

# Fundraising Guide



**Support us in seconds**

**Page 3**

**Fundraise for us**

**Page 6**

**Extend your impact**

**Page 11**

**solace**

# Join #TeamSolace

## You can make a difference

**Solace is a leading Violence Against Women and Girls charity supporting thousands of survivors each year. For over 50 years we've supported women and children across London to build safe lives and futures free from male abuse and violence.**

**At Solace, we believe that with your support, we can create a world where women and girls are free from fear, violence, and oppression. We hope you will join us in this mission by raising funds to support women affected by abuse, providing vital services to help them recover and thrive, and contributing to prevention initiatives that stop abuse before it occurs.**

## Our work in 2024/25

- **We supported 17,264 adults and children in our frontline service**
- **We worked with 7,130 people in our prevention service**
- **Our Accommodation service supported 817 women and children**

# Support us in seconds

1

## Sign up to our newsletter

Whether it's events, campaigns or volunteer opportunities, our newsletter will keep you up to date with everything Solace. It takes less than a minute to sign up by filling in your email at the bottom of our homepage

Sign up [here](#).

2

## Follow us on social media

LinkedIn: [Solace Women's Aid](#)

Instagram: [@solacewomensaid](#)

Facebook: [Solace Women's Aid](#)

TikTok: [@solacewomensaid](#)

3

## Donate

In just a few minutes, you can make a life-changing difference to a woman fleeing abuse by donating to Solace. Please donate [here](#).

# What we offer

Our dedicated team are here to support you in all of your fundraising efforts. From fundraising advice and top tips to merchandise and speakers, we are here to make your fundraisers a big success.

## Feature on our social media

Be part of our 'Supporter Series' on Instagram to promote your fundraiser and share your story with our audience. We can also promote your event on our website and other social media channels.

## Solace merchandise and fundraising packs

If you take part in a challenge event you'll receive our Solace Challenge Pack which includes a Solace running vest to wear proudly on race day and a water bottle. We also have other useful merchandise including leaflets and printable signs for any event you want to run.

## Solace speakers

We love to come and be part of events happening across the city and see all the amazing activities our supporters get up to. Whether it's a free short talk or training sessions, we can provide expert Solace representatives to speak at your event.

Get in touch at [fundraising@solacewomensaid.org](mailto:fundraising@solacewomensaid.org)



# Starting your fundraiser

## 1. Decide on your fundraising event

Decide what fundraising event you would like to host. You can either take one we have suggested or think of your own!

## 2. Let us know

Once you have decided on your fundraiser, email the Fundraising Team at [fundraising@solacewomensaid.org](mailto:fundraising@solacewomensaid.org), we will be able to offer further support.

## 3. Set up your fundraising page

Setting up your JustGiving account is quick, easy way to raise funds for Solace. Just [click the link](#), create an account, click fundraise for a charity, find 'Solace Women's Aid' and create a fundraising page. If you're selling tickets you can also use Eventbrite to promote your event [here](#).

