

CHANGE WOMENS LIVES



**new dawn
new day**

a brighter future for women

FUNDRAISING PACK

2023-24



***“Utilise everything
New Dawn New Day
offer you.
It is life changing”***

-NDND client

OUR STORY

New Dawn New Day has been working to change women's lives across Leicestershire and Rutland for over 30 years. We've come a long way since we were first formed as a community centre in 1987, but our aim remains the same:

To create a brighter future for women

Today we specialise in supporting women involved with the Criminal Justice System, women who face multiple disadvantages and have been subjected to trauma, violence and abuse. We provide a gender responsive, holistic and trauma-informed approach to create brighter futures for women.

What's important to us

WE ARE TRAUMA INFORMED

Maintaining a safe, trauma-informed environment and culture is paramount to our work. This means that we understand the impact of trauma on women using our services, our staff and volunteers, and respond by making sure that everyone involved with New Dawn New Day feels safe across the entire organisation.

WE ARE INCLUSIVE

New Dawn New Day works with women from a diverse range of backgrounds. We work with all women referred to our service, including trans women and non binary people whose needs are best suited to our service. We ensure that everyone using our service feel safe and comfortable.

WE VALUE OUR PARTNERSHIPS

We work with partner agencies to break down barriers to engaging with services. Utilising partnership work provides a better service for the women referred to us, giving access to a 'one stop shop' of multiple kinds of support. Our partners share our values and we work together to get the best outcomes for women.





How your donations help us to change women's lives

£50 could provide the opportunity for a fresh start

Introductory sessions with a trained support worker

£100 could be the first step on the journey towards a brighter future

Specialist support from a domestic violence worker

£300 could provide a woman with the tools to break harmful cycles of behaviour

A 10 week emotional support programme

Change takes time

£1000 could pay for 6 months of support for a vulnerable woman

£2000 could pay for 1 year of support to help a woman make long lasting positive changes

Over to you!

There are so many ways you can help to make a difference. From bake sale to skydives, there's something to suit everyone!

BAKE SALE

Dust off those cake tins and bake tasty treats to exchange for donations at work, school or in your local community

GIG NIGHT

Sing or play an instrument, or know people who do? Put on a gig night and raise funds through ticket sales and donations

SPONSORED RUN OR FITNESS CHALLENGE

Feel good while doing good. If running isn't your thing, what about a sponsored swim or fitness challenge?

COFFEE MORNING

Keep it simple with a get together over coffee while spreading the word and raising donations over a cuppa



For the thrill seekers



THE SKYS THE LIMIT

Experience the ultimate adrenaline rush free falling through the air at 125mph! A sponsored skydive is an incredible opportunity to experience the freedom of flying through the sky while supporting us to change women's lives. Make sure you tell us your plans, our team would love to come along and cheer you on from the ground while you fly through the air!

[Click here](#) for more information and to book your charity skydive

Get Connected

If living through the Pandemic has taught us anything, it's that distance doesn't have to be a barrier!

VIRTUAL QUIZ NIGHT

Take your quiz online with a donation for entry. You could theme your quiz around famous or influential women and give extra points to participants for dressing up as women who inspire them!

LIVESTREAMING

Whether your event is taking place virtually or in person, livestream it to allow more people to take part and donate. The more the merrier!

ONLINE CRAFT GROUP

Take inspiration from us and set up an online craft group! During lockdown, we posted out craft kits to women using our service, then we all logged onto Zoom to work on crafts together while having a natter.



GET SHARING

Shout about your fundraiser using social media, posters, leaflets and word of mouth to spread the word far and wide!



How can your business support our vital work with at-risk women?

Make NDND your 'chosen charity of the year', by making a donation or holding a fundraising event or series of events to raise vital funds for NDND. In return, NDND staff can provide a presentation on our charity, the work we do with women and how your donations make a real difference

Your business could donate prizes for us to use in charity raffles. You could also volunteer your skills, or offer to fund a workshop or activity for women using our service

Examples of previous workshops:

- Legal advice and support
- Work and employment skills
- Meditation and mindfulness
- Creative writing, music and art workshops
- Day trips

Let's get started!

STEP 1

You've already completed by reading our Fundraising Guide!

STEP 2

Get in touch to let us know all about your brilliant fundraising idea. You can do this by sending us an **email** letting us know the following

- 1.What you're planning on doing
- 2.The date of your fundraiser
- 3.How you plan on promoting your fundraiser
- 4.Your fundraising goal*

*We encourage everyone fundraising for NDND to have a goal amount you'd like to raise, this can be really motivating, but don't worry if you're not too sure!

One of our team will then email you back with our fundraising guidelines which we ask all fundraisers to adhere to. You can also read these on pg10 of our guide. We may also be able to offer leaflets, posters or other printables which you can use at your fundraiser, as well as guidance on how to promote your fundraiser and hit your fundraising goal!





You did it!

You've completed your fundraiser Congratulations! What now?

Firstly, a massive thank you and well done for all your fundraising efforts! Your support helps us to make real and lasting positive change in women's lives.

The easiest way to send us funds you've raised is by making a donation via our [website](#). We kindly ask that all funds raised are donated to us within 30 days of the completion of your fundraising event. If you've used [Just Giving](#) or Crowdfunder to raise funds, these will be sent to us automatically upon the completion of your fundraiser.

Our Fundraising Guidelines

1. You agree to operate as an independent supporter of New Dawn New Day. You should use the terminology of raising money 'to support' or 'in aid of' New Dawn New Day, rather than on behalf of New Dawn New Day.
2. You are responsible for the organisation and content of your fundraising event/s, including any associated costs or expenses
3. You are responsible for the health and safety of everyone involved at your event. New Dawn New Day will not be held liable for any injury or loss occurring to you or anyone involved with or attending the event
4. You will comply with the law when conducting your fundraising event, including seeking any necessary licenses or permissions pertaining to your event/s. You will ensure you hold appropriate insurance if required.
5. Please contact meg.foxall@ndnd.org.uk to access branded materials for your event such as posters, leaflets and sponsorship forms. Do not duplicate New Dawn New Day's logo, branding or any website copy without express permission.
6. By promoting your fundraising event online, you consent to New Dawn New Day referencing your event for marketing and impact reporting purposes
7. By uploading images or videos of your fundraising event online and tagging New Dawn New Day, you are confirming that all individuals involved consent to their involvement, and that we can use your images and videos for marketing and impact reporting purposes
8. You will not do anything as part of your fundraising that may harm New Dawn New Day's reputation. We reserve the right to ask you to cease all fundraising activity if we feel it is not in New Dawn New Day's best interests
9. We kindly ask that you donate all monies raised within 30 days of your fundraiser, preferably through Stripe online donation via our website www.ndnd.org.uk

Thank you!