



Your Guide To Fundraising!

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Forms and templates (supplied separately)

Sign-Up Sheet

Take this to your events to sign up supporters who'd like to hear more about ASN, and return it to us so we can get in touch!

Sponsor Form

Get your friends and family to sign this so you can keep track of all the lovely people who've promised to sponsor you! There's also a Gift Aid version for UK events.

Standing Order Mandate

Don't have time to fundraise, but want to donate to ASN? This is the form for you!

Template Press Release

Let the local media know all about your event! Just amend and send this simple press release.

So You Want to Fundraise!

Thank you! You're one of a group of passionate volunteers who make our work possible. Being passionate about a cause is what puts the "fun" in fundraising! **Fundraising is the backbone of our work, and ASN would not be here today without it.**

ASN is the only organisation providing financial support for women from Ireland and Northern Ireland travelling to England for an abortion. ASN helps them to access safe and legal abortions by providing information on the most cost-effective routes and procedures, accommodation, and desperately-needed money to fund flights and procedures.

We receive no government funding – in fact, our charity would be illegal in the Republic of Ireland – and we have only one part-time staff member. **We are run almost entirely by volunteers, and funded by donations from generous people like you!**

ASN strives to help each and every woman who makes contact. Without constant fundraising this proves impossible. Every contribution to ASN – large or small – makes an immediate impact on women's lives. **With your help, we will continue to provide financial and emotional support to women in desperate need.**

This easy-to-follow toolkit aims to provide you with information and inspiration on raising money in a variety of rewarding ways. We hope you find it useful!

Any questions, suggestions, or comments?

We have tried to give you everything you need to get started in this guide, but we'd love to hear from you if you have any questions that we haven't covered here, or if you have any suggestions or comments for how to improve the guide.

Email us: events@abortionssupport.org.uk

'For my last birthday party, I let my friends know not to buy me gifts – or even drinks at the pub – but instead to put donations to ASN in a child's beach bucket that I brought along. We raised more than £160!' – ASN Volunteer

The Story So Far

- Between our launch in 2009 and the end of 2013, the money raised by supporters like you allowed us to help **1148 women** – and their families.
- One of our major successes last year (2013) was that, thanks to our fabulous supporters, **not once did we have to turn a woman away due to lack of funds**. Money raised or donated by our supporters enabled us to pay for treatment, travel and accommodation for 118 women.
- In 2013, we spent £28,660 on direct grants women and clinics. Only £1000 of this money came from grant-making bodies – the rest was made possible by individual donations and the fundraising activities of supporters just like you.
- So far in 2014, our supporters' generosity has allowed us to help 417 women, couples and families.

Find out more!

- You can read more about our activities last year in our [2013 Annual Report](#)
- Find out more about ASN on our website: www.abortionsupport.org.uk
- Sign up for our newsletter [here](#)

'Honest to God, I can't thank you enough. Words can't express how much you've helped me. I couldn't have done this without you.' - ASN Client

Getting Started

If you already have your fundraising idea, excellent! You can skip straight to the next section.

If you know you want to do something but you're not sure what, see our suggestions below, or check our A-Z of fundraising ideas at the back of this guide!

"I want something easy and fun"

How about a night in? Invite all your friends round for a **movie night** and ask them to donate what they'd usually spend on a cinema ticket and treats. Abortion-themed movies optional: we like *Obvious Child*, *The Cider House Rules*, *Vera Drake* and *Dirty Dancing*.

Other options: the **Taco or Beer Challenge**, a **swear box**, **pamper night**, **wine & cheese night**, **clothes swap**.

"I want a personal challenge"

If you're looking for something active, events like **10k races** and **marathons** are always popular. You can also think about a **zombie walk**, **zumbathon**, or even a **skydive**.

But you don't have to be sporty to take on a challenge: get sponsored to **give up something** for a month (smoking, booze, swearing, chocolate), **shave your head**, or hold a **Bake-off**.

"I want to go all out!"

Awesome! How about organising a **comedy night**, **pub quiz**, or **gig**?

We're here to help!