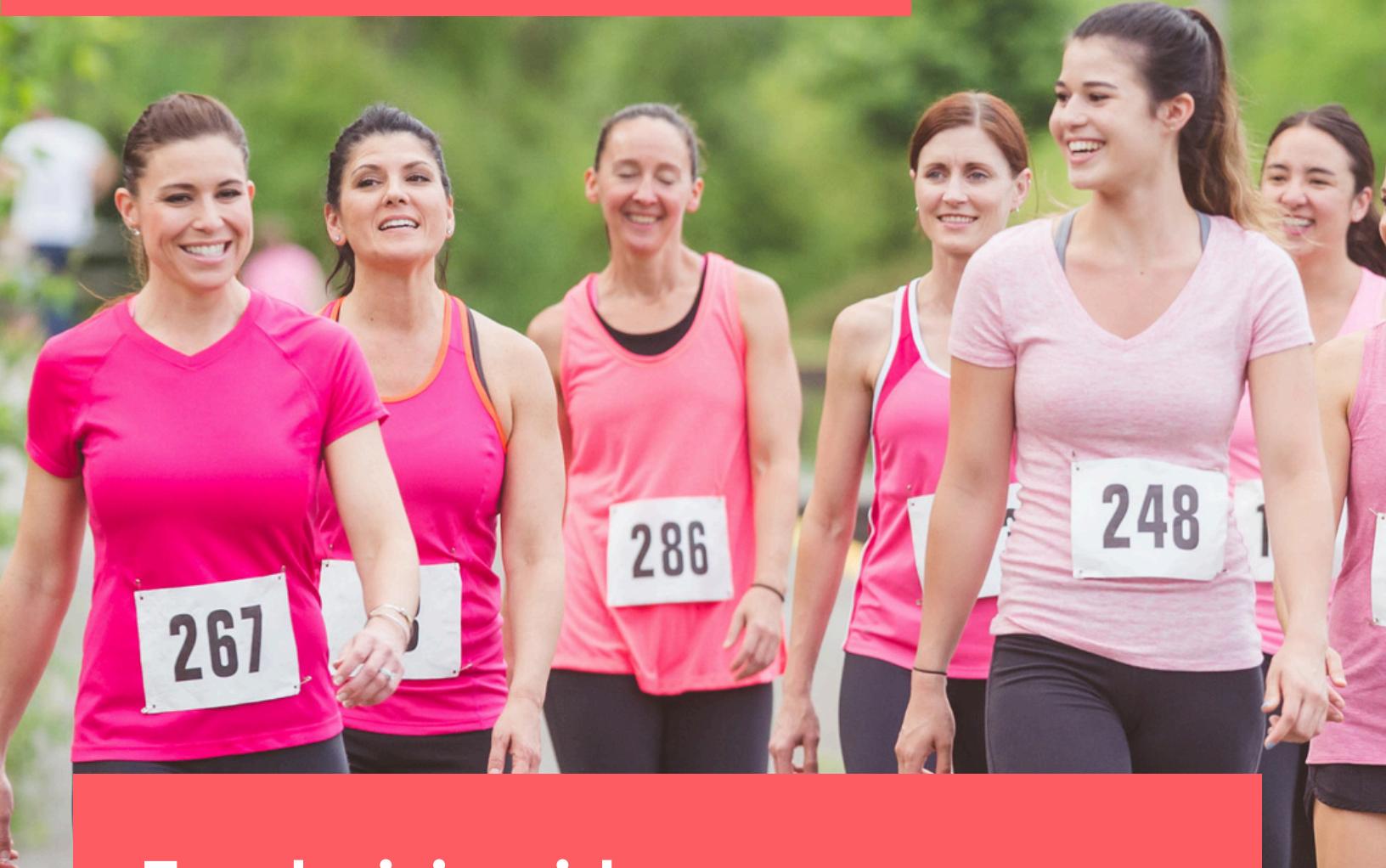
## 4. Use social media

Use social media to raise awareness before and during your event. Share progress, personal stories and reminders about the event date. Tag @solacewomensaid on social media and we will repost!

## Our fundraising tips!

- Contact your local networks for support - friends, family, community groups
- Make it personal by sharing stories or inviting speakers
- Make giving easy
- Celebrate your milestones and achievements
- Be transparent along your fundraising journey

