

Challenge 2018

THANK YOU for taking part in Challenge 2018.

We really hope that you enjoy undertaking and achieving your challenge. There's nothing quite like raising money for charity to keep you motivated and on the straight and narrow as you plan, prepare and push yourself to achieve your goals. We hope that as a result of taking part in Challenge 2018 you will feel empowered and energised to take on whatever comes your way in 2018.

10 tips for reaching your personal goals

Here are a few tips and encouragements to help you achieve your challenge when the going gets tough.

1. Challenges are, well, challenging! So don't be surprised or discouraged if things get a bit touch or difficult. That's the nature of the beast. Just do your best, push through that wall and keep going!
2. Let people know what you are doing. That way they can support, encourage you and maybe even join in! It's always more fun and motivating to do things with other people.
3. Set a realistic goal, that is challenging but achievable in a particular timescale. Be kind to yourself, and this way you have more chance of doing EVEN better than your goal!
4. Break down your challenge into smaller, manageable goals according to a time-schedule. Getting from the couch to 5k in one week might be a little over-ambitious, but adding 500m to your distance every week might be easily achievable.
5. Don't forget to give yourself rewards along the way!
6. If you fall off the wagon, don't give yourself a hard time, just get back on it again when you're ready.
7. Do what you can to make it fun! Before you start your training/preparation have a think about what makes something fun for you and try and implement that into your activities.
8. If you find yourself reaching your goal ahead of time, can you make it a little bit more challenging?! Add on an extra meter of knitting, an extra lap of the pool or shave off a minute from your race time?
9. Read an autobiography of someone you admire. How did they achieve their goals or overcome their challenges?

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Registered Charity: 1155163

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10. Keep your eye on the prize. Keep remembering why you are doing this challenge and remind yourself of this when things get tough.

15 tips for reaching your fundraising goals

You don't need us to suggest that you use twitter / facebook / email /text / face to face conversations etc to let people know what you are doing, but here are 10 tips for how to communicate about your challenge to gain both support for you and cash for us!

1. Sell your personal story of why you are doing this challenge. Why have you chosen this challenge? What would it mean to you to achieve it? Are you doing it in memory of someone? Has this been a dream since childhood?

2. Sell SATEDA's story of why you want to raise money for us. You can use the information in the next section to tell people why they would want to donate money for us.

3. Link in to SATEDA on Twitter @sateda_uk and Facebook @satedadomesticabuseservice and use #Challenge2017 and we will re-post and re-tweet to all our followers

4. Get friends to do the challenge with you! They can then help spread the word and get sponsors through their networks.

5. Repetition. Most people aren't constantly monitoring their social media feeds. Therefore in order to reach more people in your network you need to send out your message a few times. People also need reminding even if they've already seen the message. They may not have had time to respond the first time. Using a platform like Hootsuite (www.hootsuite.com) can help you by scheduling tweets/posts so you don't have to remember to keep posting.

6.If you are training/preparing for your challenge, give updates on how you are doing. Show pictures of you working hard to achieve your goals and people will be more motivated to donate.

7.. If you think your friends would like to donate/sponsor you by donating by text, email katy.hirst@sateda.org and we will provide a unique code for you to use.

8. If you would like help creating a branded leaflet to give to people to promote your activities, please email katy.hirst@sateda.org.

9. Remind people to remember to tick the 'Gift Aid' button if they are eligible as we can claim more money on their donation.

10. Try and time your requests for money after pay day – people are more likely to be generous when they've just been paid!

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11. Tell people what their money could buy (see information below) and what it means for the donor. Eg 'I am aiming to raise £300 which would pay for someone to attend the Freedom Programme' and 'Why not skip your morning takeaway coffees for a week and donate £10?'
12. Put information on your Just Giving page / event on your email signature, pin the post to the top of your social media feeds and put it on any notice board you walk past!
13. Contact your local press and radio news desks and tell them what you are doing. People love a good-news story!
14. If you feel awkward asking people for money, remember you are asking them to give money to a charity that does great work, not to fund your next holiday! Don't be embarrassed about doing something good for your community!
15. Don't forget to keep on fundraising and asking people to sponsor you after your event has finished. People who haven't sponsored you already might be persuaded when they see how much effort you put into your event. Remember to set the closing date of your Just Giving page (if using one) for a couple of weeks after the event itself.

SATEDA's Story

You can choose which parts of this story you share with which audiences:

Who are we?

Swale Action to End Domestic Abuse is Swale's only domestic abuse charity that offers a full journey of support to victims and survivors of domestic abuse. We aim to reduce risk and restore choices to victims of domestic abuse (including children) by offering various forms of support and also to promote healthy relationships, especially among young people.

What have we achieved?

Last year we dealt with over 700 referrals from partner agencies, provided support to 393 people at our outreach services, provided the freedom programme for 77 women, provided 306 counseling hours to victims of domestic abuse, worked with 175 young people across all our young people programmes and have 28 volunteers who help us deliver our work.

Why do we do it?

We don't think it's acceptable for anyone to live as a prisoner in their own homes and relationships. Domestic abuse affects so many people behind closed doors and we don't want anyone to suffer in silence. Not everyone who is a victim of domestic abuse gets

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cuts and bruises. Some people get emotionally manipulated, are controlled, have their confidence destroyed, have money taken away from them or are not allowed to leave the house alone. Nobody should have to experience any of this and we are here to help people get out of abusive relationships and prevent others from getting in them.

What have people said about us?

"I started working with after yet another incident with my partner. I was visited by a support worker and she made me feel so at ease, it was like talking to a friend. She made me feel like I was the only person she was looking after."

"I attended the Freedom Programme and this was invaluable. It validated what I knew deep down, which was that it wasn't me 'pressing his buttons' as he liked to claim, he was in fact a stereotypical abuser. This made me so much stronger in myself. I learned that most abusers say and do the same thing which seemed strange because at the time you tend to feel like you're the only one experiencing it. I met a great group of girls and we still keep in touch. It's great to talk to people that actually 'get it' and never say 'why didn't you leave, why did you stay so long?'"

"I was in a very bad place when I started my work with SATEDA. I was still experiencing horrible abuse, I was seeing signs of it affecting my child, I had no faith or trust in any professionals or authorities and I was emotionally drained by it all. . As a result of my work with SATEDA and their commitment to helping me make positive changes, I am now a different person, I feel happier, stronger and more importantly safer. Simply saying thank you will never be enough to show how extremely grateful I am to an amazing group of people that have changed my life. You should be incredibly proud of yourselves"

"The response to and the profile of domestic abuse has changed significantly over the past few years, this has no doubt been driven by the work, passion and drive from SATEDA" Swale Borough Council.

What the money you raise could buy

£60 = a six-week counselling course for a victim of domestic violence

£120 = One woman attending a 12 week Freedom Programme course

£300 = a 6 week support package for a victim of domestic violence

£600 = 2 children who have been affected by domestic abuse can receive the My Space programme for 6 weeks

£1200= a 12 week freedom programme course for 10 women

£1800 = pays for one women and her children receiving the full journey of support that SATEDA offers