



# ACTIVISM PACK

The power and promise  
of young women



**“Being involved with Young Women’s Trust has empowered me in more ways than I could have envisioned when I first discovered them. Within the last two years, I’ve achieved more than I’ve ever achieved before. Through my journey as a peer researcher I realised my voice and presence matter and are valued. I’ve felt a real community spirit, which as a lone woman I’ve never previously felt”**

**| A Young Women’s Trust Peer Researcher**



**“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**

# 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, 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 testimonials 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 me.



**“I feel heard, seen, valued, supported and empowered. Here we have a voice, it matters and Young Women's Trust amplifies it.”**

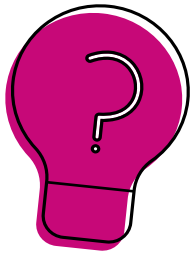
| Masego, Young Women's Trust Advisory Panel Member

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's 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 me.

**Masego,**  
Young Women's Trust Advisory Panel Member



# FUNDRAISING IDEAS

## 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, 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. Set up a social media fundraiser

Collect donations via social media. You can add a donate sticker to your Instagram stories or set up a Facebook fundraiser. Make sure to tell your friends and followers why you're taking action!

## 6. Arrange a sweepstake

The possibilities for sweepstakes are endless: sports tournaments; how many sweets in the jar; reality TV shows; guessing your time in a half marathon; awards ceremonies... Ask your friends or colleagues to donate £2 per entry, and choose a prize for the winner (or a percentage of donations). Draw names (or number of sweets/half marathon times) from a hat before the event starts, then sit back and enjoy the fun!

## 7. Take part in a challenge event

Whether you're a runner, hiker, cyclist or prefer doing your own thing we have plenty of events you can sign up to and raise money to support young women [runforcharity.com/charity/young-womens-trust](https://runforcharity.com/charity/young-womens-trust)

## 8. '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](https://youngwomenstrust.org/join)



Want to get started or have any questions? Email [fundraising@youngwomenstrust.org](mailto:fundraising@youngwomenstrust.org) or visit [youngwomenstrust.org/fundraise](https://youngwomenstrust.org/fundraise) 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? 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.



Want to get started or have any questions? Email [fundraising@youngwomenstrust.org](mailto:fundraising@youngwomenstrust.org) or visit [youngwomenstrust.org/fundraise](https://youngwomenstrust.org/fundraise) for more information.



# TAKE ACTION!



Even if you can't afford to contribute financially there are many ways you can help young women in your lives today.

**Everyone can play a part. What are you going to do?**

## IF YOU'RE FAMILY

- ✓ Don't stereotype the jobs men and women should do. Instead pass on the belief that anyone can succeed in any industry, regardless of their gender.
- ✓ Share the load! We can all cook, clean and provide care, it's time to step up. In 2020, over 50% of young women we surveyed said unpaid work gets in the way of them being able to take on paid work.

## IF YOU'RE A PARTNER

- ✓ Share the 'worry work' like organising family schedules and budgets. Studies have shown that too much of the mental load can impact a woman's career.
- ✓ Take your parental leave if you can. Sharing childcare longer term, will have a positive impact on women's careers.

## IF YOU'RE A FRIEND

- ✓ Have open conversations about your salaries. More clarity around what people earn can help to end pay discrimination.
- ✓ Pass on opportunities and share your networks. Could a young woman in your life benefit from being introduced to someone else in your network? Put them in touch.
- ✓ Call out everyday sexism and misogyny wherever you see it. Whether it's on social media, at work, in public or at home, don't just let it pass.



## IF YOU'RE AN EMPLOYER

- ✓ Advertise all jobs as flexible from day one. Not only will you help make your workplace more accessible for women and increase applicants, you will also diversify your workforce and improve staff retention.
- ✓ Show the salary! To help close the gender pay gap, display the salary on all job ads.
- ✓ Review your pay gaps and make the information accessible to all staff. Share them with staff and put action plans in place to address them.
- ✓ Set up or encourage networks for young women. Whether it's an in-person lunchtime chat, or a group that meets monthly online, creating spaces for young women to get together can help boost their confidence and prospects.
- ✓ Begin the conversation this International Women's Day and start learning. Source training for staff and encourage meaningful conversations about gender equality in the workplace.
- ✓ Partner with Young Women's Trust.