# Fundraise for us



## Fundraising ideas

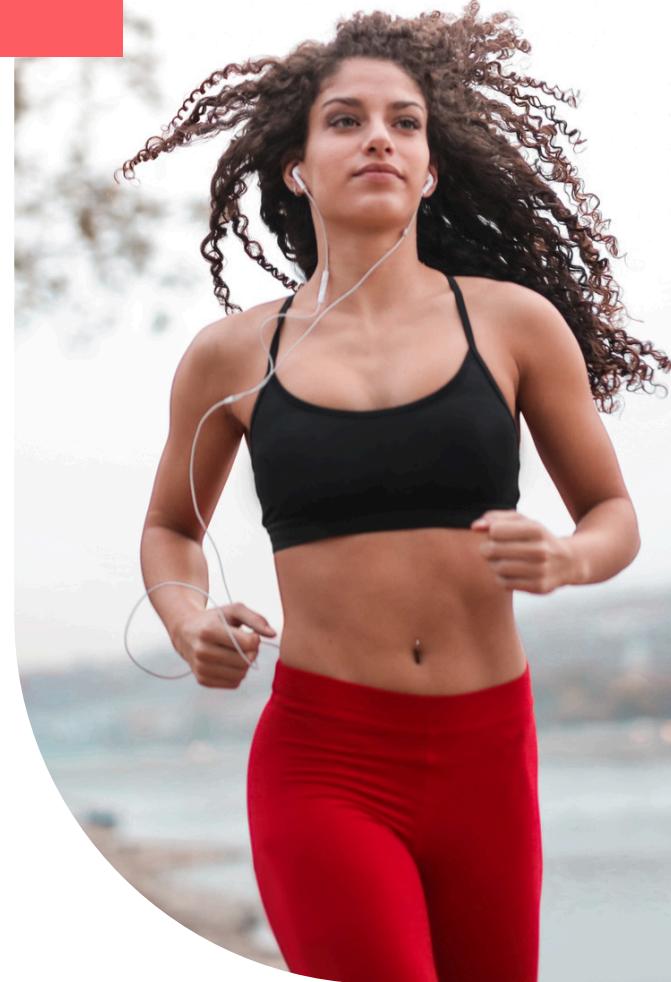
- Sign up for a sponsored run, walk or swim
- Host a dinner party or cooking class
- Sell on Vinted or Ebay
- Host a bake sale or sell handmade crafts
- Host a charity or silent auction
- Organise a movie night, talent show or drag show
- Host a pub quiz, bingo night or paint and sip
- Arrange a charity sports game or 24 hour challenge

# Challenge yourself

Whether you're a runner, a swimmer, a thrill seeker or a trekker, we have a challenge event for you.

We've signed up with Run for Charity to offer you over 750 challenges across the UK and further afield that you can get involved in. From your classic 5k to a global adventure, there's something for everyone.

By challenging yourself on that 10k or cold water dip, you are raising money to support our life-saving services.



## Classic runs:

London Marathon

Hackney Half

Royal Parks Half

Battersea 10k

Richmond Park 5k

## Our tips:

- Set a clear goal for how much money you want to raise and use that as a guide when planning your challenge event.
- Pick an event or activity that fits your skills, resources and audience!

# Community fundraising

“The children were inspired by Solace’s work and made a powerful presentation. Their words convinced the whole class to come together in support of Solace and we are now planning a series of social actions designed to raise awareness and funds for the cause through Just Giving.”

Teacher, High Barnet

## Schools and Universities

Whether you’re a student, teacher or parent there are many ways to get involved..

- First Give scheme
- PTA fundraisers
- Training

Community fundraising is all about coming together with your local network - whether that's friends, family, colleagues or fellow supporters - to raise vital funds for Solace. Every penny raised through community fundraising helps Solace continue its mission of supporting and empowering those who need it most. Get started today and be part of something truly impactful.

See our fundraising ideas for different events you can host or email [fundraising@solacewomensaid.org](mailto:fundraising@solacewomensaid.org) with your event and we'll help you out!



# Corporate support

Join Solace as a Corporate Partner and help create a world free from gender-based violence and abuse. With over 50 years of experience, we offer:

- Dedicated support from a Key Account Manager
- Exposure to 250,000+ followers and media recognition
- Opportunities to engage through events, volunteer work and more

Partner with us to make a lasting impact. Reach out today to explore opportunities! Email us at: [fundraising@solacewomensaid.org](mailto:fundraising@solacewomensaid.org)

**Find out more on our [website](#)**



**Here's how your  
organisation can support:**

**Corporate Volunteering**

**Charity of the Year**

**Join a challenge event**

**Event sponsorship**

**Pro-bono support**

**Match-funding**

**Payroll giving**

# Training

The Solace Training Programme supports our corporate and community partners network to create a safe and inclusive workplace culture.

All of the work that Solace does in our training programmes is underpinned by **50 years of specialist experience** in the field, feeding in insights from our front-line staff and expert advisors to ensure our training packages draw on cutting-edge best practices and research and address emerging issues.

The proceeds from our training and consultancy **directly fund Solace's frontline services** for survivors of abuse.

By taking part in our programmes, you are equipping your team with essential skills and knowledge on supporting survivors, while also helping to sustain vital services such as refuges, domestic and sexual abuse helplines, and specialist support for children and young people, so they can reach those who need them most.

