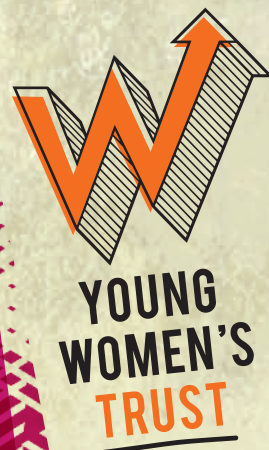




# Activism Pack



Together we can

this International Women's Day



“ I would love to see more support for young women and women’s issues being at the top of the political and social agenda. I support Young Women’s Trust to try and help us get there because young women matter.”

Zoe, Young Women’s Trust supporter



# Call to action

## Dear friends and allies

**Young Women's Trust has opened my eyes and has given me and so many young women I have met a voice.**

When I first got involved two years ago, I saw a group of young women who were different to me yet felt so similar. **We all wanted the same thing, we all wanted change and we wanted to support each other.** I heard testimonies from other young women, and I saw my future self in them.

**By being part of this amazing organisation, you will be both supporting young women to advocate for themselves, and you will be an advocate for them.**

I am now the young woman I once saw in others. I have been given so many opportunities over the past two years and have taken part in so many different activities including public speaking, which has really helped build my confidence and self-esteem as well as meeting other young women like myself.

**I feel heard, seen, valued, supported and empowered.**

**Here we have a voice...**

I have always felt like there were a lot of tags attached to my identity, but what I like about Young Women's Trust is that it's a place where I can just be Masego and that being enough. **I feel heard, seen, valued, supported and empowered. Here we have a voice, it matters, and Young Women's Trust amplifies it.**

It's like having someone in your corner who cheers for you, believes in you (even at times where you don't) and want to see you win in life!

Thank you for wanting to be part of such a great organisation and I hope you can make a difference to more young women like myself.

**Masego**

Young Women's Trust Advisory Panel Member

# Fundraising and campaigning ideas

## 10 ways to stand in solidarity with young women this International Women's Day.

### 1 Gaming for Good

Are you a streamer or content creator who can help fundraise to help young women? Connect with us on Tiltify to start fundraising today: [tiltify.com/youngwomenstrust](https://tiltify.com/youngwomenstrust)

### 2 Pass it on

If you are looking for a way to thank an important woman in your life this International Women's Day you could donate £5 in her name. Encourage her to do the same and let the thanks pass on and on: [youngwomenstrust.org/donate](https://youngwomenstrust.org/donate)

### 3 Set up a monthly donation

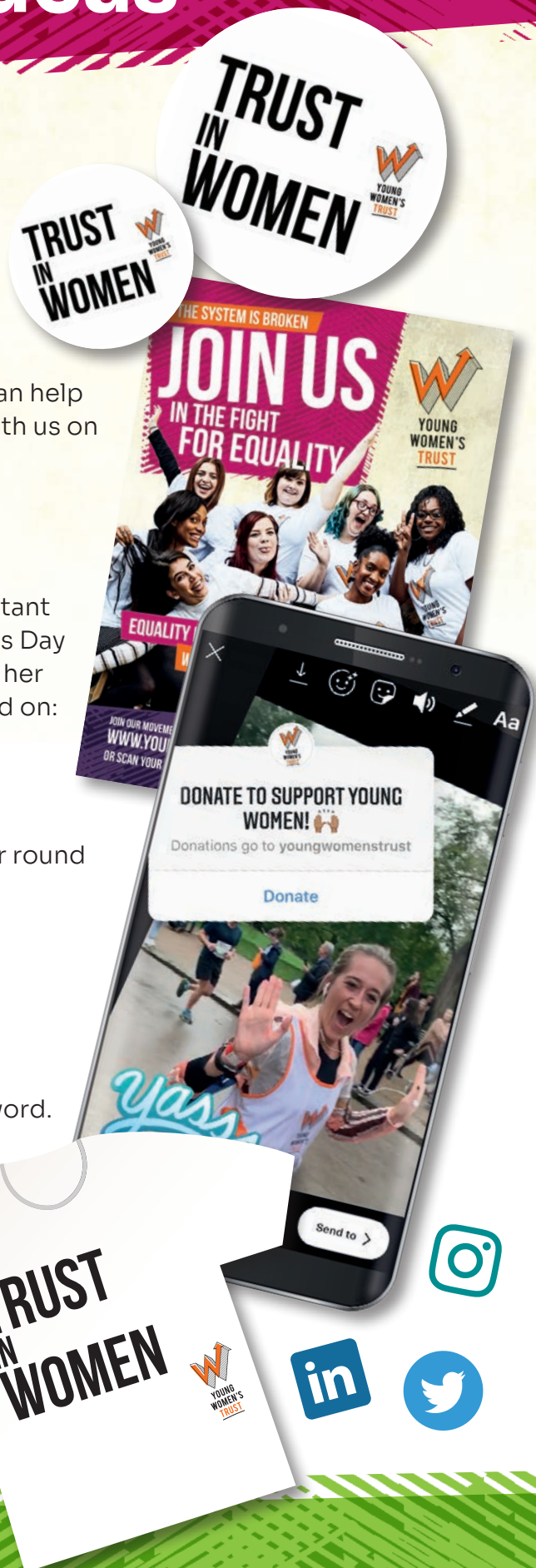
Stand in solidarity with young women all year round by setting up a monthly gift: [youngwomenstrust.org/monthly-donation](https://youngwomenstrust.org/monthly-donation)

### 4 Wear a 'Trust In Women' t-shirt with pride

Buy yours at [youngwomenstrust.org/shop](https://youngwomenstrust.org/shop) and share a selfie online to help spread the word.

