WHAT'S IN YOUR PACK?

1. GETTING STARTED: INSPIRATION FOR PLANNING YOUR FUNDRAISING

2. HOSTING YOUR EVENT: TIPS AND HOW-TO GUIDES

3. WHY WE DO IT: THE YOUNG WOMEN YOU'LL HELP

4. PRINTABLE RESOURCES: YOUR SPONSORSHIP FORMS, BUNTING AND LOTS MORE
GETTING STARTED

- PICK AN Activity
- GET ORGANISED
- GET PROMOTING
A-Z OF FUNDRAISING IDEAS

A

Aerobics challenge
Adventure challenge
Afternoon tea
Apprentice
Arts and crafts fair
Art show
Auction

B

Bake off
Bag packing
Ballroom dance
Bathe in a bath of...
Beard growing
Bingo!
Bonfire night party
Boxing day dip
Bring a pet to school
Build a raft competition
Bungee jump

C

Camping out
Car wash
Charity gig
Cheese and wine night
Chocolate ban
Christmas candy cane delivery

D

Dance off
Desk decorating competition
Dinner party
Ditch the vice
Dog walking
Dog show
Doughnut sale
Dragon boat race
Dress up/down day
Dressed by your kids day

E

Easter egg hunt
Ebay sale
Eco-fines
Egg and spoon race
Eighties night

F

FAB club (female authors book club)
Face painting
Fancy dress party

G

Games night
Give up a luxury
Gladiators
Go veggie
Guess the baby photo
Guess the number of...
Gender pay gap bake sale

H

Halloween party
Hair salon
Hawaiian luau
Head shave
Henna
Heroes and villains party
Hula hoop challenge

I

Ice the cake competition
Igloo building competition
International Women's Day

J

Jumble sale

K

Knitting competition
Karaoke
Kayak race

L

Ladies' lunch
Lawn mowing
Left-handed day
Lego building competition
Lyrics quiz

M

Movie night
Marathon
Mobile phone ban
Murder mystery evening
Masked ball
Mountain trek
Moustache growing

N

Nail bar
No internet day
Non-uniform day

O

Oscars
Orienteering
Obstacle course

P

Pancake race
Pamper day
Picnic
Pedometer challenge
Pizza night
Pet grooming
Pet fancy dress
Pedalo race
Pub crawl

Q

Quiz

R

Record breaker
Rock concert
Raffle
Retro sweet shop
Royal Parks Half Marathon
RideLondon

S

Smash the stereotypes day
Sponsored silence
Sing-a-long
Secret cinema
Sports day
Street party
Spinathon
Scavenger hunt
Sleep under the stars
Sky dive
Swear jar
Stitch’n’bitch

T

Treasure hunt
Team-building day
Talent show
Tombola
Trek
Tastebud test
Topsy turvy day
Teddy bears' picnic

U

University challenge

V

Vegas night
Volleyball tournament

W

Water sports
Wipeout
Waxing

X

X-Factor
X-Box ban

Y

Yogathon
Yearbook

Z

Zombie run
Zumbathon
F.A.B CLUB

Start a female authors book club (or FAB club for short!). Pick a book by a female author every month. Then ask members to make a donation every time you meet.

FEMINIST FILM NIGHT

Host a film night—or even a regular club—in return for donations. Pick a great film featuring interesting female characters.

GENDER PAY GAP BAKE SALE

On average, women earn 18% less than men. So at this bake sale, suggest women pay 18% less. If a cake cost £1, men can donate the full amount and women can donate 82p.

SMASH THE STEREOTYPES

Women host bake sales, men do charity football tournaments—right? Wrong! From a male-hosted knit-a-thon to a women-only X-Box marathon, this is your chance to challenge damaging stereotypes and raise money doing it.
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<td>Summer’s a great time to plan outdoor events like BBQs, picnics or sports days.</td>
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<td>Equal Pay Day</td>
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Add your own events to this calendar. There are plenty of ideas included in our Fundraising A-Z pack.

Plan your events to coincide with big moments throughout the year to get your friends and family excited about your fundraising.
BAG SOME FREEBIES!

Hosting a quiz or raffle? Your local pub might donate the space and prizes for free.

Ask local restaurants and bars to donate meal vouchers or bar tabs. Or your local cinema to donate tickets.

Shops are often able to donate prizes too, especially to a local crowd of potential customers.

In return, you could offer to give them a shout-out on social media.
SHOUT ABOUT IT ON SOCIAL!
Tell all your friends about your event or activity using Facebook, Twitter, Instagram, WhatsApp or Snapchat. Don’t forget to keep posting updates—not everyone will get involved straightaway, so keep reminding them.

