



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."

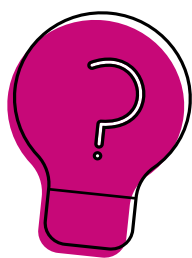
| Masego, Young Women's Trust Advisory Panel Member

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.



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.

3. Set up a monthly donation

Stand in solidarity with young women all year round by [setting up a monthly gift](#).



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

Buy yours from [our online 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! Set up your Facebook fundraiser [here](#).

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.

8. 'Shake it up'

Host an activism night to share our campaigns (and cocktails) with your friends and ask them to [join us](#).



Want to get started or have any questions?

[Email us](#) or visit 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!

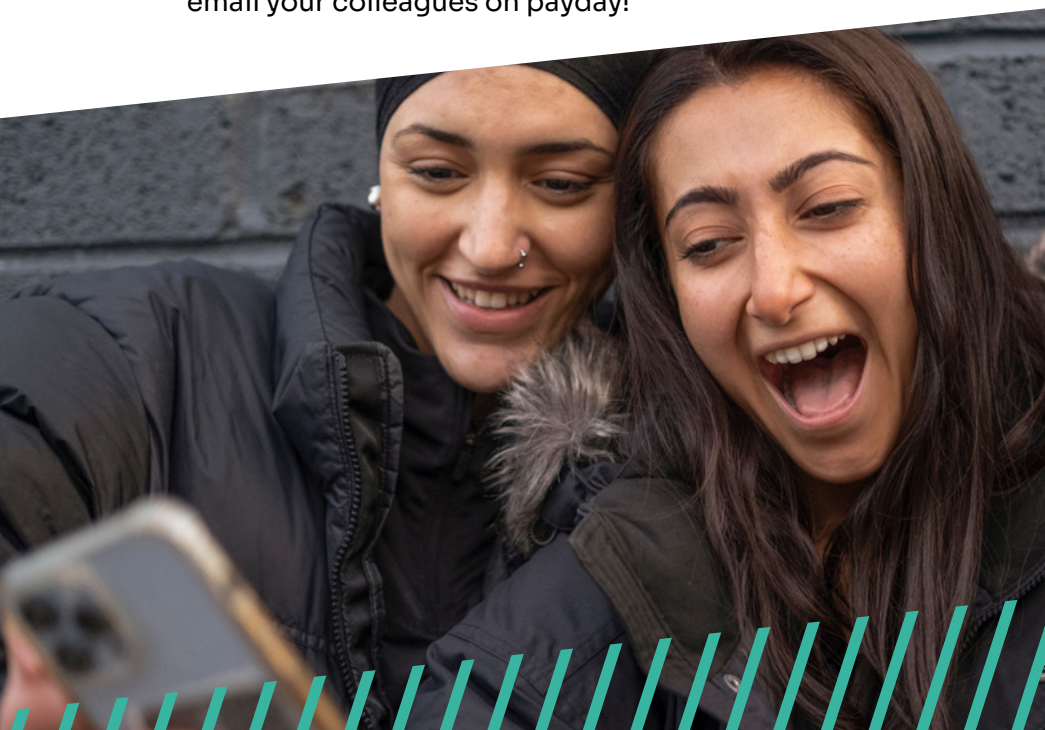
Make a lasting impression

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 to get your flyers.



Want to get started or have any questions?

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



SPEAK AT AN EVENT

Do you have the opportunity to speak at an event or at work about the inequality that young women face? We've got resources to help you.

Whether at work, school or in your local community speaking to an audience about the need to create an equal world of work can have a big impact.

We've got the following resources available:

A powerpoint presentation

Slides come complete with key stats and information about how sexism and misogyny are holding young women back from a fairer financial future.

Video

An explainer video about the income gap that young women face to guide your talk.

Safety tips

If you are a young woman and want to share your experiences you could also add that into your presentation. We have some tips on sharing your story safely.



Don't forget to let us know how it goes by tagging us on your social media posts.



