

Your guide to fundraising



A guide to
fundraising in
support of CRCC

Thank you so much

Thank you for choosing to fundraise for Cambridge Rape Crisis Centre. It means so much to us and the local women and girls we support.

By joining us, you are helping us to provide life-changing and life-saving specialist support services for women and girls who have been subjected to sexual violence and abuse at any time in their lives.

These services include our emotional support, which includes helpline, email support and live chat, counselling, advocacy support and peer support groups.

This would not be possible without your help. We can be there for survivors because you are there for us.

 01223 313551

 fundraising@cambridgerapecrisis.org.uk

 cambridgerapecrisis.org.uk

"There are so many positive changes because of [CRCC's] support. It's been life-changing"

We've put together this guide to help you with your fundraising and answer any queries you might have.

If you have any more questions or need a bit more support, please get in touch with our fundraising team. we're here to help!



How your support helps

Every year we support more than 1,500 survivors across Cambridgeshire to not only cope and recover from the impact of sexual violence but to go on to flourish and thrive, but our work is only possible thanks to the support of people like you. Here are just a few examples of how your support helps:



Gives an information pack to three survivors, helping to provide them with clear, practical advice and details.



Enables a woman to access a one-to-one counselling session to help them recover from the impact of sexual violence.



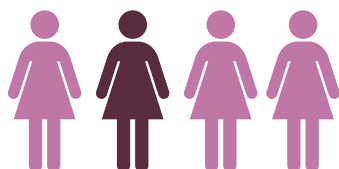
Helps us to recruit more volunteers for our emotional support services and provide them with the specialist training they need to support survivors.



Keeps our telephone helpline open for six months, giving women and girls affected by sexual violence someone to listen to them at a time when they need it most.



Thank you to everyone, you all saved my life and I would be here if it wasn't for this service.



DID YOU KNOW?

1 in 4 women has experienced some form of sexual violence since the age of 16.

Your fabulous fundraising

Taking part in an organised event?

Whether you want to run, walk, cycle or swim - there's always an event out there that you can join to raise sponsorship. CRCC has charity places in a range of public events for you to take part in, plus we also organise our own.

Have a look at the events page on our website to see what's coming up and register your fundraising with us. Read on for more details about asking for sponsorship and how to maximise your fundraising.

If you already have a place in an event, let us know and we can send you out a fundraising pack and be on hand for any support.



Some of our amazing organised event fundraisers

Organising your own event?

If you prefer to organise your own event, here are a few tips to make sure your event is a success:

- **Make sure you choose something you enjoy** - we want you to love your fundraising and for it to be successful, so remember to hold an event that's fun for you!
- **Think about the date** - make sure you choose the best time for your event. Take the weather into consideration (have a Plan B if you're outside) and check school and public holidays, as people are often away then. Give people plenty of notice!
- **Get the right location** - if you need to book a venue, make sure you check things like capacity, parking, toilets and kitchen facilities. Let the venue know you're holding a charity event and see if they offer discounts or will give you the hire for free!
- **Set a budget** - try and stick to your budget as best you can. Don't be afraid to ask for discounted rates to help keep the costs down.
- **Stay safe and legal** - there are laws and guidelines governing fundraising and it's really important you make sure your event is safe for everyone involved. Please read our fundraising guidelines which you can find on our website.



Some of our amazing own-event fundraisers

Boost your sponsorship

Once you've got your place in an event, or organised your own event, you need to set yourself a fundraising target and start asking for sponsorship. You need to make it as easy as possible for people to sponsor you - here's how:

Set up an online sponsorship page

Having an online sponsorship page helps you raise sponsorship more quickly and easily. People also tend to raise more online.

It allows you to tell sponsors why you're fundraising, keep up to date with your progress and to make a secure donation that comes directly to us. It also means you can share your fundraising easily with family and friends. Online fundraising also sorts out Gift Aid for you, which means everything you raise is boosted by an extra 25%.

CRCC uses JustGiving - <https://www.justgiving.com/cambsrcc> - just go to the page and click on 'Fundraise for us' to get started.



Remember! If you have a charity place in an event, your family can't Gift Aid their donations to you.

Use paper sponsorship forms

If you prefer, you can use a paper form included with the guide and collect your sponsorship in person.

Please make sure all eligible sponsors tick the Gift Aid box and include their full name, home address and postcode on the form to maximise their donation - without this, we can't claim back the extra 25% in Gift Aid. That's another £1 for every £4 you raise and so makes a big difference to your fundraising total.

Matched funding

Check if your employers run a matched giving scheme. This is where your employer will donate the same amount of money that you raise. It doubles your total and is tax efficient for your organisation!

Spread the word

Once you've started fundraising, let people know about it! Your friends and family will want to support you and your story can help inspire others to do the same and spread the word about CRCC and its work. Just make sure you give yourself enough time to generate plenty of interest.

Social media

Social media platforms - Instagram, Facebook, and LinkedIn - are a great way to reach a large audience, quickly and easily. You can post regular updates and share your online sponsorship page to encourage more support.

Posting photos and videos of your fundraising tends to be the most successful way of generating support and engaging an audience, with people sharing them on your behalf too. You can also set up an event on Facebook and invite people to join.