We have two dedicated events volunteers to support you in your fundraising endeavours. They would love to hear from you, and are on hand to answer any questions, offer suggestions, or just to bounce ideas off.

Email us: events@abortionssupport.org.uk

Ready, aim...

We welcome all donations of any size, so there's no minimum or maximum! We recommend that you set a target for your event. It helps focus your efforts, and gives your donors something to aim for too, something that feels a little ambitious but still achievable.

It can feel difficult to put a number on it, but there are several ways to think about what target is best for your unique event:

- Our usual grants are between £100-200. You could **aim for the cost of one grant** to one woman.
- **Pick a number that means something to you** or to your event. For example, if you are dedicating your 30th birthday to ASN, then you could aim to raise £5 or £10 for each year! Or if you're running a marathon, how about £20 for each mile?
- Think about **how many people** will come to your event and how much they're likely to give. For example, if you do a movie night and ask your guests to pay the usual price of a cinema ticket, your target will be different depending on whether you're hosting it in your living room, or in your local sports club.
- If you reach your target - great! What an achievement for you and your supporters. If you have time, **why not try stretching your target** to the next level?
- If it's a long event, **keep your supporters updated** – tell them how your training is going, how confident you're feeling, and how close you are to your target!

Top Tips: Reaching Your Target

- 1** - Get your definite donors – your close friends and family – to **donate early**. People like to support events that are already on their way to success.
- 2** - Offer your supporters an **incentive to donate**. Something fun, funny or just plain weird usually works well... for example, if you reach your marathon target, you'll run the whole thing in costume!
- 3** - You can always **combine ideas** to make your event more effective! If you're doing a quiz night, why not have a cake stand as well? General knowledge is hungry work...
- 4** – **Ask often, and thank often too**. This way you'll keep reminding people who intended to donate but haven't yet; and you'll also show them how much their donation is appreciated.

Before your event

Once you have your idea and a target, it's time to set a date and get planning!

Every event is different, but one thing that will probably make your life easier straight away is to set up your event fundraising page on our MyDonate site:

<https://mydonate.bt.com/charities/abortionssupportnetwork>

- This lets your supporters donate directly to you without you having to worry about cash.
- Even if you're planning on an in-person event with cash donations as well, it allows friends and family to donate even if they can't attend.
- If you're in the UK, it also automatically collects Gift Aid on donations (see page 12 for more information on Gift Aid).
- If you would prefer to use another site, email us and let us know: we may be able to help you set up your page.

Check out page 12 for other things to consider when you're planning your event.

Top Tips: You Never Know Until You Ask...

- Many **local venues** – from university classrooms to pubs, community centres and libraries – will allow you to use their space for free (or at the very least, heavily discounted!) if you tell them you're fundraising for a charity.
- Local businesses may be able to offer **discounted services or benefits-in-kind** to support your activity – for example, a printing company may be willing to offer you a discount on printing flyers advertising your event.
- And don't forget to **draw on your contacts** – your family, friends and colleagues may be able to suggest free venues and services to help you out.
- Remember: the worst they can say is "No"!

Spreading the Word

Publicising your ASN fundraising events is crucial. Without a good turnout at your event you may have a difficult time raising money. And if you want people to attend they need to know exactly what's going on!

Social media

This is key so that people can talk about and share your event/activity. **Set up a page on Facebook**, invite all your contacts to the event and ask them to share it. Promote your event consistently on Twitter where others can retweet it to their followers.

Local media

Don't forget local media – newspapers, radio stations, listings magazines, even local TV stations. Journalists are always on the look-out for interesting stories, especially if your event/activity will provide a good photo opportunity for them.

Email groups

Email all your contacts and relevant email groups (like your local feminist network) as some might not be on Facebook or Twitter. Make sure to include all the relevant information about your event – date, start and end time, location and public transport options.

Posters and flyers

If you're organising an event, bold and striking posters and flyers are an effective way of publicising it. Place your posters in communal places such as local hangouts, cafes, libraries, work notice boards or inside stall doors in the ladies' loos! Flyers can also easily be handed out or placed on tables and at coffee shops, meeting places, lecture halls, memo boards and the venue where you're hosting the event.

