



Thank you for taking part in a fundraising challenge for SATEDA!

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 this fundraising challenge, you will feel empowered and energised to take on whatever comes your way this year. You've got this!

This pack contains all the info you need to raise as many funds as possible for women and children in our community. Please read on...

9 tips for reaching your personal goals

Here are a few tips and encouragements to help you achieve your challenge when the going gets tough. You've got this!

- 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 or an extra lap of the pool?
- 9.** Keep remembering why you are doing this challenge and remind yourself of this when things get tough.



14 tips for reaching your fundraising goals

Here are 14 tips for how to communicate about your challenge to gain both support for you and donations for us!

- 1.** Share 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.** Share 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.** Share it on social media and tag SATEDA @satedacharity so we can amplify your fundraiser challenge with 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. So if you want 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.
- 6.** If you're training or preparing for your challenge, give updates on how you are doing. Share visual and written updates of you working hard to achieve your goals with your networks. This will encourage more donations.
- 7.** If you'd like some help creating a branded leaflet to give to people to promote your activities, please email comms@sateda.org.
- 8.** Remind people to tick the 'Gift Aid' button if they are eligible as we can claim more money on their donation.
- 9.** Try and time your requests for money after pay day – people are more likely to be generous when they've just been paid



10. Tell people what their money could buy (see information below) and what it means for the donor. For example, *'I am aiming to raise £360 which would pay for three women to attend the Freedom Programme'* or *'Why not skip your morning takeaway coffees for a week and donate £10 to pay for a counselling session for a woman on her journey of recovery from domestic abuse in our community?'*

11. 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!

12. Contact your local press and radio news desks and tell them what you are doing. People love a good-news story!

13. If you feel awkward asking people for money, remember you are asking them to give money to a charity that does really vital work - doing something good for your community is nothing to be embarrassed about.

14. 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?

SATEDA is Swale's only domestic abuse service for women. We offer a full journey of support to women experiencing and recovering from abuse and violence from the person they're meant to feel safest with. We aim to reduce risk whilst they are in the relationship, and restore their choices once they've escaped, through group programmes, counselling, 1-1 support, support to court and a strong sisterhood. We also provide 1-1 support for children and deliver assemblies and workshops in schools to promote healthy relationships.

What have we achieved?

Last year we provided 942 hours of counselling to women, we delivered our recovery programmes to 179 women, we sent 1997 letters to women in prison (where we know 2/3 are survivors of domestic abuse), we welcomed 224 volunteers, we delivered 258 hours of workshops and training sessions for women, we won 4 community awards for our life-changing work.

Why do we do it?

Domestic abuse affects 1 in 4 women behind closed doors in England and we know women are disproportionately impacted by intimate partner violence. This doesn't just involve cuts and bruises, it's emotional manipulation, control, being made to feel like a prisoner in your own home, having money taken away from you, being forced into sex. These are only a few examples, and every day we see how much suffering it causes women, children and wider society. That's why we work to empower women and children in our community to break the cycle of abuse, and we hold their hand through it, with practical, emotional and educational support.



What survivors and the community say about our work

"I started working with SATEDA 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." — Survivor

"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?'" — Survivor

"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." — Survivor

"The response to and the profile of domestic abuse in the community 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 — 6 counselling sessions for a woman

£120 — 12 sessions of the Freedom Programme for a woman

£250 — the delivery of an assembly and a workshop to promote healthy relationships to young people

£300 — 1-1 support for a woman for 6 weeks

£600 — 2 children who have been affected by domestic abuse can receive the Switch Up programme for 6 weeks

£1200 — a 12 week Freedom Programme course for 10 women

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

