



*Empowering Women
since 1974*

BWC Challenge Events

Fundraising Pack

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Why Raise Funds for BWC?

50 Years of supporting women in Sussex

986 women and 14 children supported in
2024-2025

1203 food parcels given to women and
families in need

600 hours of early years education
delivered at our Outstanding nursery

Kerry's* Story

Kerry's story reflects a real woman's experience, but her name and photo were changed to protect her identity.*

Kerry* was made a ward of the court at an early age, but she was regularly given back to her father who abused her. In her twenties the revelation that Kerry's father was abusing her niece brought back the trauma of her childhood and Kerry started drinking to get through the day.

Kerry's mental health deteriorated, and she found herself in a violent relationship. She attempted to take her own life more than once, was in and out of police custody. She struggled with her mental health so much that she refused to leave the safety of the cells.

At sentencing, the judge realised how desperately Kerry needed help and ordered her to attend support sessions at Brighton Women's Centre. By working with the BWC caseworker Kerry learned about setting boundaries to keep herself safe; and most importantly learned how to forgive herself and others.

“BWC not only helped rebuild me mentally; they helped rehouse me and saved my life because without their tools and knowledge I would not be here today. To give someone hope, that is something precious and unbelievable and BWC certainly is the hope that many women need.”



Getting Started

You've signed up for the race - now what? As you start your training, it's also time to get your fundraising underway! These 3 steps to success will help you get organised. Already started fundraising and need some more inspiration? Skip ahead for more ideas and assets to support your fundraising goals.

Set up your fundraising page

Your first step is to get your page set up on JustGiving.

Once you have signed up, make sure to add a picture and a little bit about why you are running for BWC

Add your first donation

When you are all set up - it's time to add your first donation.

Why not donate to yourself to get it going or ask a close family member to get you going?

Share your page

Now it's time to share far and wide! Send it around to work colleagues and ask your friends and family to sponsor you.

For ideas on raising funds, head to the next page.

Office Fundraising Ideas

Guess my Finish Time

{ Colleagues pay £2 to predict your finishing time.

Sponsor by the Mile

{ Ask colleagues to sponsor a mile when you make it over the line, they double it

C-Suite Challenge

{ Management agree to an office treat when fundraising makes it over a certain amount

Department Steps Competition

{ Departments compete to get the most steps in a week, with a small participation fee that goes to you

Bake-Off

{ What is a fundraising drive without a bake-off? Plus there's cake



Community Fundraising Ideas

Community Quiz

{ Charge an entry fee and provide a small prize for the winners

Sweepstakes

{ Finish time, weather on the day, number of runners - start a sweepstakes for race day!

Train for a day

{ Give your friends and family the chance to determine your training for a day in exchange for a donation

Buy a Mile

{ Get sponsored per mile, the largest sponsor chooses some silly accessories for race day



Top Fundraising Tips



Goal	Our top tips
Getting match funding from your employer	Ask around - has the company done match funding before Approach your manager and ask them to match your fundraising earnings in the community and around the office Suggest you could wear a piece of company merch alongside your BWC training top/when you are on training runs Share why you are running for BWC with them - and you can always put them in touch with us (see final page)
Reaching your fundraising goal	Ask early, ask often. Explain why you want to raise funds for BWC Consider 3 fundraising activities and evenly space them to maintain interest Share your milestones in training and fundraising And be sure to thank all your donors personally!

Asset Library



Browse Social Media Templates

Download Sponsorship Tracker

Social media post templates, and sponsorship forms available to edit, download, post or print. Simply add your own photos to the frames and be sure to update it to add which event you are doing!



BWC

Let's Connect

**Thank you for signing up to
challenge yourself alongside BWC**

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