Talk about it!

Simply talk about your event or activity in daily conversation to your friends, family and colleagues! Remember: people give to people – there's no substitute for good old-fashioned word of mouth.

We Can Help! Email us events@abortionsupport.org.uk

- We may be able to send an ASN representative along to speak at your event.
- Once you have a date, time and venue, **send us the details** and we'll get our social media whizzes onto it too!
- We can provide you with blurb about ASN and hi-res logos to help you create materials - just get in touch!
- In this Toolkit you'll find a template Press Release that you can adapt and email to your local media outlets. If you need a quote, get in touch.
- You'll also find Sponsor Form that you can use to record the details of people who promise to sponsor you, as well as a Standing Order Form and a Sign-Up Sheet that you can take to your events to sign up people who are interested in donating to ASN, or just hearing a bit more about us.

The lovely girl I spoke to was non-judgemental and made me feel at ease almost within the first few minutes of being on the phone... without ASN this would have been a lot harder and stressful.... This is why I support ASN and the amazing work they do with women and families, thank you.

– former ASN client and current supporter

During your event

Have fun!

You've put some hard work into this – now it's time to enjoy it! Take photos and videos – not only will they help you document all your hard work, they're a great way to show your supporters how they helped.

Remember, you're helping more than you might think

Fundraising activities achieve more than just raising money; they help to increase awareness and support. You may be surprised to find out how many people don't know that abortion is illegal in the Republic of Ireland and that women in Northern Ireland do not share the same rights as those in the rest of the UK – see the "Did You Know...?" on page 14 for more facts and talking points. Through fundraising, you help publicise ASN's work, build new networks and get more people involved.

It's okay to use the 'A' word!

We know abortion can be a delicate subject for some people. But it's important that our supporters don't shy away from using the word 'abortion'. Our goal is to assist women to access safe and legal abortions and we're proud of that.

UK Only: SMS Donations

Another easy way for supporters to donate on the day (or night!) is to text a donation. This goes directly to us and Gift Aid is automatically collected too!

Here's how:

If supporters want to give:

£ 10 ▼

They text the message:

ASNY35 £10

To this number:

70070



Sadly as we're only a registered charity in the UK, if your event is in the Republic of Ireland, there is currently no way for you or your supporters to donate to us by SMS.

£10 is the maximum that can be donated in this way by SMS; but the same person can donate up to £30 in one day.

After Your Event

So the cake's been eaten, the race has been run: what's next?

Pay It Forward!

If you have set up your event page on [MyDonate](#), you can sit back and relax – the money you've raised will be automatically sent to our bank account when your event closes.

Top Tip: keep the event open for a week or two after the event – there are always one or two supporters who have the best intentions but don't get round to donating in time... or those who want to see you actually do it before they donate!

If you have cash, or if you're in the Republic of Ireland and want to save on bank transfer fees, email us and we'll advise you on the best way to get the money straight to work helping women.

Say Thank You

Whether you reach your target or not, don't forget to **thank your donors**, and let them know how much you appreciate their help. Tell them what their money has helped achieve – the access to safe, legal abortion that is a human right.

Share With Us!

Your feedback will help others see how achievable it is to raise money and help more women.

Share your photos, videos, feedback and stories:

Email us: events@abortionssupport.org.uk



@AbortionSupport



Abortion Support Network

And finally... feel awesome! You're a fundraising star!

Things to Consider

Safety first!

To put our minds at rest and to keep you safe, please be aware of any health & safety and legal issues relevant to your event/activity. Health & safety is mostly common sense; for example, follow the advice of equipment manufacturers and venue staff, and follow the rules for hygienic food preparation. The following websites might be useful:

- Advice on staying safe and legal: www.hse.gov.uk
- Information on food safety and hygiene: www.eatwell.gov.uk/keepingfoodsafes
- If you are planning a raffle or lottery, please check the rules and regulations about these in your area. You may have to keep the prize below a certain value, obtain permission, or register your event.
- For more information, check out the guidelines from the [Institute of Fundraising](#) (UK) or [The Wheel](#) (Republic of Ireland).

