



# FUNDRAISING GUIDE 2023

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# THANK YOU FOR CHOOSING MY SISTER'S PLACE

Your choice to support My Sister's Place work is something we don't take for granted and on behalf of the entire team, thank you.

Around 1 in 3 women aged 16-59 in England and Wales will experience domestic abuse in their lifetime. Last year, My Sister's Place received over 5,500 referrals and we expect that number to increase.

Together, we stand with survivors in their darkest hour. We change attitudes and we change lives. Your support will give others strength. You will empower and inspire others.

This pack is full of inspiration, ideas, tips and advice for you to raise as much as you can for My Sister's Place. Every pound makes a difference, every step is a step towards a brighter future for a woman in need. Thank you.

*Lesley Storey*

Chief Executive Officer

My Sister's Place Domestic Abuse Service



# Get To Know MSP

This guide is interactive. Click on each cloud to find out more

## Our Aim

To create safer communities where everyone can live free from domestic abuse, violence against women, and sexual violence.

To encourage, enable, and empower. We believe that given the right resources, everyone has the capability to thrive.

## Our Vision

To provide high quality, innovative, end-to-end services which enable individuals and families to move from surviving to thriving.

## Our Mission

# MSP stands for a place of safety, hope and change

Click on each cloud to find out more about the work we do



## IDVA

IDVA stands for Independent Domestic Violence/Abuse Advocate. Our support workers are specialists and work independently from statutory services such as councils and police.

MSP provide free trauma informed and specific counselling to people aged 16 and over who have been impacted by domestic abuse.



## Counselling

MSP strives to make positive changes in our local community through our free Ask Me training and our groupwork including the freedom programme.



## Community



## to get you started

1. Check out some fundraising ideas [here](#)
2. Get everyone involved! Your college class, your workplace, your friends and family can support you to spread the word
3. Make sure you have fun!! Pick an activity you will enjoy
4. Start your activities and share on social media, tag us in your posts
5. Decide how you are going to make your donations. See next page for options



# Decide how you will fundraise



## Just Giving

Click here to set up your own fundraising page

## Facebook

Click here to set up your fundraising through Facebook



## Traditional

If you'd rather raise cash, you can donate your total through our website, click here to find out how

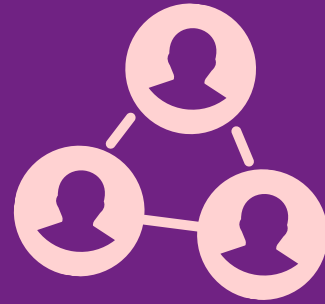
## Donating cash

You can donate cash directly to us 123 Borough Road, Middlesbrough, TS1 3AN



# Ways to maximise your fundraising

Talk to your employer about matched funding (some workplaces will match your donation pound for pound)



Let local newspapers, radio and TV stations know what you're doing. [Click here to get started!](#)

Keep adding pictures/posts on your fundraising page and change the banner each month. [Click to create your own fundraiser](#)



Look out to see if we are taking part in any match funding challenges where your money can be **DOUBLED!**

# How your efforts help us support survivors to

RECOVER FROM TRAUMA

**£10**



could buy a welcome pack which includes a journal and self-care items

**£30**



could pay for a therapeutic assessment

**£180**



could pay for 6 specialist trauma-informed counselling sessions

"The most positive thing from my therapy has been understanding coping strategies"





# Survivor feedback



"I needed to know someone was there for me and my life has improved and I now make better decisions and choices and my mood has improved"



"I am literally so so grateful and to say that it has been lifesaving is not an over exaggeration. I literally feel like it has saved my life!"

"I was made to feel comfortable and never felt judged by the choices I made."





# Keep it fun, safe and legal!

If you are organising fundraising for My Sister's Place, you are responsible for carrying it out legally and responsibly. Here's a handy checklist of things to remember:

## **Insurance**

If your event involves the public, make sure your venue has Public Liability insurance.

## **Raffles & auctions**

Check with your local authority as to the relevant licensing requirements.

## **Money handling**

Ensure you have a helper when counting money. Always place cash in a secure container and bank it quickly.

## **Food & drink**

Check out the Food Standards Agency guidelines. Check caterers have a Food Hygiene Certificate and Public Liability insurance. Alcohol sales need a licence from your local authority.

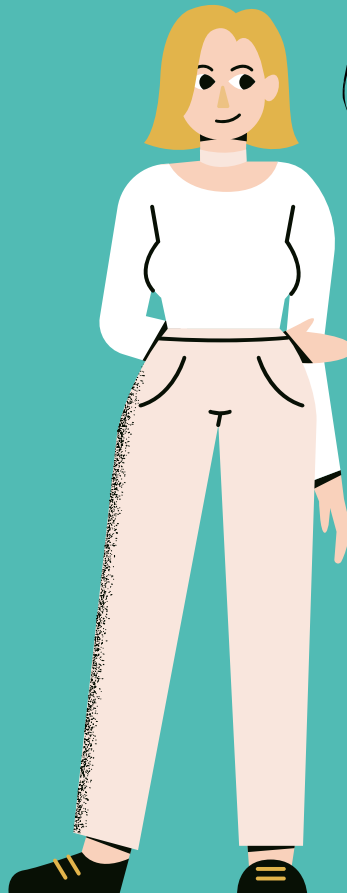
## **Risk assessment & first aid**

If your event will attract a lot of people, make sure you have a risk assessment policy in place and enough qualified first aiders on site.

# We are here to help you



Jess Taylor  
Community Fundraiser



Hannah Smith  
Community Development  
and Training Co-ordinator



Kay Duffie  
Group Facilitator

Emma Gordon  
Volunteer and Project  
Manager



If you have any questions please get in touch with us on 01642 241864 or email [hello@mysistersplace.co.uk](mailto:hello@mysistersplace.co.uk)

# Want to do more?

We're coming together as a community to tackle domestic abuse in Middlesbrough. Click below to join us

