

# Fundraise for Birchall



Supporting people affected by rape and sexual abuse



A Fundraising  
Pack for you!

# Welcome!



Thank you for choosing to support us at Birchall. Every pound you raise will help us to support people affected by rape and sexual abuse.

With this pack, you'll find lots of ways to get involved. At Birchall we know how important it is to be a part of the team, so welcome!

Your fundraising help is vital - Rape and sexual abuse can affect an individual's physiology, emotions, impulse control, self-image and their ability to think, learn, concentrate and form relationships. That's why by working with our specialist team, people can build their self-awareness, develop healthy coping strategies and improve their physical and mental health. They learn to trust others and form relationships that are healthy and fulfilling.

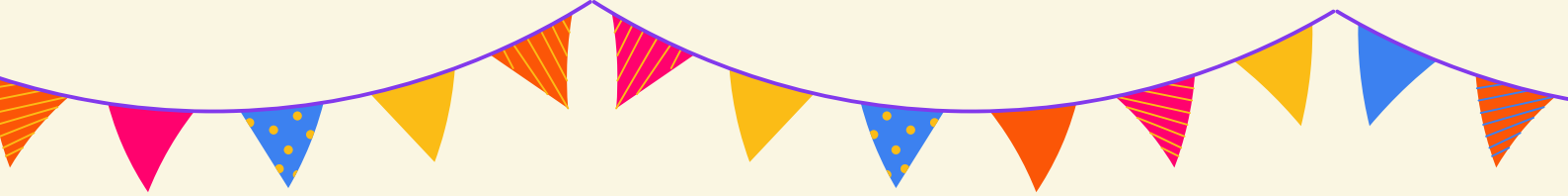
For info, advice or if you just need some support, please reach out and send us an email at [enquiries@birchalltrust.org.uk](mailto:enquiries@birchalltrust.org.uk)

It's all up to you now and we wish you the best of luck!

Many Thanks,

A handwritten signature in black ink, appearing to read 'Vanessa Dixon'.

Vanessa Dixon - CEO



# Contents



Who are Birchall?

Fundraising ideas

Spread the Word

The Impact of Birchall

Your Annual Plan

Our Future



# Who are Birchall?

Sexual abuse and rape inflict deep trauma - the effects of which can last a lifetime if left untreated. Birchall understand complex trauma, we have specialist training on how the body and brain responds when someone feels like they're under significant threat. We understand the impact that sexual violence has on everyone who experiences it, be that as a one-off incident or years of grooming and abuse.

We offer advice and information, practical support to deal with things such as; flashbacks, sleep patterns, improving mental wellbeing. In the longer-term we offer counselling and play therapy where we start to really help people recover from their trauma and to put their emotional and psychological safety as a key priority.

## Sharing our Vision

Here at Birchall we believe that we should be able to live in a society that is free of sexual abuse, rape, exploitation, and sexualised violence.

## On a Mission

We empower people affected by these issues to recover from trauma so they can lead safe and fulfilling lives. As soon as someone contacts us, we ensure they know they have been heard and believed and that we can support them in their next steps, whatever they are.





# Fundraising ideas



**Donate for your Birthday** - Instead of asking for presents, why don't you ask your friends and family to make a donation to Birchall. It's really easy through Paypal (spread the word on your social media)

**Master a New Skill** - Do you want to learn how to become a rock star? Or master chess, knitting, or even learn a new language? Get sponsored to learn that skill and showcase your new talent!



**Bake for Birchall** - Unleash your inner star baker and wow everyone with your baking skills. This is a great way to raise money. And who knows, you may even get a handshake!

**Reduce your comfort buys** - Try and sacrifice 3 'luxury' items from your usual weekly shop and donate the money you save. This is a great activity to do with your friends and colleagues.



**Organise a Coffee morning** - Simply pop the kettle on. Whether it be in the office, at the weekend with your friends/family or in your local community hall. A pot of coffee and a few breakfast biscuits can go a long way.



**Host a Quiz Night** - A. Make a fun Quiz. B. Host a Quiz Night and Invite along your friends and colleagues. C. Everyone pays some money to take part and has a fun night!

**Book Club** - Book clubs can be free events but provide refreshments and gather your friends and family to raise some money whilst you have a good chat about a certain Bear at Windsor Gardens...



**Join the Unity Lottery** - The Birchall Trust lottery is a weekly lottery costing £1 per entry, per week. The draw is run every Friday and each entry has the chance to win one of four amazing prizes, including the top prize of £25,000! Scan the QR code!

**Film Night** - Make your house a cinema for the night and get people round to watch a film. Charge an entry fee and make popcorn and sweet treats to sell.



# Spread the Word



The more you talk about your fundraising, the more people will donate. So, make sure you publicise what you're doing to raise money through your social media and by contacting your local media.