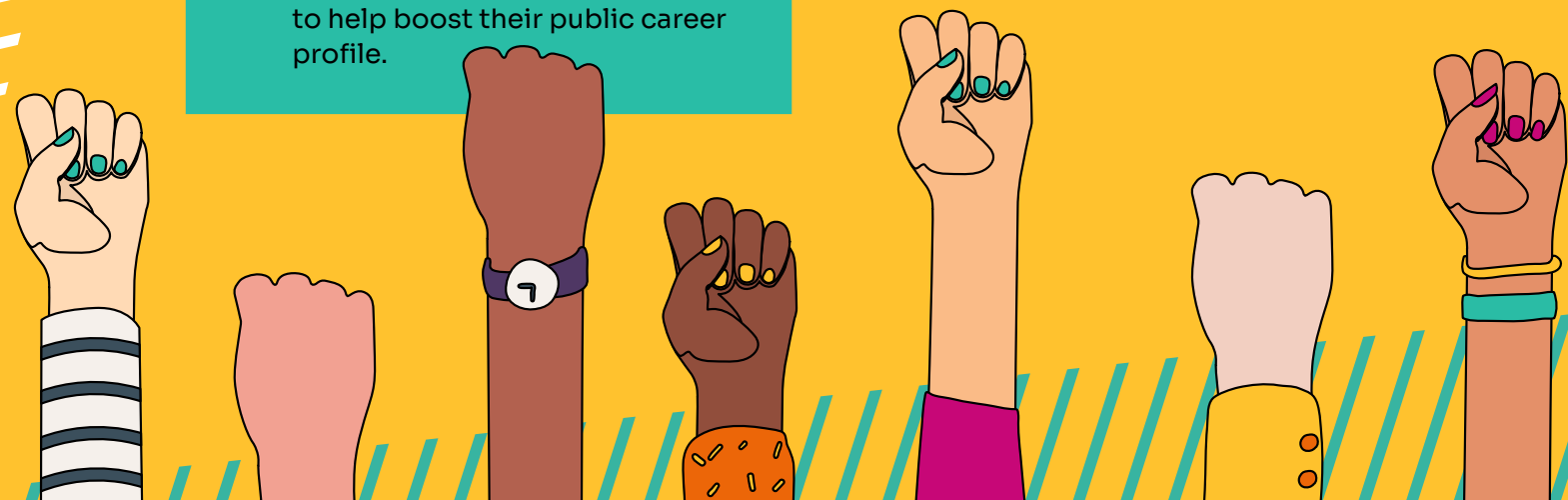


## IF YOU'RE A LINE MANAGER

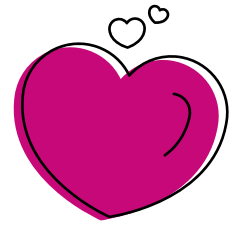
- ✓ Offer training and share your networks to help young women develop the skills they need to progress in their role.
- ✓ Don't assume young women are incapable of doing a task because of their age. Give them opportunities to try and offer constructive feedback to help them succeed.
- ✓ Share the non-promotable work – taking notes and making tea shouldn't just fall to young women.
- ✓ Endorse and recommend young women you work with on LinkedIn to help boost their public career profile.

## IF YOU'RE A COLLEAGUE

- ✓ If a young woman is interrupted, whether in a meeting or an informal conversation, call it out or apologise.
- ✓ Be a cheerleader for young women in your team. Put them forward for opportunities to learn and develop if you can – it could make all the difference to her career.
- ✓ Challenge your thoughts and feelings towards women – you could have unconscious bias. Is she bossy and intimidating or assertive and empowered?



# THE CHANGE YOU'LL CREATE



By taking feminist action, you're smashing sexist stereotypes, unlocking young women's potential and valuing the work of all young women.

Your campaigning, 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.

## 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: **60-83-01**
- Account number: **20189723**
- Reference: **Please include your name and 'FUNDRAISING'**

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

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!  
[fundraising@youngwomenstrust.org](mailto:fundraising@youngwomenstrust.org)

\*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

