

Supporting the work of White Ribbon Scotland



FUNDRAISING

White Ribbon Scotland works with men to tackle violence against women. We believe that violence against women is a human rights issue and, as such, men, as the majority perpetrators of violence against women should play their part in ending it. We know that most men are not violent, however, by educating and campaigning we can work towards a society where no men are violent and no women has to experience domestic, sexual, emotional or physical abuse.

White Ribbon Scotland is funded partly by the Scottish Government, by other grant funds and by public donations. To keep us able to do our work, we rely on donations, fundraising and affiliations.

This pack outlines ways in which you can get involved and help us out. Whether you have just an hour to spare or an entire month to organise an event, we would appreciate your help and support.

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Fundraising ideas

White Ribbons: The campaign sells White Ribbons for a £1 donation. You can buy them from us to sell on, or sell them our behalf. We would encourage you to do this at all events and activities you organise.

Bake sales and stalls: This is always an easy way to get a few pounds to us. Why not bake some cakes and sell them at your local community centre, school or college/university. Make sure you get permission from where you are planning on holding a stall (and make sure you've followed the recipe!). The more people you get involved, the more cakes you can bake and sell.

Raffles: You can hold a raffle or tombola stall in your local public space. To keep costs low, why not approach local stores to donate things for your to raffle? (go to page ** to read about appropriate sponsorship)

Run, cycle, walk or jump for us: Whether it's the Edinburgh Marathon or the Glasgow bike ride, you can take part for White Ribbon Scotland and raise funds through sponsorship. If not through organised challenges, you can do your own 5k, climb or event bungee jump and get sponsored.

Street collections: With permission from the local council where you are, you can get your buckets at the ready and do street collections in busy public areas like Suchiehall Street in Glasgow, Princes Street in Edinburgh or Union Street in Aberdeen. Just a few pennies from passers-by can make hundreds of pounds worth of donations and help support our education and campaigning work.

Bag packing in shopping centres: You can get a team of volunteers together and help customers fill their shopping bags at the checkout, in exchange for their spare change. Remember these allocations tend to go very quickly, so you will need to approach your local supermarket months in advance.

Holding a film screening: There are many films and documentaries that discuss the issue of violence against women and highlight it in the appropriate way. Why not play one of them in your local community centre and charge for entry and popcorn? We can recommend films to screen

Quiz night: Why not get groups of your friends, neighbours and colleagues together for a quiz night? You can charge by individual person or group, and ask local places to



donate a prize for the winners. At the end of the pack is a quiz you can use during the night to highlight the issue of violence against women and educate your participants.

Curry nights: Talk to local restaurants and ask them to host a night where proceeds go to White Ribbon Scotland or cook up a feast yourself and charge at the door.

Sports events: Playing a tournament of 5 a side football (or other sports) can bring in lots of donations. You can charge by team, collect donations from spectators and sell refreshments on the day.

Themed events: Whether it's a Santa race, an Easter egg hunt or a Halloween ball, you can use festivities across the year to organise a themed event. This will attract lots of attention and will engage people in the holiday mood.

Guest speakers: If you would like to have an event for learning purposes, you can ask one of the White Ribbon staff or we can recommend someone to come and speak or do a workshop. You can charge for this, if appropriate, and if you are looking to fundraise. Alternatively you can do this alongside your activities to help people learn more about the issues.

Side by Side

To get more men involved in what we do, we have created a new fundraiser and awareness activity. We want men to understand the issues that women face and what better way to do this than walking a mile alongside them?

But this isn't just any mile. We are taking the school sports day classis three-legged race to a new level.

To be involved, you need to partner up men and women (or as they self-define), they could be partners, friends, colleagues or strangers (please ensure all involved are participating with someone they are comfortable with). They need to tie their legs together and walk three legged for a mile. They can be sponsored for participating and the more duos taking part, the more donations you'll make.

The point of this activity is to have fun but also illustrate how men can be allies in the movement to end violence against women and should be walking alongside them; listening to their voices and their experiences.



Things to remember when organising an event

Tell us

To help you with your activities, help publicise and provide resources where we can, we need you to tell us what you are doing and keep us updated. You can contact Callum (callum@whiteribbonScotland.org.uk) or Talat (talat@whiteribbonScotland.org.uk)

Budgets

There is no point in spending more than you raise! Make sure you have a budget and, where possible, try and have free activities to organise or donated items/venues etc. Also try and have a target to aim for.

Choosing an audience

Is the event for young people, men only, school children? You need to make sure your activities are age appropriate and take into consideration things like accessibility for people with a disability or limited mobility.

Choosing a time and date

If it's for young people 10am on a Monday won't work. Take into account when you can get most people to your event, most foot-fall if it's public and other events that may be going on in your area on the same date.

Get permission, where needed

If it is a public event you may need to get the permission of your local council. You can ask them for further advice – make sure you do this in plenty of time as requests may take a few weeks to process.

Publicising

Tell your friends, family and colleagues. You can also use social networks like Facebook and Twitter, ask local organisations to put posters in their windows, ask the local newspaper to put an article in the press and ask schools, offices and local government to put the details in their e-news or send out an email to their networks. Please make sure you do not spam people or put posters up without permission.



Legal and Safety Considerations

Licensing and permission

Depending on the activity you may need to contact the local council or police to ask their advice or permission to do an activity. In particular, street collections and public events need licences from the local council.