Local press

Getting your local newspaper or radio station involved can be a real boost to your fundraising. When you register your fundraising with us, let us know your story, what has inspired you and what your plans are. If we think there is a potential news story, then we can contact the local press on your behalf or advise you on the best way to do it yourself.

Follow us...

Follow and like our social media pages, and tag us or collaborate with us in any posts you write about your fundraising so we can try and share your posts with our supporters.



@CRCC



@cambridgerapecrisis



@Cambridge Rape
Crisis Centre

Fundraising materials

When you register with us for an active event we'll send you out a fundraising pack with a t-shirt or running vest, so make sure you let us know which you prefer and your size on the registration form.

We also have a variety of fundraising materials to help promote your event, including t-shirts, posters, collection buckets and banners. You can let us know what you need on your registration form and download printable items via our website. If you can't find what you're after, just give us a shout.

Using our logo

You can download our logo from our website to use on your posters and flyers. The law requires you to include our Registered Charity No. 1179871 wherever you use the logo.

Please don't change the logo in anyway - the public recognises and trusts the logo but might not if the colour, shape or wording is changed, even if it is only a slight change.

Keeping safe and legal

It's very important that your fundraising is safe and legal, so please make sure you read our fundraising guidelines, which can be downloaded from our website. Here are just a few things that you need to think about:

- PERMISSION - from the person/company on whose premises your event is held.
- INSURANCE - for your event and participants or, if you're taking part in the third party event, check the organisers hold sufficient public liability insurance.
- PERMITS & LICENCES - check what is required with your local authority. For example, public collections and raffles require a licence to hold them.
- RISK ASSESSMENTS - make sure you assess all potential risks and let participants know of any hazards and health and safety requirements.
- MEDICAL COVER - make sure you know medical information for all participants, including an emergency contact, and have sufficient First Aid cover in place.

Getting your funds to us

Congratulations!

You've done it! Now all the fun and excitement is over, you need to get your funds to us as soon as possible so we can start putting your hard work to good use. We recommend you that you do this no later than a month after your event.

Don't forget to thank your sponsors and let them know how much you've raised!

Online sponsorship

If you've been raising sponsorship using an online sponsorship page you don't need to do anything to get your funds to us. Everything comes directly to us, including Gift Aid.

For **offline fundraising**, here are the safe and secure ways you can pay in your funds:

Online

The easiest and most cost efficient way to pay in your fundraising is online. You can do this securely via our website, just go to the 'Pay in your fundraising' page.

Post

Please send cheques (made payable to Cambridge Rape Crisis Centre) and any paper sponsorship forms to:

Cambridge Rape Crisis Centre, Box R, 12 Mill Road, Cambridge CB1 2AD

In person

If you would prefer to drop off your fundraising in person, please contact the fundraising team and we can arrange this. You can then pay in any cash and cheques or make a payment using a credit or debit card.

PLEASE DON'T SEND US CASH IN THE POST!

If you've collected cash, the easiest thing to do is bank it and then post us a cheque or make a payment online. Alternatively, you can drop the cash off in person at our office.

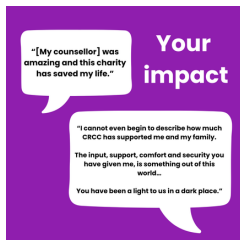
Fundraising case study

Michael's London Marathon

In 2026, Michael ran the London Marathon for CRCC and led an incredibly successful fundraising campaign, raising £3,727 (plus Gift Aid)! Here are some best practices from Michael's amazing fundraising efforts, for your inspiration.

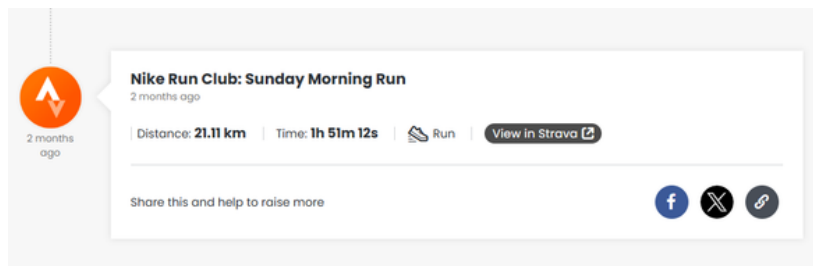


Coherent and frequent communication on social media



Sharing training updates from Strava on fundraising page

Organising additional events alongside the main event. Michael organised a bake sale after marathon day to boost his fundraising total.



Reaching out to local media outlets. Michael contacted Cambridge Independent and his fundraising featured in an edition of the paper.



In Michael's words:



I've really enjoyed fundraising for CRCC over the years - it's such a fantastic team of brilliant people and there's a great sense of solidarity and empowerment. I feel so privileged and honored to have been able to run the London Marathon for them, and when you're running for a cause that you burn for brightly in your heart it makes running 26.2 miles seem like no big deal at all.



Any questions?

If you have any queries about fundraising for us, please contact:

Lela Macaire at fundraising@cambridgerapecrisis.org.uk

Thank you so much for your interest in fundraising for us, we hope to hear from you soon!




Cambridge Rape Crisis Centre

Box R, 12 Mill Road, Cambridge CB1 2AD
T: 01223 313 551
E: fundraising@cambridgerapecrisis.org.uk
W: cambridgerapecrisis.org.uk
Registered Charity No. 1179871