Legal stuff: ASN cannot accept liability for any loss, damage or injury suffered by you or anyone else as a result of taking part in a fundraising event.

UK Events Only: Gift Aid

Gift Aid is a brilliant scheme that makes your donations worth 25% more! So for every £10 you raise, the UK government allows us to claim £2.50 extra. There are certain conditions to meet:

- The donor must pay enough tax in the UK to cover the Gift Aid on your donation, and we also need their full name, first line of address, and postcode (we do not use this information for anything other than collecting Gift Aid).
- If you donate using MyDonate or JustTextGiving, this information is automatically asked for as part of the process.
- You can also sign a Gift Aid declaration directly [on our website](#).
- And we have a Gift Aid form that you can print off – see the sample form included, or [our website](#).
- For more information on Gift Aid, you can check [here](#).

Gift Aid Tip: The donation must be voluntary to be eligible for Gift Aid; so if you're selling any items at fundraising events, like a bake sale, always ask for a "suggested donation" instead of a set price.

Thank You!

Thank you for taking the time to read this toolkit and consider fundraising for ASN. We hope that this toolkit has given you an understanding of ASN's work and answered your questions while providing you with inspiration and ideas.

If you have decided to fundraise for ASN we would love to hear from you! Just email our Events Team: **events@abortionssupport.org.uk**

Other Ways to Help

If instead you would prefer to support us in other ways, any donations are desperately needed and gratefully received. We have included a Standing Order Form, with all the information on it for those who would like to donate to ASN.

You can make a once-off donation to us online here:

<https://www.abortionssupport.org.uk/single-donation/>

Or set up a regular donation here (using your credit or debit card or Paypal):

<https://www.abortionssupport.org.uk/monthly-donation/>

Thank you for helping to support more women and best of luck for your fundraising!

The Abortion Support Network Team

I thank ASN so much for the help they provided to myself, a single mother of one who had not long been out of an extremely abusive relationship, also unemployed...

Thank you for the help through the most difficult time in my life.

– former ASN client and current supporter

Did You Know?

- Between 1980 and 2013, at least **158,252 women living in Ireland** travelled to England and Wales to access safe abortion services ([Source: FPA](#)).
- These numbers do not capture women who gave UK addresses. They also do not capture the women who cannot travel – women who need but can't get passports or visas to travel, women who can't escape from violent partners, women who don't have anyone who can watch their children while they travel, and women who do not have the money it costs to travel to England and pay privately for an abortion. These are the women who contact ASN – these are the women your fundraising will help.
- Some women order early medical abortion pills online, and it is difficult to say how many more women living in Ireland have accessed abortion this way.
- **Abortion in Northern Ireland:** When the 1967 Abortion Act passed in the UK, it was not extended to Northern Ireland. This has created an ambiguous situation where a woman is *technically* able to access abortion if she has a serious medical/psychological problem that would endanger her life if she continues her pregnancy, if a doctor detects abnormalities in the foetus or if a woman is pregnant as a result of rape.
- In practice, permission to have an abortion is almost never granted, even if a woman's life is in danger: in five years, we know of only one woman who contacted us who was able to obtain a legal abortion in Northern Ireland.
- Women from Northern Ireland cannot get abortions on the NHS in England; if they travel, they must pay privately for an abortion.
- **Abortion in the Republic of Ireland:** Under the Eighth Amendment, Ireland's Constitution prohibits abortion except where the life (not just the health) of the pregnant woman is at risk. This can include risk of suicide, but in practice abortions are almost impossible to obtain for this reason or any other.
- We do not know of any clients who have been able to obtain a legal abortion in the Republic of Ireland. Illegal abortions carry the risk of 14 years' imprisonment.
- A 2014 poll found that **over 75%** of people in the Republic of Ireland were in favour of holding a referendum to repeal the Eighth Amendment ([IFPA](#))
- Until the laws change, women in both jurisdictions must go abroad to access safe and legal abortions.

