



STREETLIGHTUK

FUNDRAISING IDEAS

#SLUKFUNDRAISING

#FUNDRAISEFORWOMEN

REG CHARITY NO: 1163428



LOOKING TO DONATE OR RAISE MONEY FOR CHARITY BUT STUCK ON IDEAS?

This booklet provides an easy insight into ways to fundraise both online and in person – there are lots of fun and creative ways to support charities close to your heart. Whether you are running a marathon, hosting a Facebook fundraiser, participating in an event, live-streaming or gaming online, this booklet contains everything you need to know or how to make your fundraising for StreetlightUK a success.



Your compassion for women involved in prostitution has brought you here but this is only the beginning. If you are looking to set yourself a challenge to raise awareness about sexual violence and exploitation and support the work that StreetlightUK does.

YOU WANT TO FUNDRAISE !



STREETLIGHTUK

WHO ARE WE?

StreetlightUK provides practical and emotional specialist support to women involved in prostitution, at risk of sexual exploitation or trafficked into the sex trade across Sussex, Surrey, and London.

105,000 INDIVIDUALS ARE INVOLVED IN PROSTITUTION IN THE UK. 96% ARE WOMEN



DID YOU KNOW...

Women from any age and background can be involved in prostitution. Most of the women are mothers, sisters, daughters, aunts, friends, students, human beings, etc!

WHAT WE DO

We offer women a fresh start for a life outside of prostitution and violence. We help them overcome the barriers they face in exiting prostitution by providing individualised support tailored to their needs.

Services we deliver include online and on-street outreach where we provide women with self-care kits, 1-2-1 support, a deterring reoffending perpetrator course (You Choose) and so much more!

OUR AIMS

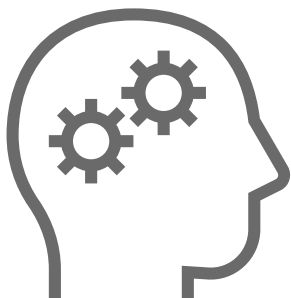
We strive to expose the harms and end the violence this vulnerable group of women encounter daily. Hoping to shift the burden of the law in England and Wales away from the women and onto the perpetrators. We want to change the public attitude towards and surrounding women involved in prostitution.





LOOKING TO FUNDRAISE?

SET YOURSELF A CHALLENGE FOR WOMEN WHO FACE CHALLENGING CIRCUMSTANCES DAILY.



WHAT YOUR FUNDRAISING MEANS TO US

As a non-profit charitable organisation, we survive off of the generosity of the public, funds from our partnerships and grant applications. Without your help, we would not be able to continue our support for a very marginalised, vulnerable and often forgotten group of women. Together, we can provide every woman that we support with the life that she deserves, free from violence, exploitation and coercion.

WHAT WE CAN ACHIEVE WITH FUNDRAISING

With your generous donations, we can spread our message, provide women with useful resources, deliver 1-2-1 support, attend outreach sessions into brothels and so much more, providing achievable and life-changing pathways for vulnerable women involved in prostitution.





FUNDRAISING IDEAS

The next few pages list examples and ways to fundraise with short descriptions about each!

FACEBOOK FUNDRAISER

A Facebook fundraiser is the perfect way to raise money digitally and spread your message across the social media community.



MATCH FUNDING

Many employers will match the amount you raise, so check if this is available for you.



COFFEE MORNINGS

Simple social activities that we regularly take part in can be an effective way to fundraise for charity! This is why coffee mornings are so popular.



HEADSHAVE / HAIR DYE

Do something crazy like shave your head or dye your hair a bright colour! To get your loved ones involved, why don't you get them to help you out with the challenge. Don't forget to film the process and broadcast the outcome!

QUIZ NIGHT

Do you consider yourself a quiz master? You can help to raise money for Streetlight UK by hosting the ultimate quiz!





FUNDRAISING IDEAS



EXERCISE / FITNESS AT HOME

There are many different exercises you could do out in the open or from the comfort of your own home to raise money for charity, a colour run, a walk, 5k, skipping, dancing, team sports, you name it! Exercise is a great way to achieve your goals whilst supporting charities close to your heart.

