

# Welcome to your very own fundraising kit!

Here we will provide you with some information about The Green House, what we do, key tips on how to fundraise, how to set up your own MyDonate fundraising page and where your amazing contribution will go.



## Thank you

First off we would like to say a huge thank you for choosing to fundraise for The Green House. We are so grateful! Thanks to your generosity we are able to support people who have experienced severe trauma, rebuilding their lives after abuse.

## About The Green House

The Green House is a registered charity based in Bristol. We have been providing specialist counselling for people affected by sexual abuse for over 30 years.

Our dedicated therapists have extensive experience of working with trauma and the impact of sexual abuse. They offer up to 24 sessions of free and confidential counselling. Over 75 men, women, children and young people benefit from our counselling services each week.

Therapy has a life changing impact for many of the people we work with. For example, of the clients we supported last year:

85% of adults showed an improvement in the health and wellbeing

59% of men and women reported they were better able to manage their relationships

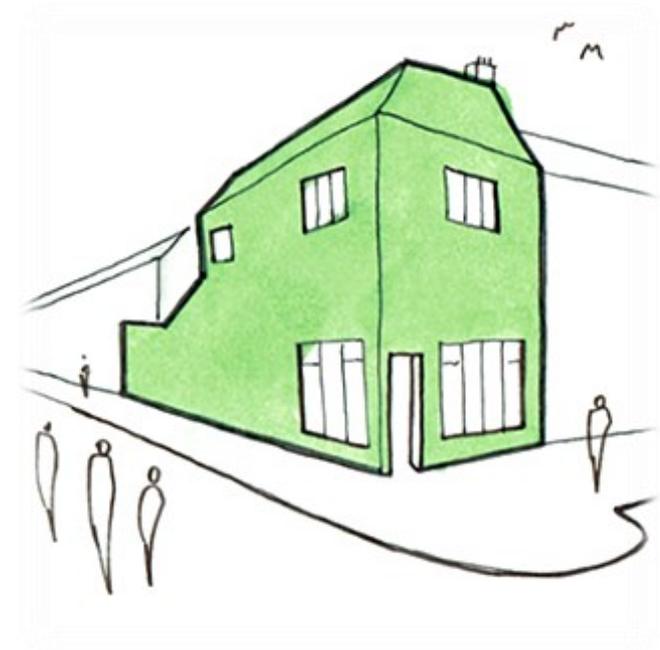
76% of children and young people demonstrated an increase in their health and wellbeing

100% of children and young people said The Green House had helped them with the difficulties they were experiencing

## About sexual abuse

Research estimates that 1 in 20 children have experienced some form of sexual abuse, and nearly half a million adults in England and Wales are sexually assaulted each year.

These experiences cause severe trauma and deep emotional, physical and psychological stress with major implications for people's health, development and life chances. The effects of trauma can include depression, anxiety, flashbacks, and suicidal feelings. In addition, people who have been sexually abused as children can be at greater risk of sexual abuse as adults. For example, 35% of women who have experienced childhood sexual abuse go on to be victims of sexual violence as adults.



# Fundraising in four simple steps

With these simple steps, we can help you make your fundraising a success whilst having fun at the same time. If you need any more advice on fundraising, please don't hesitate to contact us.

## Step 1

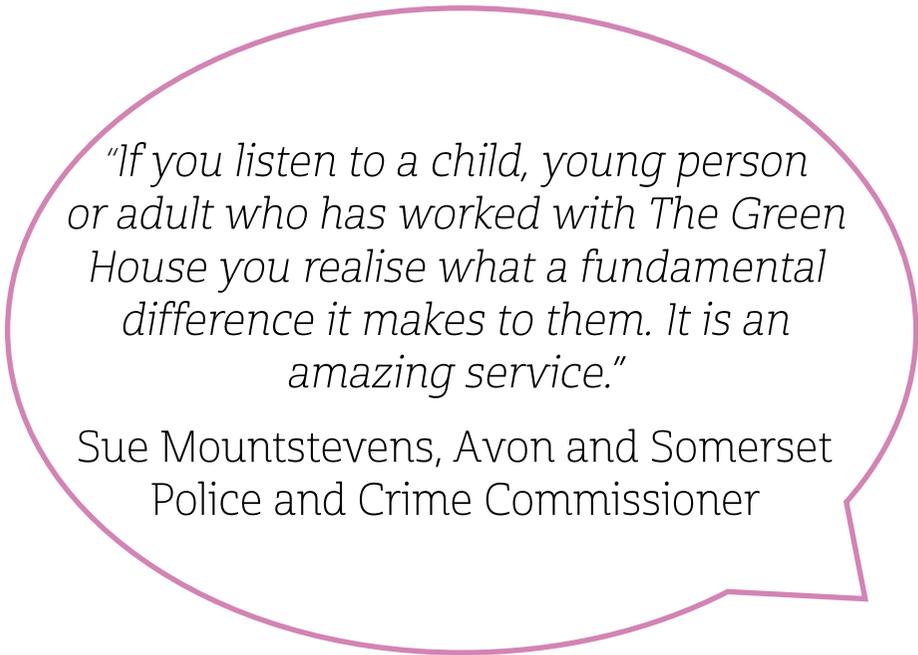
### Decide on the TYPE of event you would like to organise

There are hundreds of fundraising ideas and activities out there, just take your pick! Whether you want to take part in a pre-arranged fitness challenge (like the Bristol 10k or Bristol Half Marathon), organise your own event for family and friends (showcase your baking skills at a cake sale, dedicate your birthday, or host a talent show) or try something completely unique to encourage your friends to sponsor you (from a sky dive or zip wire to giving up chocolate), attempting something new is a great way to gather donations from far and wide.