USE EMAIL
Emailing people directly and personally makes them more likely to respond. Try emailing your colleagues on payday!

TELL A GOOD STORY
Don’t forget to tell them what you’re doing and why. Let them know why you care about Young Women’s Trust, and why they should too!

...AND FINALLY
Put up posters, share flyers, wear a Young Women’s Trust t-shirt or even get a text number!

TOP TIP!
YOU’LL ATTRACT MORE ATTENTION IF YOU USE COLOURFUL PHOTOS—MAYBE SOME SNAPS OF YOU TRAINING FOR A RACE OR DECORATING FOR A QUIZ NIGHT.
HOSTING YOUR EVENT

FIND OUT WHAT WE’LL SEND YOU AND GET PLENTY OF HELP TO MAKE YOUR FUNDRAISING A HIT!
WANT SOME SWAG?

We’ve got plenty of Young Women’s Trust branded products to help you with your fundraising.

Get in touch if you’d like collection tins, buckets, t-shirts or balloons.

If you’re running a race for us, we can also send you a YWT running vest.

Email lily.kendall@youngwomenstrust.org to place an order.
TELL US ALL ABOUT IT!

We’d LOVE to hear all about your fundraising and we’re here to help you every step of the way.

Drop us a line to tell us what you’re planning. Email lily.kendall@youngwomenstrust.org or call 020 7600 7451.

WE LOVE TWEETS AND POSTS!
Whether you’re planning a fundraising event, or participating in one, we always enjoy seeing your photos.

Share them with @YWTtrust on Twitter, @youngwomenstrust on Instagram, or search Young Women’s Trust on Facebook.
HOW DO I SEND THE MONEY?

1. If you’re asking friends and family for donations, by far the easiest way to collect their money is through the website JustGiving. A JustGiving page allows your donors to give money to your event or sponsorship activity online and it comes straight to us. It’s really quick and easy to set up a page. Use this step by step guide to help you. Visit www.justgiving.com.

2. If you plan to gather cash donations—for example at a bake sale or a quiz—you can use our handy print-and-build collection box. Alternatively, email lily.kendall@youngwomenstrust.org to request a collection tin or bucket. You can transfer the money onto your JustGiving page using a credit or debit card.

If you don’t want to fundraise online, you can pay the money in to us by cheque. These should be made payable to Young Women’s Trust and sent in the post to Young Women’s Trust, 7–8 Newbury Street, London, EC1A 7HU.
GET MORE FOR YOUR MONEY

If your supporters are UK taxpayers, we can reclaim the tax on their gifts. It’s called Gift Aid. For every £1 you raise, we can claim an extra 25p!

HOW TO CLAIM GIFT AID

If you’re using JustGiving, your supporters can tick a box to add Gift Aid to their donations. If you’re collecting cash, you can use our sponsorship form. Just ask your supporters to tick the Gift Aid box. There’s a form at the back of this pack.

AT THE CURRENT RATE OF PROGRESS IT WILL TAKE OVER 50 YEARS TO CLOSE THE GENDER PAY GAP FOR FULL TIME WORKERS.

£10 becomes £12.50
£150 becomes £187.50
£3,000 becomes £3,750
You’re our hero. You’ve joined a movement that’s powered by people who really care about creating a fairer society for young women. People who want to close the gender pay gap and give young women a voice. People who’ll stand up and say, “I’m going to make a difference”.

That’s you.

Thank you for joining us. And thanks for showing just how much you’ll do to make our world a more equal place.
How your fundraising could change a life...

£25 could pay for personalised CV feedback for a disadvantaged young woman, giving her the best possible chance of getting an interview.

£45 could give a vulnerable young woman an hour of one-to-one coaching, giving her the support she needs to improve her confidence and get a job.

£100 could give three disadvantaged young women confidence and assertiveness training, helping them perform well at interviews and succeed at work.

£350 could help pay for a young woman’s childcare, enabling her to attend training and confidence-building workshops throughout the year.
Imagine feeling like you’ll never earn enough to keep a roof over your head. As an unemployed young woman, that thought ate away at me every single day.

I liked school. I got on well and I wanted to be a lawyer. But when I started college my mental health took a nosedive. It turned my life upside down. I found myself homeless at just 17. I dropped out of college. Then I fell pregnant. I felt like my dreams of a career were sliding out of reach.

I managed to find a flat for myself and my daughter. I worked in a café earning next to nothing. I struggled to pay our bills and keep food on the table. In the end, I had to give up work because I wasn’t even making enough to pay for childcare. It just felt futile. I felt useless.