Risk Assessments

If you are doing activities will large numbers of people you may need to do a risk assessment. This is just a review of safety measures and possible risks to safety. There is a helpful guide from the Edinburgh Council Website here:

http://www.edinburgh.gov.uk/info/153/health_and_safety_at_work/1105/getting_started_with_health_and_safety/2

Keeping everyone safe and happy

It is important you take your environment into account. If you are using public spaces, please ensure you do not leave them littered. If you are in a residential neighbourhood, respect those around you and try not to make too much noise. Be aware of the activities you are doing and stay within the law at all times. If you need advice you can simply contact your regional police department or council website.

Putting your ethical hat on

In all of your activities, it is important to remember what you are raising money for. The money raised will be going to support the education and campaigning work of White Ribbon Scotland, working with men to bring an end to violence against women. As we are a charity and have ethical responsibilities, there are a few things you need to consider.

- When explaining what you are raising money for make sure you explain the issues correctly – you can take this from the first page of this pack.
- Freebies are, of course, great! But, you need to make sure they are not party political and do not oppose the views and aims of the organisations (e.g. a subscription to FHM as a prize would be in conflict with our views on the objectification of women and violence against women)
- When you are organising an event please ensure it does not include any offensive language or activities that could be considered sexist, disabilist, homophobic or racist.
- In the interest of ensuring all of your activities go well and get the best publicity, it would be a good idea to consider how men and women are placed in the event. Stay clear of stereotypes like “cake baking for girls and sports for boys”, we want your activities to reflect how we would like to see society; equal and free of discrimination. Equally stay clear of ‘men in charge’ activities. We believe men are supporters and allies not leaders and decision makers in the women’s movement.
- Please note, although we work with men to campaign against violence against women, **we fully encourage women to participate**. There may be events that you are doing for men only (particularly education events) however, it is important you make this clear in a respectful manner.

What do with the money and keeping in touch

Once you have collected all the sponsorship and donations from your event or activities you can send it to us through one of the ways below, please don't send cash in the post:

Cheques/postal orders: made payable to `White Ribbon Scotland Charitable Trust`.

You can send us your collection via bank transfer just email one of the team and they will get back to you with details.

Gift Aid: If you are a UK taxpayer you can increase your donation by up to 28 % at no extra cost to you through Gift Aid. You can add this option to donations and sponsorships.

Keep in touch!

Throughout all of your work, please keep in touch with us, so we can promote and support all of your activities from start to finish.

Callum – callum@whiteribbonScotland.org.uk

Talat – talat@whiteribbonScotland.org.uk

Sample press release

Local community work can often get picked up by local press. You can even get in touch with them to come and take photos - but you need to give them something to take a photo of! You at a cake stall won't cut it! If you are at a school, why not get all the children to hold White Ribbon posters? If you're doing a street collection – why not dress up? If you are inviting a guest speaker, get their photo taken with members of the fundraising team. Please ensure you ask permission of those having their photo taken, if they are under 16 please request this from their parent or guardian.

You can also send press releases to local news desks. Below is a sample. To get more support contact Talat (talat@whiteribbonscotland.org.uk)

We would really appreciate it if all photos had a very visible White Ribbon Scotland logo.--

For: Immediate Release

[Date]

[YOUR TOWN/CITY] [YOUR NAME/GROUP] TO [FILL IN ACTIVITY] TO RAISE FUNDS FOR WHITE RIBBON SCOTLAND

[Your name or Group] of [your local community] will [fill in activity: hold a bake sale, run a marathon, put on a music gig] on [date] to raise funds White Ribbon Scotland.

White Ribbon Scotland works with men to campaign against violence against women. In the UK, two women every week die as a result of domestic violence. In Scotland, women experience domestic, sexual and psychological abuse, this campaign works with men to challenge their views on these issues and create healthier attitudes.

[name of local community] are aiming to raise fund to help them with this important campaign. The [name of fundraising group or community] will be holding [activity] at [location]. People throughout the community will be taking part and there will be [insert details which will attract attention; guest speakers etc.]

[name of organiser] from [organisation] said:

“We are delighted to be supporting the work of White Ribbon Scotland. Changing attitudes and encouraging men to engage in the issue of violence against women is vital. We hope this event will bring the community together, educate people on the issue of violence against women and most importantly, raise money to fight this cause.”

..ENDs

Notes to editor:

- For more information contact [details of key organiser]
- You can find out more about White Ribbon Scotland here www.whiteribbonscotland.org.uk

Sample quiz

If you're doing a quiz night, in between the 'name that tune' and 'sports personalities' rounds why not have one educating people on the issue of violence against women? Some questions for you to use are below.

1. How much of the reported violent crime to the Police do you think is Domestic Violence?
a) 7% b) 13% c) 25% Answer: 25%
2. How many women will experience domestic abuse at some point in their lives?
a) 1 in 4 b) 1 in 14 c) 1 in 20 Answer: 1 in 4
3. What proportion of men in a 2003 survey believed that abuse towards women was justified
a) 1 in 10 b) 1 in 24 c) 1 in 3 Answer: 1 in 10
4. How many teenage girls experience violence from their boyfriends?
a) 40% b) 10% c) 20% Answer: 20%
5. True or false ; Rape in marriage is a criminal offense

Answer: true