



SRASAC

**Sheffield Rape and
Sexual Abuse Centre**

FUNDRAISING *TOOLKIT*

Welcome to the SRASAC fundraising toolkit!
This guide is packed with ideas, inspiration,
and practical tips to help you make your
fundraising a success.

If you're ready to get started, we'd love to
welcome you to the SRASAC community!

WELCOME TO **TEAM SRASAC**

Thank you so much for choosing to support Sheffield Rape and Sexual Abuse Centre (SRASAC).

The money raised by fundraisers like you helps survivors living in Sheffield to recover from the emotional and psychological distress caused by the trauma of rape, sexual violence, sexual abuse and exploitation.

ABOUT US

SRASAC was formally established in 1980 and has been supporting the people of Sheffield for over 40 years. We support all survivors of rape and sexual abuse and do not discriminate on the basis of age, race, religion, disability, gender or sexuality.

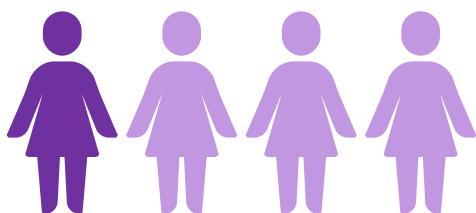
WHAT WE OFFER

- * **Specialist counselling for adults (18+)**
- * **Specialist counselling for children and young people (4-18 years)**
- * A dedicated, confidential **Service Information Line*** for survivors, families and professionals wanting to know more about what the support we offer
- * **Group work and wellbeing support** for people on our counselling waiting list

*(please note that this is **not** a helpline)

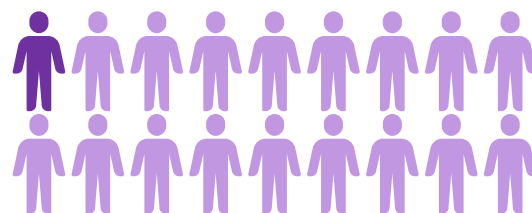
All of our services are free to access and are available to anyone living in Sheffield.

WHY YOUR SUPPORT IS **CRITICAL**



1 in 4 women

and

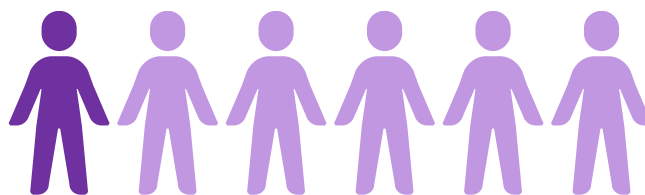


1 in 18 men

in the UK have experienced sexual violence as an adult (16 years+).

1 in 6 children

in the UK have
experienced sexual abuse.



This means that demand for our specialist service is high and ever increasing. In 2025...

We supported **757** survivors across all of our services

We received **1107** new referrals for support

Our adult counsellors delivered **2613** counselling sessions

Our children & young people's counsellors delivered **312** sessions

"Counselling at SRASAC has changed my life and I would recommend the service to anyone who could benefit from it. Thank you so much SRASAC!"

~ Adult counselling client

HOW DOES FUNDRAISING MAKE A *DIFFERENCE*?

As a small charity, we rely on donations and fundraising to support us in continuing to offer our services to survivors of sexual violence in Sheffield. **No amount is too little to help make a difference to someone accessing our services.** Here's how the money you raise could be used:

£5

helps buy tactile fidget tools used for anxiety or soothing clients in sessions

£50

covers interpreter costs for one hour-long session ensuring someone who doesn't speak English can access support

£10

helps buy arts and crafts supplies for use in sessions with children and young people

£100

pays for one post-therapy group session, providing community and support for multiple survivors at once

£30

helps cover travel costs for a client who would otherwise struggle to attend in-person sessions

£270

pays for 6 sessions of wellbeing work with a young person to help them feel more stable and safe

£45

pays for one counselling session for one client

£540

pays for 12 sessions of counselling for one person

WHERE DO I **START?**

We know that sometimes it can be a bit daunting knowing where to start with fundraising. That's why we've decided to share our top 5 tips to help you get started.

TOP TIPS

- 1 Make a plan.** Work backwards from your event or challenge date, and think about what needs to be done each week to make it a success. If you're organising an event, check out our step-by-step guide on [page 8](#) for more detail.
- 2 Set up a fundraising page online and set a target.** You can set up a fundraising page directly on our website, no need for another platform like JustGiving (head to [page 7](#) to learn how to do set up your page). Setting a clear fundraising target will help keep you focused and encourage giving too.
- 3 Keep shouting about what you're doing.** Tell everyone you know about your event or challenge, why you're doing it and why you've chosen to support SRASAC! Social media, email, group chats, wherever works. Share your page link often and keep people updated on your progress.
- 4 Follow up after the event.** Fundraising doesn't have to end when your event or challenge does - 20% of donations actually come in after the fact (*source: [JustGiving](#)*), so keep posting about your achievements and get a few final donations.
- 5 And most importantly, enjoy it!** You've got this!