“I WORRIED CONSTANTLY—WHETHER I COULD PAY THE RENT, AFFORD THE BUS FARE, PAY FOR FOOD AND NAPPIES…”

I knew I had to go back to school if I ever wanted to find a job that paid enough to support myself. But I was stuck. I couldn’t see a way out of dead-end jobs. I worried constantly – whether I could pay the rent, afford the bus fare, pay for food and nappies…

I’d had to move away from my family, and all my friends were busy getting on with their lives. They couldn’t understand my money worries and I was ashamed to admit I was struggling, especially when I so desperately wanted to work. I felt completely alone. My confidence was shot to pieces.

I knew that I could achieve more, I just didn’t know how. There was no one to turn to. Then one day I saw a poster for Young Women’s Trust. Suddenly I wasn’t alone anymore.

I’ve done things I never thought I’d be able to do. I’ve been to the House of Lords to represent struggling young women, sharing my experiences of work and education. I’ve even been interviewed by the BBC, so more people can understand the difficulties young women face today. For the first time in years, someone’s seen my potential. I feel like I can go after the things I want in life.

Now I no longer feel alone. I’m back studying and I hope to get a place on a law degree course. My dream of being a lawyer doesn’t sound impossible anymore.

Thanks to people like you, I’ve got my future back and my self-esteem. I no longer feel useless.
THANK YOU!

Ever since I joined Young Women’s Trust, I can honestly say that I have felt one step closer to achieving my goals & dreams. YWT rocks!!!

Vanessa

- VANESSA,
YOUNG WOMEN’S TRUST ADVISORY PANEL MEMBER
FUNDRAISING TO HELP YOUNG WOMEN

Young Women’s Trust supports and represents women aged 16-30 struggling to live on low or no pay in England and Wales and who are at risk of being trapped in poverty.
FUNDRAISING TO HELP YOUNG WOMEN

Come join us!

Young Women's Trust supports and represents women aged 16-30 struggling to live on low or no pay in England and Wales and who are at risk of being trapped in poverty.

WHAT

WHERE

WHEN
GENDER PAY GAP

BAKE SALE

Come join us!

On average women earn 18% less than men.*

We are raising awareness of this inequality and raising vital funds to support Young Women’s Trust and the work they do helping give young women fair financial futures.

Together we can close this gap.

*According to the Institute for Fiscal Studies 2016
Young Women’s Trust is the operating name of YWCA England & Wales a registered charity, number 217868.
info@youngwomenstrust.org | www.youngwomenstrust.com
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Thank you

Your support will go towards helping achieve fair financial futures for all young women.

One in three young women feel that they are judged unfairly when they ask for help.
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Thank you so much for fundraising for Young Women’s Trust. The sooner you send in your money to us, the sooner we can put it towards our work helping young women at risk of poverty. Please note: we can’t claim Gift Aid on the sale of goods at a bake sale.

Please accept my donation of £………………….. raised from my Gender Pay Gap Bake Sale.

**Method of payment**

- [ ] Please accept my cheque/postal order/CAF voucher made payable to Young Women’s Trust
- [ ] I have paid via online banking or in my local branch with the reference ____________ on ____________ (date) to the following account:
  - YWCA England and Wales
  - Account number: 20189723
  - Unity Bank Plc
  - Sort Code: 60-83-01
- [ ] I wish to pay by Debit/Credit/CAF card with the amount specified

  - Card number: ____________
  - Start date: ____________
  - Expiry date: ____________

  - Switch issue number: ____________

  - Signature: ____________
  - Date: ____________

If you would like to let us more information please you the reverse of this form.
Send completed forms to: Young Women’s Trust, 7-8 Newbury Street, London
EC1A 7HU

Thank you for supporting Young Women’s Trust
SPONSORSHIP FORM

Event name | Event date
---|---

Name

Address

Email

If I have ticked the box headed ‘Gift Aid? √’, I confirm that I am a UK Income or Capital Gains taxpayer. I have read this statement and want the charity or Community Amateur Sports Club (CASC) named above to reclaim tax on the donation detailed below, given on the date shown. I understand that I must pay an amount of Income Tax and/or Capital Gains Tax in the tax year at least equal to the amount of tax that all the charities and CASCs I donate to, will reclaim on my gifts for that tax year. I understand that other taxes such as VAT and Council Tax do not qualify. I understand the charity will reclaim 25p of tax on every £1 that I have given.

REMEMBER—we cannot claim Gift Aid unless we have your full name, HOME address, postcode, and you’ve ticked the final column.

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**I have reached my total of £**

**How to send you money to us:** Please don’t send cash. Send cheques payable to Young Women’s Trust to Young Women’s Trust, 7-8 Newbury Street, London EC1A 7HU. Thank you!