



Edinburgh Women's Aid

Fundraising Toolkit

Help us
Support Survivors



Introduction

**Thank you for supporting
Edinburgh Women's Aid and our
mission to provide vital services
to survivors of domestic abuse in
Edinburgh.**

**As EWA marks its 50th
anniversary in 2023, we are
excited to launch several
fundraising campaigns that will
help us continue EWA's
important work**



**This Fundraising Toolkit has everything
you need to start fundraising for
Edinburgh Women's Aid and help us
support survivors**



2023 Fundraisers

EWA Challenge 50

To help mark our 50th Anniversary, we are running a year-long campaign called Challenge 50. Supporters are encouraged to take on a fundraising challenge that involves the number 50, such as running 50 miles or hosting a 50-person virtual event.

Use our social media and online fundraising tools to set up your own Challenge 50 fundraiser and help us reach our goal of £50,000

Sign Up at:

<https://justgiving.com/campaign/EWAchallenge50>



2023 Fundraisers

Edinburgh Kiltwalk 2023

Join us on 17th September 2023 for the Edinburgh Kiltwalk and raise money for Edinburgh Women's Aid.

Choose your distance:

The Mighty Stride - 21miles (average 6hrs)

The Big Stroll - 14miles (average 4hrs)

The Wee Wander - 5miles (average 2hrs)

Register on the Kiltwalk website and select Edinburgh Women's Aid as your chosen charity.

Sign Up at:

<https://www.thekiltwalk.co.uk/events/edinburgh>



2023 Fundraisers

EWA Christmas Appeal

Everyone deserves a happy Christmas, and Edinburgh Women's Aid wants to ensure that the women and children we support - often at the most difficult time of their lives - are able to have the warmth, cheer and love we all wish for at this time of year.

Our annual Christmas Appeal kicks off in November 2023. Join us in spreading holiday cheer and raising funds for our services.



How Will Your Money Help

£10 would contribute to the cost of a meal for woman and her children living in refuge.

£25 would contribute to the cost of security equipment to help with a woman's safety including doorbell alarms and fireproof letterboxes

£50 would contribute to the cost of weekly food and essentials for a woman and her children living in refuge



Next Steps to Get Involved

Choose a fundraising activity:

Select a fundraising activity that suits your interests and skills. You could host a bake sale, a virtual trivia night, or a sponsored walk.

Set a goal:

Decide how much money you want to raise and set a fundraising goal.

Use online fundraising tools:

Use our online fundraising tools to set up your own fundraising page and share it with your friends and family on social media.

Engage your community:

Get your community involved in your fundraising efforts by promoting your fundraiser on social media, reaching out to local businesses for support, and involving your friends and family in your activities.

Thank your supporters:

Thank everyone who donates to your fundraiser and keep them updated on your progress towards your goal.



How to Set Up a Just Giving Fundraiser

1. Log into your account and click 'Start Fundraising'.
2. Click "A Charity", to the question "What are you raising money for?"
3. Search for and Select Edinburgh Women's Aid
4. Select the event you're doing. If you can't see your event listed, select 'Doing your own thing' at the bottom of the page and tell us a bit more about your activity.
5. Choose your Fundraising page URL— this is the link you'll be sharing with friends and family when asking them to donate. The Gift Aid option is automatically added to your Fundraising page
6. Click 'Create your page' and job done! Your Fundraising Page is now set up and ready to accept donations. The money you raise will automatically be sent to EWA each week.
7. Start your fundraising and make sure to tag us on social media

50
YEARS
1973-2023

Social Media Images





Sample Text

Social Media Posts

Challenge 50

"Hi Everyone! I have started a fundraiser for Edinburgh Women's Aid to support survivors of domestic abuse. To help mark their 50th Anniversary, Edinburgh Women's Aid has launched "Challenge 50" so I'll be doing [insert challenge here] to raise money. If you want to help, please donate [insert fundraising link here] or share this post to spread the word. Let's make a difference together! #EWACHALLENGE50"

Kiltwalk

"Hi Everyone! I am walking the Kiltwalk for Edinburgh Women's Aid to support survivors of domestic abuse. I will be walking [insert distance here] to help raise awareness and funds for the vital work Edinburgh Women's Aid does to tackle domestic abuse. If you want to help, please donate [insert fundraising link here] or share this post to spread the word. Let's make a difference together! #EWAKILTWALK2023"

Donor Thank You

**Thank you for your donation!!
Your contribution will help Edinburgh Women's Aid continue supporting survivors of domestic abuse in Edinburgh.**



Challenge 50

Edinburgh Women's Aid
50th Anniversary Fundraiser

What is Challenge50?

We invite all our supporters to get involved with their own #EWChallenge50 to help us reach a target of £50,000 across 2023.

This challenge can be anything you come up with around the number

50

Challenge Ideas

- 50 squats a day for 50 days
- bake and sell 50 cakes
- collect all your 50ps for a year
- cycle, walk, run 50km
- ask 50 friends to donate £5

How to Join In

1. visit www.justgiving.com/campaign/EWChallenge50 and click **Start Fundraising**
2. choose your **Challenge 50** challenge and fill out your fundraising page
3. tell your friends and family you are taking part and **share your fundraising page**
4. complete your challenge and share your progress on social media with **#EWChallenge50**
5. collect donations to **help us mark 50 years** of supporting survivors

#EWChallenge50

Share your challenge journey with #EWchallenge50 and tag our social media



@edinwomensaid



@edinbwa



@edinwomensaid



Edinburgh Kiltwalk 2023

17 September

What is the Kiltwalk?

Kiltwalk is Scotland's largest mass participation walking event with over 120,000 people taking part since 2016

Distances to walk

**The Mighty Stride -
21miles (average
6hrs)**

**The Big Stroll -
14miles (average
4hrs)**

**The Wee Wander -
5miles (average
2hrs)**

How to Join In

- **Choose a distance** – take on one of the distances listed to the left
- Invite a friend, family member, or colleague to take part with you – optional, but makes it more fun
- **Register** and set up your fundraising page at www.thekiltwalk.co.uk/events/edinburgh. – this is quick and easy
- Tell your friends and family you're taking part and **share your fundraiser** on social media to gather support
- **Grab your tartan** and your walking shoes and complete your challenge on the 17th of September!

#EWAKiltwalk2023



@edinwomensaid



@edinbwa



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Further Information

If you require any further information or would like to discuss your fundraising ideas, please reach out to hello@edinwomensaid.co.uk

Follow us on social media for updates



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www.edinwomensaid.co.uk