- **Women seeking an abortion face immense difficulties and hardship.** They have to find the money to pay for the cost of the trip and procedure: often lose money by taking time off work and sometimes have the added expenses of overnight accommodation and childcare. These costs can range from £400 to £2000. Most women have the additional stress of maintaining secrecy about their abortion back home.
- We have heard from women who have sold their cars, fed their children beans on toast for weeks, and gone to extreme lengths to raise money for their abortions.
- We have also heard from women who have taken desperate measures to try to end their pregnancies, such as self-harming, overdosing on drugs or alcohol, and drinking bleach.

By the Numbers

- In 2013, at least **3,679 women travelled from Ireland to access abortions in Britain.** ([IFPA](#))
- **Over a quarter** (25.2%) of women travelling from Northern Ireland to England for an abortion in 2013 **did not have the support of a partner.** ([FPA](#))
- **Nearly half** (44.1%) had to make the journey **alone** for financial or personal reasons. ([FPA](#))
- Just under 3% of abortions in England and Wales in 2013 were on women not resident in the UK; women from Ireland accounted for **over 80% of these abortions.** ([UK Department of Health](#))
- A poll held in January 2013 found that **64% of people surveyed were in favour of more liberal abortion laws** in Ireland and Northern Ireland. ([IFPA](#))
- **76% of people in Britain agree that it is unacceptable** that women in Northern Ireland cannot access abortion in the same way as elsewhere in the UK. ([Amnesty International UK](#))

Who You Could Help

Here are just a few examples of women we've supported so far in 2014...

- A single, unemployed mother pregnant after being **drugged and raped**. As she had no credit or debit card or internet access, we paid for her flights and arranged for someone local to print her boarding passes.
- A young woman and her mother who were **assaulted by anti-choice protesters** outside their family planning clinic in Belfast.
- A woman who found she was pregnant while in the process of **leaving her abusive partner and homeless**.
- A woman with health issues that had a **high chance of causing a stillbirth** later in pregnancy. Not wanting to go through losing a later term pregnancy on top of her other medical issues, including a scheduled major operation and the need to take care of her existing children, she made the decision to travel for an abortion.
- A woman with a **serious medical condition** – and a doctor who stopped all treatment as it would harm the pregnancy. ASN helped to fund her procedure.
- A young woman with the “option” of **paying college fees or paying for an abortion** and travel.
- A mother of one who had planned everything to come over, only to be **turned away at the airport** due to an expired passport. This delay pushed her into the next price bracket for terminations. ASN was able to help her cover the difference.
- A young teen afraid to tell anyone of the pregnancy as **her family would throw her out if they knew**. She managed to raise £300 but didn't have any ID and an emergency passport would have cost £100 and probably push her into a higher priced procedure. We were able to advise her to take the ferry as well as help schedule the least expensive abortion as well as give a grant of £335.
- A woman who took out a loan where you borrow £600 but pay back £900. We hear from many **women so desperate that they have taken out these loans despite having no way of paying them back**.

As these cases show, women are faced with a range of circumstances when they make the decision to have an abortion. ASN is a vital and in some cases the *only* source of support to the women who contact us. We do not discriminate by age, race, religion, sexuality, gender identity or personal circumstance.

Most importantly, no woman needs to justify her decision to us.
We exist to support women in the decisions they make.

A-Z Fundraising Ideas

There are many ways in which fundraising can be fun *and* productive. Abortion is a serious topic, but this does not mean that fundraising for ASN has to be serious! Fundraising also doesn't have to be a huge time commitment. There are various things you can do which allow you to tailor fundraising to your circumstances.

To give you some inspiration, we've put together this A-Z of Fundraising Ideas. We hope you find something that catches your eye! However, these aren't the only fundraising activities you can do. We're always keen to hear new, exciting and imaginative ideas!

