

**PANKHURST
TRUST**



**MANCHESTER
WOMEN'S
AID**

RACE FOR WOMEN



FUNDRAISING PACK

The Pankhurst Trust (Incorporating Manchester Women's Aid) is registered in England and Wales as a company limited by guarantee, no. 6726553, and a registered charity, no. 1126433 © The Pankhurst Trust 2017



“DEEDS NOT WORDS”

Thank you for choosing to Race for Women and fundraise for The Pankhurst Trust (Incorporating Manchester Women's Aid). We cannot achieve all that we do without the support of incredible fundraisers like you.

The motto of the suffragette's was “deeds not words”. By fundraising for us, you can be part of their incredible story, continuing their legacy of working towards a world free from violence against women and with equality for all.

Whether you want to walk, run, or swim for women, this fundraising pack is crammed with essential information and top tips to help you make the most of your fundraising efforts. We are here to help you every step of the way, so please contact us (the details are on the final page of this pack) if we can support your fundraising in any way.

Good luck with your fundraising efforts and thank you for helping us to make a difference. We really appreciate your kindness.

MAKING A DIFFERENCE

By fundraising for The Pankhurst Trust (Incorporating Manchester Women's Aid) you can be part of the incredible story of the women who won the vote, and give hope to women and children suffering from domestic abuse in Manchester. However big or small the amount you raise, you can be sure that it will mean a huge amount to the people that we work with.

Your fundraising efforts are critical to the future of our work at the Pankhurst Centre and the future of women and children across Manchester.

Where your money goes

The money you raise helps us to deliver crucial front-line services to women and children suffering, or at risk of, domestic abuse in Manchester, and ensure that they receive appropriate support. We do this by providing safe accommodation and other necessary services. In 2017/18 we provided emergency refuge services to **96 women** and **113 children**. The money you raise will support this vital service for some of our society's most vulnerable people.

Your efforts also enable the continued existence of The Pankhurst Centre as an accessible, empowering and safe space for the women and girls of Manchester, and the rest of the world. The Pankhurst Centre does not receive any public funding, so it is only through the work of incredible fundraisers like you that we are able to preserve and share the story of the women who won the vote with wider audiences, ensuring that the suffragettes continue to inspire future generations to continue the fight for social justice.



TOP FUNDRAISING TIPS

Here are some of our top tips to help make your fundraising a success.

Get motivated!

Whether you are a seasoned marathoner or looking to run your first 5-k, choose an event that gets you excited. Think about how it will feel when you complete your challenge, knowing that all of your training has paid off, and you've raised money for a fantastic cause to boot!"

Set a clear fundraising target

Having a clear target gives you something to aim for, and can be helpful motivation to keep in mind during tough parts of your training or challenge. They're great for promoting your fundraising efforts, and can motivate people to give just that little bit more.

Start training early

Make sure you leave plenty of time to train for your challenge and build up your training sensibly and sustainably. You don't want to do too much too soon and risk injuring yourself! There are lots of different training plans online so have a look for one that suits your chosen challenge and your level of fitness and experience. Nobody reaches their goal overnight, but you'll be amazed by what you can achieve if you pick a training plan and stick with it!

Don't be afraid to ask

People are happy to support charities, so let them know what you're doing and how it will help the people the charity supports. Explain how the event you have chosen will challenge you and why it is so important to you to complete it and raise fund for The Pankhurst Trust.

Get your first sponsorship in early

Ask those close to you first. Once you have a few sponsors, others tend to match the amount the early sponsors gave.

Don't neglect nutrition

Nutrition can play a vital part in your training plan. Make sure you stay well-fed, hydrated and get plenty of rest, both during your training and on the day of the event itself. If you have any health problems or concerns, be sure to discuss your plans for training and completing your challenge with your GP before committing to your chosen event.

Share your story

Why are you fundraising for The Pankhurst Trust? Only you understand what your event means to you, making you the best person to promote it. Make sure you let others know. Perhaps you could contact your local media to raise awareness of your event.

Ask after the event

Around 20% of donations on platforms like Just Giving are made after the event, so make sure you keep that energy and enthusiasm going! For offline fundraising, make sure you collect all final sponsorship pledges.

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MAKING YOUR DONATION

Congratulations, you've done it!! The hard work is over, and it's time to get those well-earned funds to us!

Here are the ways you can make your donation:

By cheque

Cheques should be made payable to 'The Pankhurst Trust (Incorporating Manchester Women's Aid)' and sent to the office address on the back of this fundraising pack. Please include a brief note explaining who you are and how you have raised the money.

Online

You can pay your fundraising total to us directly through our Just Giving page at <https://www.justgiving.com/cmwa>. Please also give us a call or email to let us know how you have raised the money.

Send us your sponsorship forms

If you've collected offline sponsorship, or have a Gift Aid form completed for any of your donations, please return them to our office address on the back of this fundraising pack. Whatever you raise, Gift Aid it! Gift Aid makes donations to registered charities worth more by allowing them to claim 25p from the government for every £1 donated, substantially boosting your fundraising total. Gift Aid can be applied to any donation from a UK tax payer, as long as the amount claimed is no more than the tax paid that financial year. When collecting donations or sponsorship, make sure to ask whether the supporter would like Gift Aid applied. All we require for Gift Aid to be applied is a full name and address.

Share your success

We love to hear about the ways people choose to fundraise for us. We could feature quotes or photographs from your event in our publications, online or in materials like this, so get in touch and let us know how it went!





CONTACT US

If you have any questions, or we can support your fundraising in any way, please get in touch with our fundraising and development manager, Francesca Raine, on 0161 820 8407 or by e-mail at f.raine@pankhursttrust.org.



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Thank you so much for fundraising for
The Pankhurst Trust (Incorporating
Manchester Women's Aid). We really
appreciate your kindness.

