



**RASASH**  
RAPE & SEXUAL ABUSE  
SERVICE HIGHLAND

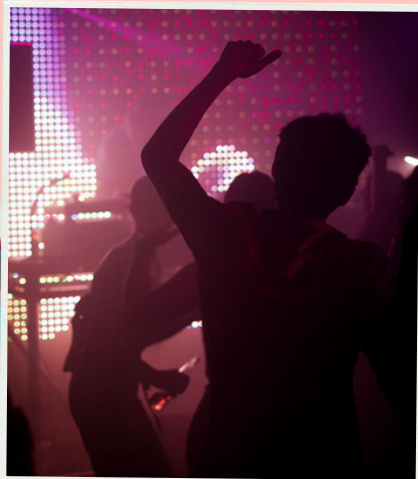
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# FUNDRAISING TOOLKIT

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Colour run



Party night



Bake sale



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## A Supporter's Guide to Raising Funds for RASASH

# WELCOME TO OUR FUNDRAISING TOOLKIT!



**Thank you** for considering raising funds for RASASH. **Your dedication** to supporting our lifeline work is **invaluable and deeply appreciated.**

With your help, we **can continue providing vital support to survivors of sexual violence** in our community. We can also **keep raising awareness and providing training.**

This toolkit is designed to equip you with **everything you need to organise successful fundraising activities.** Whether you're an experienced fundraiser or just getting started, we're here to support you every step of the way.

## WHAT OUR AMBASSADOR HAS TO SAY...

*"The impact of **RASASH's work** is beyond essential – **it's priceless.**"*

As the **only specialist service in the Highland** region for survivors of sexual violence, **RASASH delivers several important pieces of work.**

As well as **supporting and advocating for survivors** of sexual abuse, RASASH also **delivers informative prevention work**, and **campaigns tirelessly** for a society free from all forms of sexual violence.

People in Highland deserve to have these services freely accessible, and **as a charity RASASH relies on funding to help** them achieve that.

That's why donating to or **fundraising for RASASH is so important.** You can make a big difference – for survivors, for our communities, and for Highland."



**Iona M.J. MacDonald**

Award-winning  
journalist and RASASH  
Ambassador

# WHAT YOUR FUNDRAISING MEANS



As a **charity**, we **rely on donations and fundraising** to deliver our life-changing work, which costs £2,500 daily.

Our services are **free, confidential and tailored to individual needs**. From in-person or remote emotional support to criminal justice advocacy, **our work is life changing**. Our training, awareness raising and campaigning is also vital to help **prevent and eliminate sexual violence**.



**Your fundraising can provide immediate assistance**, and it can also **help us expand our reach, introduce new initiatives, and amplify the voices of survivors** to drive more change.



**£50**

could keep our support line staffed for 1 hour to respond to calls, texts and emails



**£75**

could pay for a prevention session to be delivered to young people in Highland



**£100**

could pay for an outreach support session for a survivor in rural parts of Highland

# FUNDING OUR WORK

## Alex's Path to Justice and Healing



"Just knowing you have someone who believes in you and is with you through the process makes me feel like I'm strong enough to get through this."

**Survivor supported by RASASH's Advocacy Service**

After being sexually assaulted, **Alex\* contacted RASASH's Support Line and was connected with their Advocacy Service.** Initially hesitant to involve the Police, Alex received reassurance from the Advocacy Worker, who emphasised that the decision was Alex's. Ultimately, Alex chose to report the assault and **RASASH's Advocacy Worker facilitated communication with the Police and provided continuous support.**

As the investigation progressed, it was discovered the perpetrator had assaulted another person. **The Advocacy Worker helped Alex understand the legal complexities and accompanied Alex to a video identity parade, offering crucial emotional support.** Ongoing guidance and emotional support sessions continue to help Alex through the legal process and towards healing.

**Your fundraising efforts enable essential services** like those that supported Alex. Your contributions empower survivors, providing both practical help and emotional support. **Thank you for making a significant impact in their journey to recovery.**



# FUNDRAISING IDEAS & TIPS



## Ideas

### Plan your event:

**Think big, think fun!** Choose an engaging way to raise funds that you and your donors will connect with. From sponsored runs to dress up or down days, the options are limitless. **Make it memorable!**

### Set Your Goal:

#### **Dream big, but be realistic!**

Decide on a fundraising target that's both inspiring and achievable. Consider all the costs involved, from venue to marketing, and aim to exceed expectations.

### Rally The troops:

**It's all about teamwork!** Tap into your network of friends, family, and colleagues who share your passion. Together, you'll reach more people, raise more funds, and make an even bigger impact!



Run for RASASH!

I'm a runner so it made sense to sign up for a running event with my friends to raise funds for a charity we know needs support. That's how 'Run for RASASH' got started!

**Fundraising Volunteer for RASASH**

# FUNDRAISING IDEAS & TIPS



## Essential Tips for Hosting a Successful Fundraising Event



**Pick the Perfect Time and Place:** Think like a party planner! Choose a date, time, and location that's convenient and enticing for your guests.



**Plan for Anything:** Expect the unexpected! Identify potential hiccups and have backup plans ready to keep your event smooth sailing.