NEED SOME INSPIRATION?

Not sure what you could do to fundraise? Check out some of our ideas below.

FEELING SPORTY?

Whether you want to run, walk, cycle, or swim - there's always an event out there that you can join to raise money!

* **Running** - keen runner or not, challenge yourself and take part in a running challenge! You could try running a three-legged 1K, a fancy-dress 5K, the Sheffield 10K or half-marathon (www.runforall.com/events), or even challenge yourself to run a full marathon!

* **Walking** - if running isn't really your thing, you could have a go at the Yorkshire Three Peaks Challenge, or the Sheffield Round Walk - a 15-mile loop around the city.



Members of the University of Sheffield Fencing Club after running the 2025 Sheffield 10K in support of SRASAC

* **Other fitness challenges** - why not try a triathlon, swim-a-thon, cycling challenge, Tough Mudder, or anything else you feel like taking on!

TAKE ON A CHALLENGE

If you feel like taking on a challenge but don't fancy doing something sporty, there are lots of other things you could do:

- * **Give something up** - whether it's meat, smoking, sugar or something else, why not test your willpower while raising money?
- * **Read-a-thon** - challenge yourself and/or others to get reading for charity!
- * **Learn a new skill** - ask others to sponsor you to learn a useful new skill.
- * **Game-a-thon** - love video games, board games or puzzles? You could get other people to sponsor you to play for a set amount of time.
- * **Craft challenge** - challenge yourself to knit, crochet or craft for a set amount of time. You could even make Pocket Pals or Self-Soothe Bags for SRASAC.

HOST AN EVENT

Events are a fun way to bring people together, whether it's a small get-together with friends and family or something open to everyone. Some ideas include:

- * **Coffee morning/bake sale**
- * **Concert/music event**
- * **Murder mystery night**
- * **Paint and sip**
- * **Movie night**
- * **Open mic night**
- * **Quiz night**
- * **Charity dinner, ball, dance, or ceilidh**

For more inspiration, check out our **[A-Z of fundraising ideas](#)**.

Got your own idea?

Go for it! Whatever you're planning to do to raise money for SRASAC, we'd love to have you on board. If you have any questions about your idea before getting started, you can contact us at **fundraising@srasac.org.uk**

SET UP YOUR FUNDRAISING PAGE

It's easy to collect donations directly through the SRASAC website! Follow the steps below to set up your fundraising page.

1 Go to www.srasac.org.uk/fundraise-for-us and click **Set up a fundraising page**.

2 Fill in the form with your name, email address, page title, a short summary of why you're fundraising, and your target. You can also upload a photo of yourself and choose your contact preferences.

3 Check your details, then click **Submit your fundraiser page**.

4 You'll get an automatic email confirming we've received your page. **This doesn't mean it's ready to go yet** - the SRASAC team will review it and either approve it or, in the rare case that we can't approve it, email you to explain why. This may take a few days, as we can only review pages on working days.

5 Once your page is approved, you'll get an email letting you know it's live. **Now you're ready to collect donations!**

Need to make changes to your page after it's been approved? Scroll to the bottom of your fundraising page and click **Log in**. Once you're logged in, click **Edit my fundraising page** to update any details.

*If you get stuck setting up your fundraising page, get in touch with us using the contact details on **page 15**.*

ORGANISING A FUNDRAISING EVENT

Not sure where to start? Here are some tips on how to plan a successful fundraising event, step by step.

SET YOUR GOALS

- * **What do you want to achieve, and how much would you like to raise?** It's worth setting a realistic minimum, rather than just aiming to raise as much as possible.
- * **Pick a date and give yourself enough time to plan properly** - don't invite anyone until the date and venue are confirmed.
- * If your event is outdoors, **have a backup plan** for bad weather!
- * **Decide how your event will raise money** - through ticket sales, a raffle, or just straightforward donations.

ASK FOR HELP

- * **Think about whether you'll need volunteers**, catering, help with promotion or counting cash.
- * **Ask your friends, family or colleagues** - and delegate tasks!

KNOW YOUR AUDIENCE

- * **Who would come, and who would donate?** Is this for friends and family, or open to the public?
- * **Try and have a rough idea of numbers** so you can plan the right size event.

FIND A LOCATION

- * Some events don't need a venue (like a sponsored run), while others will (a quiz night, for example).
- * **If you do need a space**, think about church halls, pubs, sports halls, community centres, or workplaces. And **let the venue know it's for charity**, as they may be able to offer a discount!

