- Come Dine With Me
- Eating Contest
- Bake-Off
- Quiz Night
- Bingo
- Charity Auction
- Sports Day- 3 legged races, wheelbarrow races, relays...
- Talent Contest
- Arm Wrestling Contest

Get Creative

Get Competitive

Still struggling?

Use your talents! If you play an instrument, why not put on a concert? If you're thick-skinned, host a Comedy Roast and let your friends and family tease you. If you're an artist, how about having an art show or auction? You'll have a lot of fun using your strengths and can develop some really unique fundraising ideas.

Don't be scared to ask

You'll be surprised how generous local businesses can be. When it comes to sourcing raffle or auction prizes, don't hesitate to ask local businesses if they have anything they can offer at a discount, or even for free. Bonus tip: visiting the business in person to ask rather than emailing or calling can go a long way.

Know the Law

This may not be a fun tip, but it's important that you read up on proper fundraising practice. On **page 9** there's a summary of parts of the fundraising practice, although if you're ever not sure you can either visit the Institute of Fundraising for information or email Grace for advice- grace@behind-closed-doors.org.uk.

Give Perspective

One easy way of getting bigger donations is to put some perspective into where the money goes. For example, suggest that people skip spending £10 on a takeaway, and instead donate it to your fundraiser.

Keep on Top of Costs

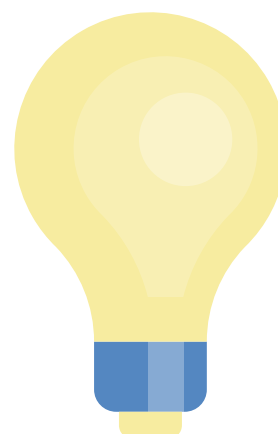
It's very easy to get so caught up in arranging your event that you lose track of how much you've spent and go over budget. Write up a budget, be prepared to be flexible with it, and write down however much you end up spending. There are some great event planning spreadsheets online for you to download. There's some resources for this on page 13.

Use Your Resources

If you have a work email, put details about your fundraiser in your signature, or see if your company offers Match Funding. They may even be able to post about what you're doing on social media! The same goes for if you're at school- ask your teachers if they can help you out in any way.

Remember Why

While fundraising should be a fun activity, remember to tell people about Behind Closed Doors and what makes us different. Showing your passion for our cause can really inspire other people to help.



Keep it Legal

Fundraising is regulated by law. It is important to Behind Closed Doors that any fundraising carried out in aid of us is done ethically, safely and legally. Please give these guidance notes a read-through.

Licences

If you're doing a street collection, you will need to fill out a form which you can find on your local council's website. You may require an alcohol or entertainment licence, raffle/lottery/auction licence or a licence for public advertising.

Raffles, Lotteries and Auctions

You generally won't require a licence, but You may not deduct more than £100 for expenses and £500 for prizes from the income from lottery ticket sales. There is no monetary limit on donated prizes for fundraisers.

Handling Money

It is important that money is handled carefully during events. Have at least two people present when money is being counted, and collect money in a secure container or collection box. Bank the money as soon as possible.

Health and Safety

Contact the Food Standards Agency (www.food.gov.uk) for guidance if your event supplies food. Make sure that you have the relevant first aid available at your event.

Insurance

If you are hosting a public event, you will require Public Liability Insurance. Check that your venue has this before the event. Remember: BCD unfortunately cannot accept liability for any fundraising activity you carry out to raise for us, so make sure that you are covered!

Ethical Fundraising

We encourage you to read our ethical fundraising policy on our website- it can be found in the same place as this pack! It will give you guidance on fundraising safely and sensibly. You may also want to read up on GDPR to ensure that you are complying with relevant data laws.



Making Your Payment



Read through the ways you can make your payment below. Remember to alert us when a payment has been made either by email, mail or by

JustGiving

Visit www.JustGiving.com/b-c-d to make a secure online donation. If you don't want your donation to be anonymous, be sure to fill out the form on the next page and email it to grace@behind-closed-doors.org.uk.

Bank Payment

Please be sure to either give us a call (if you wish to remain anonymous!) or fill out the form on the next page once you have made the payment.

Payments can be made to:

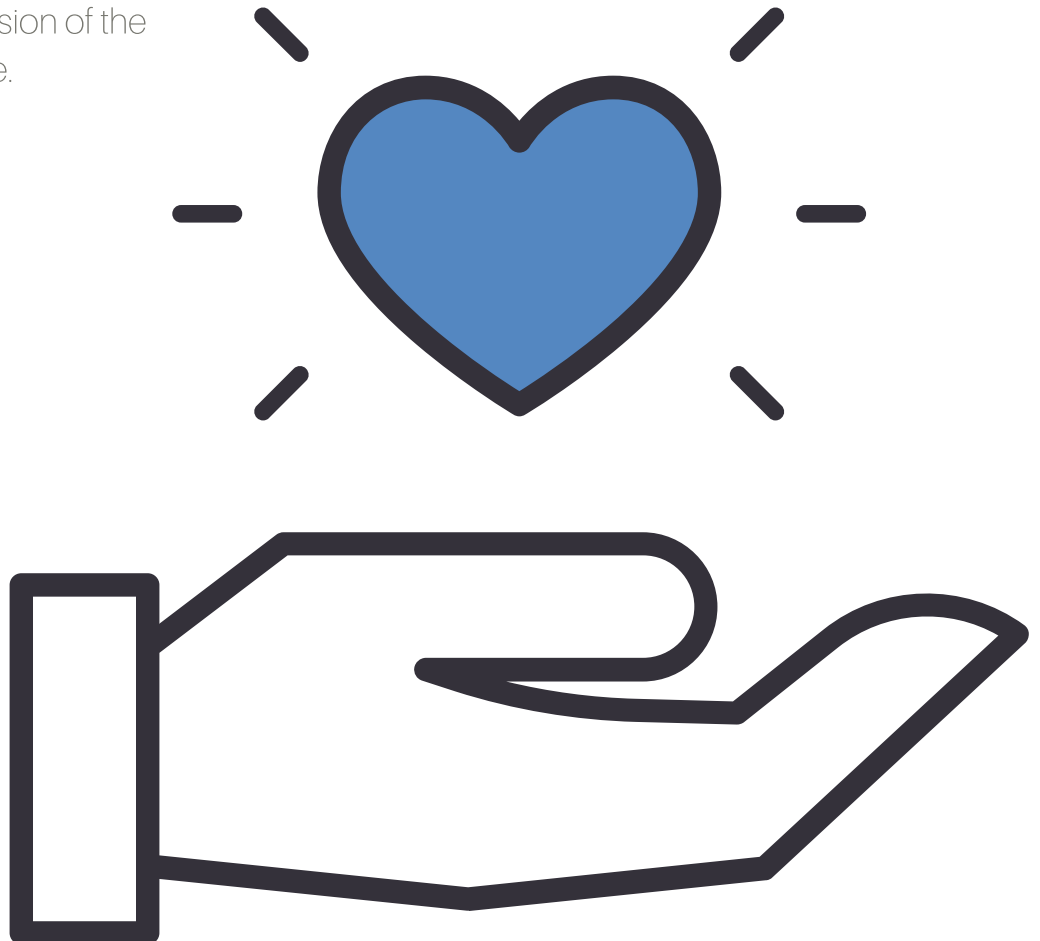
Behind Closed Doors (BCD)

Account no: 20188591

Sort Code: 60-83-01

Cheque

If you want to make a cheque out to Behind Closed Doors, make it payable to 'Behind Closed Doors (BCD)', and send it to our office at PO Box 275, Leeds, West Yorkshire, LS19 9BN along with a complete version of the payment form on the next page.



Making Your Donation



After you have finished fundraising, fill out this form and either email it to grace@behind-closed-doors.org.uk, or mail it to us at PO Box 275, Leeds, LS19 9BN. Please do not mail us cash- instead, use one of the options below.

We understand that some fundraisers may want to remain anonymous. This is fine! There is an option to do this on our JustGiving Page: www.JustGiving.com/b-c-d.

1. Your Details

Title _____ First Name(s) _____

Surname _____

Address _____ D.O.B. _____

Postcode _____

Contact No. _____ Email _____

Please tick if you are happy for Behind Closed Doors to contact you with news and updates

Phone

Email

Mail

2. Your Payment Method

Cheque- enclosed with this form or mailed to Behind Closed Doors

Bank Payment

Please fill out the details of the account used to pay in the fundraising:

Bank Name _____

Account No.

Sort Code

Date Deposit Made: _____

Reference Used: _____

Helpful Websites



<https://www.justgiving.com>

We highly recommend putting your fundraising page on JustGiving- BCD is registered on there, so you can link your fundraiser to us: <https://www.justgiving.com/b-c-d>

<https://institute-of-fundraising.org.uk>

Here you'll find more details about proper fundraising practice.

<https://www.gov.uk/>

For more legal guidance on hosting fundraisers.

<http://www.fundraisingip.com/>

Fundraiser IP has some excellent checklists and spreadsheets which can help you keep on top of event planning. They've also got a huge list of different event ideas.

<https://www.better-fundraising-ideas.com/>

Even MORE event ideas.

<https://www.leedstickets.com/home>

LeedsTickets allows promoters to sell tickets to their events free of charge

<https://www.canva.com>

This is actually the website that we used to make this fundraising pack- it's free to use and a great design tool for posters, flyers and more.

Facebook Tip:

Don't limit yourself to your Facebook friends- check to see if there are facebook groups for people living in your local area. These can be a great place to promote your event or ask for help with finding entertainment etc..

If you're a university student, you're in even more luck- you're probably a member of a few Facebook groups for your course and certain activities. Ask the moderators if they mind you doing promo on the group page!



Any Questions?

No problem- you can email Grace, our
Community Fundraiser and Relationship
Manager, with any questions you may
have:

grace@behind-closed-doors.org.uk

And, once again...

THANK
YOU