**Get the Green Light:** Dot your i's and cross your t's! Make sure you have all the necessary permissions, permits and insurance sorted before the big day.



**Spread the Word:** Shout it from the rooftops! Use social media, flyers, and local buzz to get people excited about your event.

## Don't forget about Just Giving!



Start fundraising with **JustGiving**

Donate with **JustGiving**

Head over to RASASH's Just Giving page to:

- **set up a fundraising page** to start collecting donations; or
- to **donate the funds that you've raised** from your activities.



**Top Tip!** Kickstart your Just Giving campaign with a small donation of your own. It's a great way to inspire others to join in and contribute!



**Top Tip!** Boost your donations by 25% without spending an extra penny—encourage supporters to claim Gift Aid when they give!

# OUR SUPPORT



Once you've settled on your fundraising idea, **reach out to us!** We're eager to hear all about your plans and support you every step of the way. Here's how we can assist:



## Promotion:

We'll boost your event on our social media platforms and through press releases, spreading the word far and wide.



## Official Endorsement:

Get a personalised email or letter from us – crucial for securing venue rates, business donations, and validating your cause.



## Helpful Planning:

Share your fundraising goals and timeline to help us maximise impact by aligning our efforts and resources.



We offer a range of resources to enhance your fundraising experience:

- **Collection Boxes**
- **Fundraising postcards**
- **Informative leaflets about our services**
- **Promotional items like pens and stickers**
- **Our logo to help you design materials**

We're committed to ensuring your fundraising efforts are a resounding success, and we want you to enjoy every moment of it. Our dedicated staff and volunteers are here to support you along the way. **Get in touch today!**



**Call us on:**  
01463 257657



**Email us at:**  
fundraising@rasash.org.uk

# OUR AGREEMENT



We follow the **Fundraising Code** and are registered with the Fundraising Regulator. This means we need to help you fundraise in a lawful way. To do this, **we ask you to complete a fundraising agreement**. We'll send you an electronic version to complete along with more helpful fundraising guidance once you've been in touch with us.

## 'In aid of' fundraising agreement

When you start to run your own fundraising activity in support of RASASH this is known as 'in aid of' fundraising activity.

All of your fundraising should make it clear that you are fundraising 'in aid for RASASH' but that you do not represent the charity, i.e. you are not an employee nor have you entered into a legally binding contract. Please make sure your fundraising materials like posters, leaflets and signs include the following line:

**'In aid of Rape and Sexual Abuse Service Highland (RASASH), registered Charity number SC045019. All proceeds will go to RASASH.'**

## How to send us any cash you've raised

Donate with **JustGiving**

The best way to send us any cash donations you've received is via our Just Giving page. Scan the QR code below to be taken straight to a Just Giving Check Out.



You can also transfer funds to our bank account:

**Rape and Sexual Abuse Service Highland (RASASH)**

Account Number: **20492397**

Sort Code: **608301**

Please **don't send cash through the post** as it might get lost. If you're unsure of how best to cash to us, please send us an email on **[fundraising@rasash.org.uk](mailto:fundraising@rasash.org.uk)** and we'll be happy to advise you.



# USEFUL STATS AND FIGURES



Discover the **powerful impact RASASH had across Highland in 2023-24!** Use these compelling facts and figures in your publicity and promotion to highlight the difference we're making together.



**518**

people  
supported  
across  
Highland



**745**

outreach  
appointments  
provided across  
Highland

**92**

prevention  
workshops  
delivered to  
Highland schools



**1,861**

young  
Highland  
workshop  
participants



**2,000+**

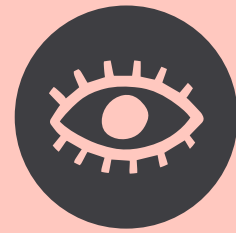
support line  
contacts via  
calls, texts  
and emails



**1000+**

hours of  
criminal justice  
advocacy  
delivered

# USEFUL STATS AND FIGURES



Equipped with key facts and figures about sexual violence, you can effectively **bust damaging societal myths and promote greater awareness** as part of your fundraising efforts.

**1 in 3 (30%)** of women worldwide have **experienced either physical and/or sexual intimate partner violence or non-partner sexual** violence in their lifetime.

**20% of women and 5% of men in Scotland** have experienced **childhood sexual abuse** according to the World Health Organisation

There were **14,484 sexual crimes** recorded in **Scotland in 2023-24**. However, with **only 1 in 5 survivors expected to report** to the Police, this **figure is likely to be significantly higher**.



You can find some of these stats and more on the **Rape Crisis Scotland** website:  
[www.rapecrisisscotland.org.uk](http://www.rapecrisisscotland.org.uk)

# YOUR WELLBEING



**Your wellbeing is important to us**, and we encourage you to prioritise your emotional health while engaging with fundraising activities on behalf of RASASH.

Talking about or focusing on the issue of sexual violence can be upsetting and triggering. If you find yourself in need of support or someone to talk to, **please don't hesitate to reach out to RASASH**. Our highly trained team is here to provide guidance and assistance. You can contact us via the support line on:

**Text:** 07451 288080

**Call:** 03330 066909

**Email:** [support@rasash.org.uk](mailto:support@rasash.org.uk)



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**Registered Charity in Scotland: SC045019**