### 5 Post an Insta-donate or Facebook fundraiser

Add the 'donate' sticker to your Instagram story and ask your followers to donate. Make sure your story tells them why you're taking action!



## 6 Shout about our work

Encourage friends and family to join the movement – together we can challenge sexist work roles and rebuild workplaces free from discrimination and inequality  
[youngwomenstrust.org/join-the-movement](http://youngwomenstrust.org/join-the-movement)

## 7 Host a feminist film night

Pick a great film with interesting female characters. Visit [youngwomenstrust.org/join-the-movement/fundraise](http://youngwomenstrust.org/join-the-movement/fundraise) to download your fundraising pack and get the party started.

## 8 Make some noise

Throw a Noisy Women karaoke party. Belt out some powerful tunes in support of young women. Too many young women don't have a voice in society. Use yours to stand up for them.

## 'Shake it up'

Host an activism night to share our campaigns (and cocktails) with your friends and ask them to join us at [youngwomenstrust.org/join](http://youngwomenstrust.org/join)

## Organise a Strong Women challenge

to smash outdated stereotypes. Trek, cycle, run, climb, row, squat, plank... pick a challenge that tests your strength and resilience to raise vital money and awareness for the cause. Visit [www.justgiving.com](http://www.justgiving.com) to set up a fundraising page.



Karaoke party



**Want to get started or have any questions?**

Email [fundraising@youngwomenstrust.org](mailto:fundraising@youngwomenstrust.org)  
or visit [youngwomenstrust.org/iwd](http://youngwomenstrust.org/iwd) for more information.

# Make your event stand out



## Remember to ask!

Give your guests a reason to donate. Take some time at your event to ask for donations, or offer an incentive like a raffle.

## Bag some freebies

Hosting an event for International Women's Day? Ask local restaurants, bars, shops and cinemas to donate prizes, vouchers or tickets.

## Shout about it on social – again and again!

Keep posting updates about your activity. If you're taking on a challenge, share some colourful photos – maybe some snaps of you training for a race – or decorating for a quiz night.

## Make it personal

You're more likely to get sponsorship donations if you ask through a personal direct message using email, text or WhatsApp – or in person! Don't forget to email your colleagues on payday!

## Tell a good story

Let people know why you care about standing in solidarity with young women, and why they should too!

## Make a lasting impression

Don't forget to share flyers about our work with your guests, so they know what more they can do to stand in solidarity with young women. Email [fundraising@youngwomenstrust.org](mailto:fundraising@youngwomenstrust.org) to get your flyers.



**“There's nothing more important than supporting the advancement of young women in a society that's still so geared against them. Young Women's Trust are amazing in their work to help them.”**

*University of Leicester Feminist Society*

# The change you'll create



By taking feminist action this **International Women's Day**, you're smashing sexist stereotypes, building safe workplaces and valuing the work of all young women.

**Your campaigning, agitating, fundraising and donating will power the change we need to win economic justice for all young women.**

- You'll help fund campaigns to build equal workplaces.
- You'll help fund vital services that help young women recognise their own strengths and unlock their potential.



**£35** could provide a young woman with detailed, supportive feedback on her CV and job application, giving her the best chance of securing a job interview.

**£48** could help a young woman talk through her options with a professional coach, so she can work out where she wants to be, and how she can get there.

**£200** could support a young woman with six months of professional coaching, helping her to build confidence, work out a plan, and get on the path to success.

**“** Please keep offering this amazing opportunity to young women as it really is life changing. I have gained so many new skills and took part in amazing opportunities across the country that I never would have if it weren't for Young Women's Trust.”

*Katie, a young woman we supported in Newcastle*

# Paying in donations

To request a collection box, email:  
**[fundraising@youngwomenstrust.org](mailto:fundraising@youngwomenstrust.org)**

You can then pay the cash into your bank account and transfer the funds to us using these details:

Account holder: **YWCA England and Wales\***

Sort code: **56-00-14**

Account number: **00100315**

Reference: Please include your name and 'IWD'

Or, transfer online using the donation form on our website at **[youngwomenstrust.org/iwd](https://youngwomenstrust.org/iwd)**

Alternatively, you can make a cheque payable to:

**Young Women's Trust** and send it to:

**Young Women's Trust, Unit D,**

**15-18 White Lion Street, London N1 9PD.**

Money fundraised online using JustGiving will be transferred directly to us – you don't need to do anything.

Get in touch to tell us what action you're taking!  
e: **[fundraising@youngwomenstrust.org](mailto:fundraising@youngwomenstrust.org)**



**YOUNG  
WOMEN'S  
TRUST**

## Young Women's Trust

Unit D, 15-18 White Lion Street

London, N1 9PD

**[youngwomenstrust.org](https://youngwomenstrust.org)**

e: **[fundraising@youngwomenstrust.org](mailto:fundraising@youngwomenstrust.org)**

f **[facebook.com/youngwomenstrust](https://facebook.com/youngwomenstrust)**

ig **[@youngwomenstrust](https://www.instagram.com/youngwomenstrust)**

tw **[@ywtrust](https://twitter.com/ywtrust)**



\*Don't let this confuse you! We're Young Women's Trust, but for historical reasons our registered charity name is YWCA England and Wales.  
Charity number 217868. Company number 137113