BIRTHDAY DONATIONS

Celebrating a birthday is the perfect reason to encourage your friends and family to raise money for such a fantastic cause.



FILM NIGHT

Get yourself a projector, a few comfy seats and gather your friends together to watch a great film! Collecting entry donations and selling snacks is a great way to maximise your movie night fundraiser!

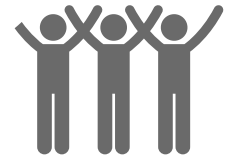
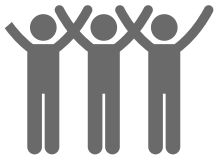
KARAOKE NIGHT

Warm up your voice and get ready for a night down music's memory lane. Have friends and family donate money to join in the fun!



CAR WASH

Could your neighbour benefit from a car wash? Organising a car wash is a great way to raise money for charity, supporting a brilliant cause whilst helping others at the same time.



FUNDRAISING IDEAS

QUIT A HABIT

Why not make a determined decision to quit a habit to raise money for StreetlightUK, it's the perfect excuse to keep you motivated! A fun example would be to have no chocolate for 30 days - this is challenging if you have a sweet tooth.



FANCY DRESS

Why not be creative and silly with your fundraising and raise money whilst in fancy dress.

GAMING

Challenge your friends to some games, whether that be digital or board games.

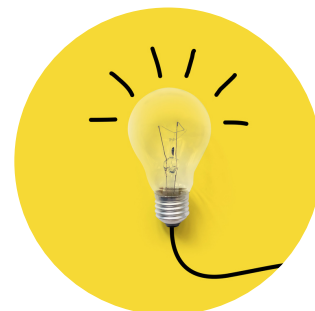


TAKE PART IN AN EVENT

You could host or take part in a fundraising event, all in the name of a good cause. Whether that be getting dressed up in a ball gown or taking part in a colour run, help support charities close to your heart.

BE CREATIVE

Do something completely different to spread awareness and raise money for Streetlight UK.



BAKE SALE

Bake some delicious cakes and cookies and invite your friends, family, neighbours and colleagues over to buy some, where all their donations go towards a brilliant cause.



HOW TO SET UP A FUNDRAISER



You can set up a fundraiser easily through many different online portals. Setting up accounts are easy and simply to follow. Don't forget to advertise your pages on each social media platform - raising awareness of your fundraising with family, friends, neighbours and colleagues will increase your donations.

By following the quick and simple steps, you can create your fundraising event on our Local Giving page. Don't forget to let us know what event you're doing, we will share your pages on all of our social media platforms to raise awareness!

1

Choose your fundraiser



2

Create an account



3

Advertise your fundraiser





FUNDRAISING TOP TIPS

#1

GO PUBLIC – get in touch with your local media to let them know what you're up to!
Raise awareness.

#2

ENSURE MAXIMUM COVERAGE, PROMOTE YOURSELF – all social media platforms, friends, family, employers – don't be afraid to tell people what you are doing, people want to hear about all the good things people do for charity, it's all for a good cause.

#3

WORK IN A TEAM – fundraising is more fun if you recruit your friends, family and colleagues to get involved.

#4

TELL YOUR PERSONAL STORY – tell us why you care and why you are fundraising.

#5

SET A TARGET – pages with a target raise 46% more! Set yourself a date, time, location and specify your goal, aim high! Be confident in yourself.

#6

ACROSS ALL PLATFORMS – don't forget about using your email! Not everyone is on social media, but everyone would love to hear what great work you are doing. So don't forget to tell your friends, family, colleagues and neighbours via email or letters, cover all grounds.

#7

ADD A VIDEO OR LIVE STREAM – interactive posts gain attention. Videos are a perfect way for you to express yourself and tell a story of why your cause is so important.

#8

UPDATE YOUR PAGE – make sure to regularly update your page and your progress to tell your friends and family how you are getting on. People enjoy following the progress.

#9

ENCOURAGE OTHERS – convince your friends to take part and raise money as well, it's all for a good cause and it will make the experience more fun!

#10

LET US KNOW! – we would love to hear from you and how you are fundraising for our cause. We will advertise your fundraising page on our social media to help spread the word.