A

Abseil

Arm-wrestling competition

Art Exhibition

'As New' sale

Auction

Auction of services *(e.g. cleaning car, haircut)*

B

Bungee Jump

Barn dance

BBQ

Beer festival

Benefit gig/performance

Bike Ride

Bingo

Birthdays

(if you're feeling very generous, ask friends and family to donate what they would've spent on your gift to ASN!)

Board Games evening

Book sale

Bonfire Night

(organise a fireworks display and charge entry, sell mulled wine and hotdogs, a pound for the guy!)

Bring and Buy Sale

Busking

C

Cake sale

Caption competition

Car boot sale

Car wash

Card games evening

Charity ball

Cheese & wine night

Clothes swap

Cracker Race *(how many dry crackers can you eat in a minute?!)*

Craft Fair

Cricket Match

Cocktail Party

Coffee Morning

'Come Dine With Me'

Cookery Competition

D

Darts Tournament

Dinner party

Dinner dance

Dog grooming/walking

Donate a day's wages *(and ask your employer to match your donation!)*

Don't go to the pub for the night

(have people over & donate what you would've spent on beer!)

Dress Down (or Dress Up!) day at work

E

Eating Competition

Easter Egg hunt

eBay Sale *(sell items you don't want & donate the profits!)*

F

Fancy Dress

Fashion Show

Film showing

Flashmob

Football Match

Fun Day

Fun Run

G

Garden Party

Garage Sale

Give It Up

(get sponsored to give something up - chocolate, alcohol, Facebook - for a short time!)

Gig

Grow your hair *(on your face, legs, armpits...)*

Guess the weight of...

H

Halloween Party

Hang up the phone

(give up your phone for a day (or week!) and donate the money you would've spent on your bill!)

Head Shave

I

Individual gifts & donations

J

Jewellery making & selling

Jumble Sale

K

Karaoke

Knockout darts/snooker/etc tournament

L

Learn a new skill/language

(and get sponsored to do it!)

Live Music Night

M

Marathon

- [Click here](#) for a list of all the **marathons and half-marathons in the UK** for 2014/15
- [Here](#) for a list of all the **marathons in Ireland** for 2014/15
- And [here](#) for a list of **half-marathons in Ireland** for 2014/15

Music Concert

N

No Uniform Day

No Smoking Week

O

Open Mic Night

P

Paintballing

Pamper party

Parachute Jump

Parties

Photography Exhibition/Competition

Plant sale

Poetry night

Pub games evening

Pub Quiz

Q

Quiz Night

Quote competition

(collect loads of quotes from song lyrics and films, see whose pop culture knowledge is superior, and charge an entrance fee!)

R

Raffle

RAG Week

Retro games

(go back to your childhood with some retro games – musical chairs, pass the parcel, Buckaroo – and charge an entrance fee!)

S

Scrabble competition

Shave off your hair! *(on your head, face, legs...)*

Sit in a bath of... *(Baked beans? Jelly? Custard?)*

Small change

(empty the small change from your pockets and wallet every day for a week. Ask your friends to do the same!)

Skydiving

Speed dating *(host a speed dating evening and charge entry)*

Sponsored ... *(anything!)*

Sports Day

Swap shop

[Swear box](#) *(great for work or home!)*

Sweepstakes

(also good for work - bet on anything, from the Grand National to reality TV shows, and donate part of the proceeds)

T

Tabletop sale

[Taco or Beer Challenge](#) *(Drink beer! Eat tacos! Fund abortions!)*

Talent Show

Theatre performance

Treasure hunt

Triathlon

Tug of War

U

University Challenge

Unwanted Gift Sale

V

Valentines *(or Anti-Valentines!)* Party

Variety Show

W

Walk (sponsored)

Walk to Work Week

Wine & cheese evening

X

Xmas Fair

Xmas Card Donation

(instead of sending cards this year, wish your loved ones a merry Christmas. Donate the money you would have spent on cards to ASN!)

Xmas Gift Sale

(sell off your unwanted Christmas gifts and donate the proceedings!)

Z

[Zombie Walk](#) *(or Zombie Party – great for Halloween! – charge entry)*

Zumbathon *([Zumba](#) party! Charge entry)*