INVOLVE LOCAL BUSINESSES

- * **It never hurts to ask!** Local businesses might be able to donate food, drinks, prizes, or a discount on venue costs if you explain the cause and can show them evidence of the event.
- * **Some employers might be able to help too.** You could ask if you can promote or even hold your event at work, or whether they offer a matched giving scheme (*where your employer will donate the same amount of money that you raise*).

SPREAD THE WORD!

- * **Social media platforms** like Facebook, Instagram, X (Twitter) are a quick, easy way to reach a lot of people. Post regular updates and share your fundraising page link to keep the momentum going. Photos and videos tend to get the best engagement - people are more likely to share them, which helps spread the word even further.
- * **We're happy to help you spread the word too** - send us/tag us in your updates and we can share them on our social media too.

CREATE SCHEDULES FOR THE DAY

- * If you're planning a large event, **give people manageable tasks** throughout the day and **create a rota** so that everybody knows what their role is and the timings of the event.

SHOW PEOPLE THE IMPACT

- * Use posters, statistics, or the examples from earlier in this guide to show people exactly what their money achieves. On the day of your event, it might help to have **posters or other visual props**.
- * If you're a survivor yourself, remember that **you never have to share your own story to fundraise for us**. Your reasons for supporting SRASAC are your own, and it's completely okay to keep them private.
- * **Not sure how to demonstrate impact?** Get in touch with us, we'd be happy to help.

IMPORTANT THINGS TO KNOW

It's very important that your fundraising is safe and legal, so please make sure you read the next few pages carefully.

PERMITS AND LICENSES

Depending on what you're planning, you may need **permission from your local authority before your event goes ahead**. It's always worth checking with them directly, but you may need a licence for:

- Holding a **raffle, lottery or auction**
- **Collecting money in public**
- **Serving alcohol or providing entertainment**, including recorded music
- Putting up **banners or signs in public places**
- **Selling goods** in public spaces
- Playing **copyrighted music or films**
- Opening a venue **later than its usual hours**

Check your local authority's website for more information. For **Sheffield City Council**, you can find out more at:
www.sheffield.gov.uk/licences-permits-registrations

INSURANCE

If you're responsible for the organisation of your event, you need **Public Liability Insurance (PLI)**, so make sure to budget for this when planning your event. The venue you're using may already have PLI that covers your type of event, so it's always worth checking with them first before arranging your own.

HEALTH AND SAFETY

If you're organising an event, you'll need to consider undertaking a **risk assessment** - some venues will require a full one before they'll let you book. You can find templates online, or simply think through things like venue capacity, any activity-specific risks, and first aid. For advice on what level of **first aid cover** you need, we'd recommend contacting a professional provider such as St. John Ambulance or the Red Cross.

FOOD AND DRINK

Any food served at your event must be handled and stored in line with **basic food hygiene standards**. You can find guidance on the Food Standards Agency's website: www.food.gov.uk

COLLECTING CASH

We have **collection buckets and pots available to borrow** - just get in touch with us to arrange this. Even at a ticketed event, it's worth having a bucket out for people to donate cash if they want (see [page 13](#) for how to get your money to us afterwards). **A few best-practice tips for handling cash safely** (*not a legal requirement, but recommended*):

- Where possible, have **two people present** whenever money is being counted.
- Keep cash in a **secure container** such as a sealed collection tin or cash box.
- **Pay the money in** as soon as you can after your event.

USING OUR LOGO

You can download our logo from our website for posters and flyers. **Registered Charity No. 1146544** must be included wherever the logo is used, and the logo itself shouldn't be altered in any way - even small changes can affect how recognisable it is.

PHOTOS AND PRIVACY

If you're taking photos or videos at your event, especially of the public, **make sure people know they're being photographed** and understand how the images will be used - and always respect it if someone doesn't want to be included.

For larger events, **put up clear signs** explaining who to speak to if someone doesn't want to be photographed, or wants their images deleted afterwards. It's also worth making an announcement to point people towards these signs.

HANDLING PERSONAL DATA

If you're collecting names, emails or other details from participants or attendees (e.g. for a raffle, sign-up sheet, etc.), only collect what you actually need, and store it securely in line with **GDPR requirements**.

PRIORITISE YOUR WELLBEING

Fundraising for us should never come at the cost of your own wellbeing. If you're a survivor of sexual violence, **you never have to share your story** to explain why you're fundraising - that choice is always yours alone.

We're here for you throughout your fundraising journey.

If you have questions, need advice, or just want to talk something through, get in touch with us using the contact details on page 15 - we're always happy to hear from you.