CAMPAIGN ONLINE

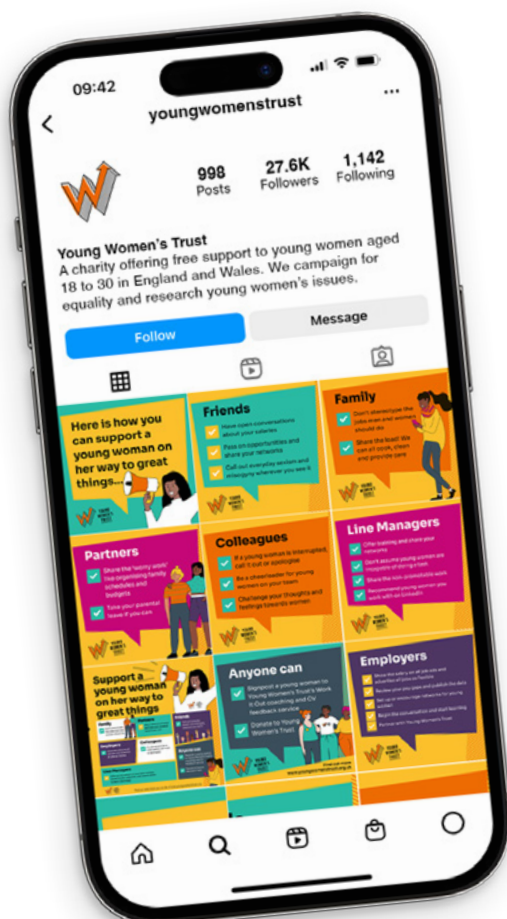
There are quick and easy ways to support us online and help us raise awareness. Short for time, why not...

Follow us on socials

Share our content with your followers. Show you stand with young women and spread the word, you'll be helping raise awareness of the inequalities young women face.

Join our online community

You'll be the first to hear about our latest campaigns and how to get involved.



Follow us:



TAKE ACTION!



Even if you can't afford to contribute financially or aren't able to campaign with us there are many ways you can help young women in your lives.

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

AT HOME

- ✓ **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..
- ✓ **Take your parental leave if you can.** Sharing childcare longer-term, will have a positive impact on women's careers.

AT WORK

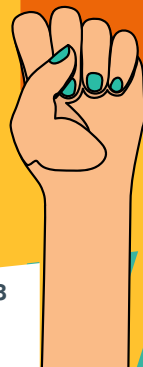
- ✓ **If you're an employer show the salary!** To help close the gender pay gap, display the salary on all job ads.
If a young woman is interrupted, whether in a meeting or an informal conversation, call it out or apologise.
- ✓ **Don't assume young women are incapable of doing a task because of their age.** Give them opportunities to try and offer constructive feedback to help them succeed.

IN YOUR COMMUNITY

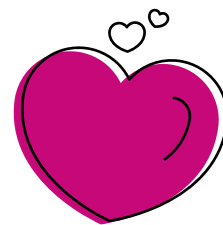
- ✓ Pass on opportunities and share your networks. Could a young woman in your life benefit from being introduced to someone else in your network? Put them in touch.
- ✓ Call out everyday sexism and misogyny wherever you see it. Whether it's on social media, at work, in public or at home, don't just let it pass.

AND DON'T FORGET, ANYONE CAN...

- ✓ Signpost a young woman to our **Work It Out** coaching and CV feedback service.
- ✓ **Donate to support our work with young women.**



THE CHANGE YOU'LL CREATE



By taking action you will be helping to create a more equal world of work and tackling sexism and misogyny, with and for anyone who has experienced this.

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.

£5 could support us to share information with a young woman to help them know their rights at work and how to stand up for them.

£75 could help a young woman talk through their options with a professional coach, so she can work out where she wants to be, and how she can get there.

£232 could help support a young woman with a series of coaching sessions and feedback on her CV, helping them 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

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](#).

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!



Young Women's Trust. Unit 1.01 Wenlock Studios, 50-52 Wharf Road, London N1 7EU.
youngwomenstrust.org email: 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