## Step 2

### Get ORGANISED and prepare for the event

Once you've chosen your fundraiser, it's time to get organised, so pick a date and time and let people know. Start planning early to avoid disappointment, especially if you need to contact venues like a community centre or pub. Gather equipment or fancy dress items if needed. Create and commit to a training plan if you've got a fitness challenge ahead.



*"If you listen to a child, young person or adult who has worked with The Green House you realise what a fundamental difference it makes to them. It is an amazing service."*

Sue Mountstevens, Avon and Somerset Police and Crime Commissioner

# Fundraising in four simple steps

## Step 3

### Set up your fundraising PAGE and target on MyDonate

One of the most secure and easy ways to fundraise is through a registered online donation page. We use MyDonate ([www.btplc.com/mydonate](http://www.btplc.com/mydonate)).

Setting up your page is easy and keeps the money you raise completely safe. You will need to fill in a few pieces of information about The Green House, your event and fundraising target.

This page will make it very easy for people to donate online via debit or credit card, and you can also keep track of how close you are to your target.

If you ask donors to complete their details and tick the Gift Aid box on any sponsorship forms or donation envelopes you use, we can receive extra funds from the government, which makes a massive difference.

Online donations through MyDonate come straight through to The Green House. But if you receive any cash donations, you can donate the money through our website, make a bank transfer, or send us a cheque.

## Step 4

### SHARE your event and spread the word

With plans in place, it's now time to promote your event! We recommend a polite and personal approach. An email to friends, family, colleagues can go a long way in gathering support. Get posting pictures, updates and achievements on Facebook, Twitter or blog posts, and don't forget to tag us @GreenHseBristol so we can share your activities with our supporters! Even through word of mouth, your fundraising reach can expand to a larger audience and access those important donations to motivate you for the big event and help The Green House.

### Any questions or problems

You can contact our Development Manager, Claire Boulton, on: [claire.boulton@the-green-house.org.uk](mailto:claire.boulton@the-green-house.org.uk) , 0117 935 1707 or 44 Mina Road, Bristol, BS2 9XH

# Our top tips for making your fundraising a success

- Setting up an event page on Facebook is an easy way for your friends to keep track of your plans, invite people to support you on the day and share your MyDonate page at the same time!
- It's not just through social media that you can promote your fundraising! Your appeal could feature in the local media, such as the Bristol Post or BBC Radio Bristol. You could also design posters or leaflets to circulate around your community. Make sure to clearly state you're fundraising for The Green House and that we are a registered charity.

*"I feel The Green House is a safe place where I can open up. My wife notices that I am happier and more chilled out after my appointments. It's a lot easier to talk about now."*

- Sharing photos and videos as part of your fundraising can let everyone know how you're getting on and keep your campaign's momentum going!
- Asking your employer or a local business to support your campaign can give a major boost to your fundraising total. For example, they might make a significant donation to kick off your fundraising or match the money raised at the end of your campaign.
- If you are hosting a raffle or pub quiz, why not contact local businesses to see if they will donate some prizes or discounts toward your event. This could increase people attending and spread awareness of what you're doing.
- Make it eye catching. Running a race or selling cakes? Wearing fancy dress is a simple yet effective way to grab people's attention to your fundraising efforts and hopefully to encourage them to give you a larger donation!
- Rally your friends together and build strength in numbers. When groups fundraise together they regularly raise at least 10% more and can cheer each other on along the way!

# £10

can purchase vital materials for a child's course of art therapy sessions

Our children and young people's team use a range of creative approaches, such as art and drama therapy. It can often be difficult to articulate painful memories and experiences but the use of art, drama and play enables children and young people to process their feelings and trauma in accessible, non-threatening ways.

# £30

can provide a family support session equipping parents to help their child after abuse

Finding out your child, relative or someone you care about has been sexually abused is often a tough and overwhelming experience. Our Family Support Practitioner offers one-to-one sessions for parents and carers. These provide vital practical and emotional support, helping parents to understand the impact of the abuse on their child and themselves.

# £50

can fund a counselling session for someone who has been raped or sexually abused.

Our free counselling service is available to anyone who has experienced any form of sexual abuse at any point in their lives. These sessions enable people to process their trauma and explore their emotions and ways of coping. Having a safe space to talk can truly make a difference to people being able to move forward with their lives.

# £1200

can provide a full course of counselling for someone on our waiting list.

The Green House faces an unprecedented demand for counselling and our waiting lists are often overwhelmed. This means children and adults are often forced to wait 4-8 months to begin therapy. Your fundraising efforts can help us be there for people at the point when they make the brave decision to seek help.

# Thank you and good luck!

From all of us here at The Green House, we wish you all the best with your fundraising efforts! Thank you again for pledging your support. Together we can ensure help is available for anyone affected by sexual abuse.