Fundraising for a cause like ours can sometimes bring up difficult or triggering thoughts and feelings. If you need emotional support at any point, **Rape Crisis England and Wales** run a free, confidential support line, open 24/7, 365 days a year:



0808 500 2222



www.rapecrisis.org.uk

I'VE COMPLETED MY FUNDRAISER - **WHAT NEXT?**

Congratulations, you've done it! Now the fun part's over, it's time to get your funds to us so we can put your hard work to good use. We ask that you do this within a month of your event if possible.

Don't forget to thank your sponsors and let them know how much you raised - they'll want to know their support made a difference too.

GETTING YOUR FUNDS **TO US**

Online fundraising

If you only fundraised through an online page on our website, you don't need to do anything - all your donations, including Gift Aid, come straight to us.

Offline fundraising

If you've collected cash donations, here's how you can pay them in **(please don't send us cash in the post)**:

- **Online** - the easiest option. Bank your cash donations, then top up your individual fundraising page with an online donation. If your page is no longer active, you can make a general donation instead: www.srasac.org.uk/donate
- **In-person** - contact us on fundraising@srasac.org.uk to arrange to drop off your donations and return any collection buckets or pots that you borrowed.

KEEP THE *MOMENTUM* GOING

Around 20% of donations come in after an event ends (*source: [JustGiving](#)*) so don't stop shouting about your event once it's over! Thank your supporters, share how it went, and do one final push for donations.

Top tip: *a photo or video from the day tends to get the most engagement online.*

STAY IN TOUCH

We'd love to stay in touch after your event! A member of our team will check in with you once it's taken place and let you know your final total. We regularly do fundraising round-ups on our social media and would love to share photos and celebrate what you've achieved. We also like to send a little thank you and certificate of appreciation in the post, so we may ask for your address if you're happy to share it. **Following us on social media** is another great way to keep up with what we're doing and hear about future ways to get involved - see [page 15](#).

KEEP GIVING

If you or your supporters want to keep supporting us after your event, you can set up a **regular donation** to us - even the price of one coffee per month helps us keep our services running.

READY FOR YOUR NEXT CHALLENGE?

Finishing one challenge is a big achievement, and thinking about the next one might be the last thing on your mind right now! When you're ready, getting something new in the diary (with plenty of rest first!) can be a great motivator. We're always here to help - get in touch whenever you're ready to start again.

CONTACT US

You can contact the SRASAC team using the methods below.



www.srasac.org.uk



0114 241 2766

Office Line

Open Monday - Friday, 9am - 5pm

07517 100 757

Service Information Line

Open Monday - Friday, 9am - 5pm

(Please note: this is not a crisis helpline)



fundraising@srasac.org.uk

For general enquiries:

info@srasac.org.uk

**Registered Charity
Number:**

1146544

**Private Limited
Company:**

7970294

Registered Office:

Sheffield Rape and
Sexual Abuse Centre
(SRASAC)

Scotia Works,
Leadmill Road,
Sheffield
S1 4SE

**FOLLOW US ON
SOCIAL MEDIA**



[@srasac](https://www.instagram.com/srasac)



[/srasac](https://www.facebook.com/srasac)

**Scan the QR code
to visit our website:**



FREQUENTLY ASKED QUESTIONS

Can SRASAC help promote my event?

Yes! We'll be in contact while you're building up to your fundraising event. We can share your event and any updates to our social media channels too.

How do I claim Gift Aid?

As a registered charity, we can claim back an extra 25p on every £1 donated to us in Gift Aid, at no extra cost to your supporters - a 25% boost that can make a real difference to your fundraising total. If your supporters are UK taxpayers, just encourage them to tick the Gift Aid box when donating online.

Can SRASAC provide any promotional materials for my event?

Yes! We have business cards, leaflets, posters, bookmarks, postcards, and SRASAC-branded pens available for your event. If you need something else, just get in touch and we can discuss what we can do.

Will SRASAC attend my fundraiser?

If you're participating in a local event like an organised run, we can aim to be there to cheer you on. If you're holding your own event, get in touch and we may be able to attend or speak there.

I've already collected donations through another platform - what do I do?

Don't worry! We're not currently set up on any other fundraising platforms, so donations won't come through to us automatically. Once your fundraiser ends, simply withdraw the funds from the platform you used and make a donation to us through our website.

Do I have to live in Sheffield to fundraise for SRASAC?

Not at all! Anyone, anywhere, can fundraise for SRASAC. Just bear in mind that if your event needs a licence or permit, you'll need to check the requirements with your own local council rather than Sheffield's.

THANK YOU!

From everyone at SRASAC, thank you for choosing to fundraise for us - **we think you're amazing!** Your support helps us make a real difference to the lives of survivors of sexual violence in our community, and we couldn't do it without people like you.



www.srasac.org.uk



[@srasac](https://www.instagram.com/srasac)



[/srasac](https://www.facebook.com/srasac)

SRASAC