## Some training courses we offer:

- Sexual Harassment and the Workplace
- Being a Positive Bystander
- Supporting Staff and Colleagues Impacted by Domestic Abuse
- Stalking

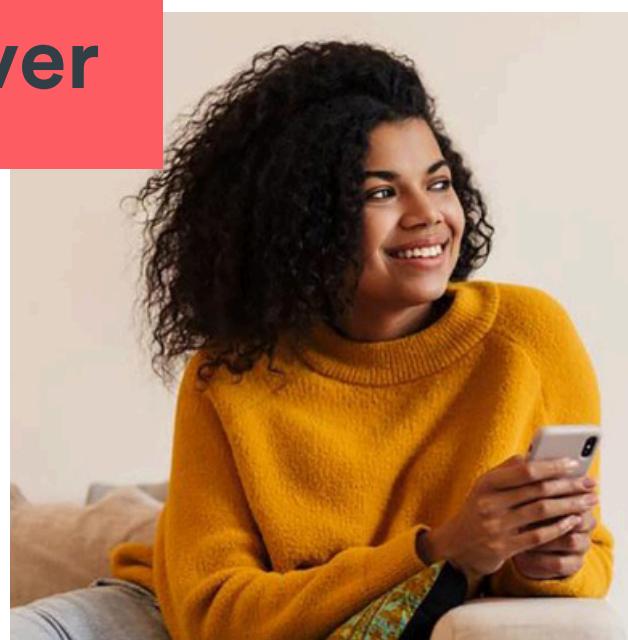
Learn more about our training and consultancy programme [here](#).

Book your training today:

[training@solacewomensaid.org](mailto:training@solacewomensaid.org)

# Become a Regular Giver

Long-term giving means that women are supported now and in the future. It means that women will be able to get through to our advice lines. It means women can access counselling to address and overcome trauma. It means we can continue to pressure the government and councils to change laws and to make sure we end violence against women and girls, together.



Join our community of Regular Givers today and help us ensure we are here to support women and children whenever they need us.

Click [here](#) to make an ongoing difference.

## Gift Aid your donation

Gift Aid is such a fantastic and easy way to increase your donation by 25% with no extra cost to you. By ticking the 'Gift Aid' box on our donation page, it means that an additional 25% of your donation will go towards life-saving services, not from your bank but from the tax you've already paid. If you have a direct debit set up straight to our bank account, contact us at [fundraising@solacewomensaid.org](mailto:fundraising@solacewomensaid.org) to get a Gift Aid form.

# Leave a Legacy

By leaving a legacy to Solace you are protecting future generations from violence against women and girls. Solace has been offering life-saving services to women and children for over 50 years. Leaving a gift in your Will ensures we will be here for the next 50 years and beyond.

Check out our website [here](#) for more info.



**Easy steps to leave a gift for Solace in your Will:**

**1. Find a solicitor or professional Will-writer.**

Use this handy search tool from Remember a Charity to search for qualified advisors in your area.

**2. Get our details.**

To support Solace in your Will, make sure you have the following information:

**Our full name:**

**Solace Women's Aid**

**Registered Address:**

**Moore Kingston Smith LLP,  
9 Appold Street, London, EC2A 2AP.**

**Charity number:**

**1082450**

**3. Contact your solicitor.**

Provide our details to add a gift in your Will.

**4. Let us know!**

Once you have left a gift to Solace in your Will, please do let us know by contacting:

**[fundraising@solacewomensaid.org](mailto:fundraising@solacewomensaid.org)**

No matter the size of the gift you leave in your Will, it can make a long-lasting impact, continuing to transform the future of women and girls across London.

# Join #TeamSolace

## You can make a difference

Advice line freephone | 0808 802 5565

Website | [solacewomensaid.org](http://solacewomensaid.org)

For all fundraising enquires: [fundraising@solacewomensaid.org](mailto:fundraising@solacewomensaid.org)

**Solace Women's Aid**

**Registered Address: Moore Kingston Smith LLP, 9 Appold Street, London, EC2A 2AP**

**Solace Women's Aid is a charity registered in England and Wales.**

**Charity number 1082450**

**Company number 03376716**