CONTACT US

Please do let us know of any fundraisers you are participating in to support StreetlightUK. We would love to hear from you!

We will share your pages and updates on all of our social media platforms to help you reach your target!

If you have any further queries, please don't hesitate to reach out.



STREETLIGHT UK

**CHURCHILL COURT
3 MANOR ROYAL
CRAWLEY**

RH10 9LU



07886 115953



INFO@STREETLIGHT.UK.COM



WWW.STREETLIGHT.UK.COM

DON'T FORGET TO TAG US IN ANY SOCIAL MEDIA POSTS!



Streetlight UK



@streetlightuk



@StreetLight_UK



Streetlight UK



REG CHARITY NO: 1163428



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Your compassion for women involved in prostitution has brought you here but this is only the beginning. You want to set yourself a challenge to raise awareness about sexual violence and exploitation and support the work that Streetlight UK does.

You want to fundraise.

We have provided a range of fantastic fundraising ideas for you to try, but there are many more not included!



REGISTERING YOUR EVENT

Signing up to fundraise is really quick and easy to do through our Local Giving page.

<https://localgiving.org/charity/streetlight-uk/>

FUNDRAISING IDEAS



COFFEE MORNINGS

Simple social activities that we regularly take part in can be an effective way to fundraise for charity! This is why coffee Mornings are so popular.



VEGGIE/VEGAN FOR A MONTH

Why not **really** give yourself a challenge by sharing on your social media that you're committing to being vegetarian or vegan for a month to raise money for Streetlight UK.



QUIZ NIGHT

Do you consider yourself a quiz master? You can help to raise money for Streetlight UK by hosting the **ULTIMATE** quiz!



HEADSHAVE / HAIR DYE

Do something crazy like shave your head or dye your hair a bright colour! To get your loved ones involved, why don't you get them to help you out with the challenge.



To really get that big confidence boost and sense of achievement, why not set an amount you or your team want to fundraise? Don't forget to encourage others to help you meet your goal!



BIRTHDAY DONATIONS

Nothing says Happy Birthday like raising money for a charity whose work and mission you love! Facebook is one of the best platforms to be able to fundraise for charities on your special day!



5K RUN OR MORE...

Always wanted to be able to run 5K? 10K? or more?...

Running for Streetlight UK is a great way to achieve your goals, whilst supporting a charity close to your heart.



#NOMAKEUP

Challenge yourself to ditch makeup and let your natural beauty shine! The length of time you do this is up to you. This is a fun one to get your friends on board with as well to raise money for Streetlight UK.



CLOTHES SWAP

Do something crazy like shave your head or dye your hair a bright colour! To get your loved ones involved, why don't you get them to help you out with the challenge.



REGISTERING YOUR EVENT

By following the quick and simple steps, you can create your fundraising event on our Local Giving page. Don't forget to let us know what event you're doing!



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Warm up your voice and get ready for a night down music's memory lane. Have friends and family donate money to join in the fun!



CAR WASH

Could your neighbours car benefit from a wash? Organising a car wash is a great way to raise money for charity as you're supporting a loved cause whilst helping others.



REGISTERING YOUR EVENT

By following the quick and simple steps, you can create your fundraising event on our Local Giving page. Don't forget to let us know what event you're doing!

STEPS AND TIPS

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SET YOUR DATE AND GOAL

It's important that you set the logistics (date, time and location), keeping it consistent and specify your goal. Be confident that you can achieve your fundraising goal and successfully complete your challenge!



SOCIAL MEDIA UPDATES

Social media will be your best friend when it comes to fundraising. It's the main way that you will be able to encourage people to support your challenge, donate and regularly update them with your progress.

LIVE STREAMING

One of the easiest ways for people to see your fundraising activity is through live streaming. Commonly used platforms are Instagram (Instagram Live) and Facebook (Facebook Live), however, there are plenty of other live streaming platforms. Fundraising ideas that work particularly well on live stream are: shaving/dyeing your hair, waxing and The Ice Bucket Challenge.



Tag us in your social media posts and pictures relating to your fundraising event so we can also encourage people to support you!



For more Information:



info@streetlight.uk.com



07886 115953



www.streetlight.uk.com