## Use Your Social Media

- Share Photos/Birchall Badges about what you are doing
- If you're doing a sponsored event, use the social media resources made by Birchall Contact: [enquiries@birchalltrust.org.uk](mailto:enquiries@birchalltrust.org.uk) to get ahold of them
- re-share our social media and quote what you're doing

## Contact your local radio/newspaper

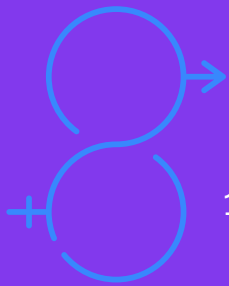
- Write a small press release about what you're doing and send it over to your local newspaper and radio
- Send in pictures too
- Follow up to make sure they've received it



# The Impact of Birchall



During the pandemic we reorganised, retrained and invested in technology to ensure we continued to deliver services to **517** adults and **75** children and young people.



85% of our adult clients define as female  
13% define as male.  
1% identify as transgender  
1% identify as non binary



75% of our CYP define as female  
23% define as male  
1% define as transgender  
and 1% are gender fluid

As a service that is proud to hold male accreditation; we encourage males to come forward and engage as research suggests males are less likely to report sexual violence.

37 men received 483 sessions of counselling in the year 2020-21, which is an average of around 13 sessions per client.

Males made up 13% of the adult clients that engaged in counselling.

Males made up 15% of the adult clients that received advise and signposting.



A total of 399 females aged 18 or over contacted the service and received support, such as advice and signposting, or entered the service for counselling.

254 women received 3213 sessions of counselling over the year 2020-21, which is an average of around 12 sessions per client.





## Your Annual Plan

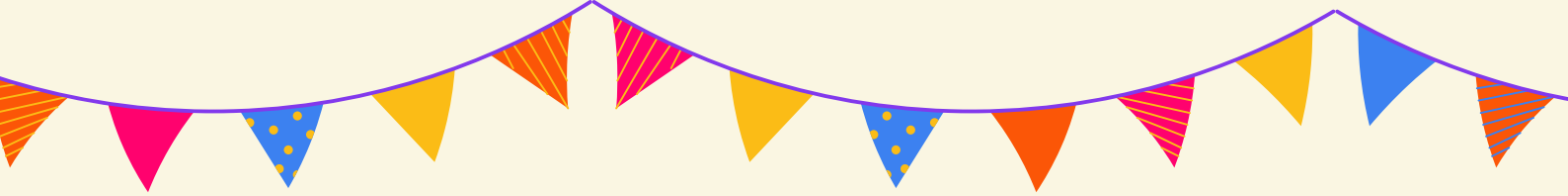
Use your Annual planner to help you stay organised throughout the year. Whether you've got your knitathon planned in for February or your Italian language classes in September, you'll never lose track if you keep it all jotted down.

To get started, there are some questions you might want to think about:

- WHERE will it happen?
- WHO is going to come?
- WHAT do you need?
- HOW will you raise money?

Remember - You can always contact us for help:  
[enquiries@birchalltrust.org.uk](mailto:enquiries@birchalltrust.org.uk)





# Your Annual Plan

Jan

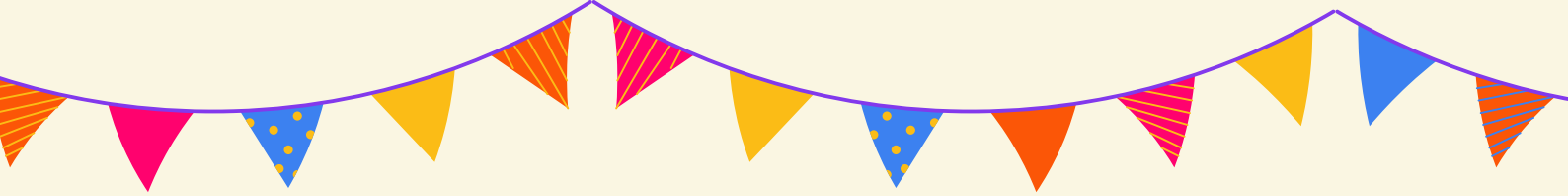
Feb

March

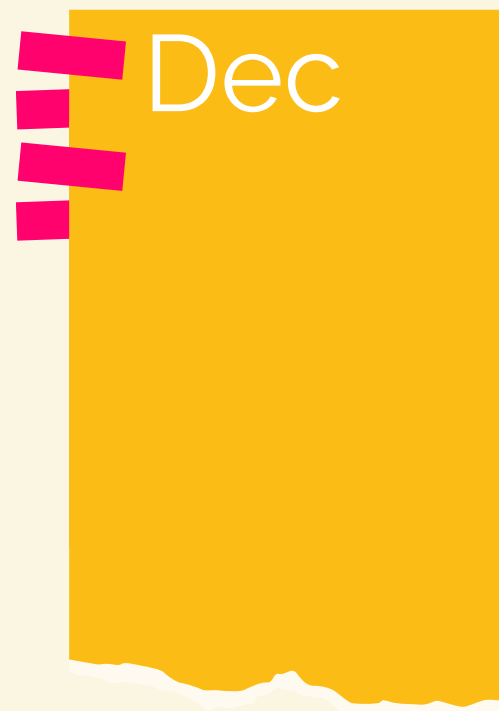
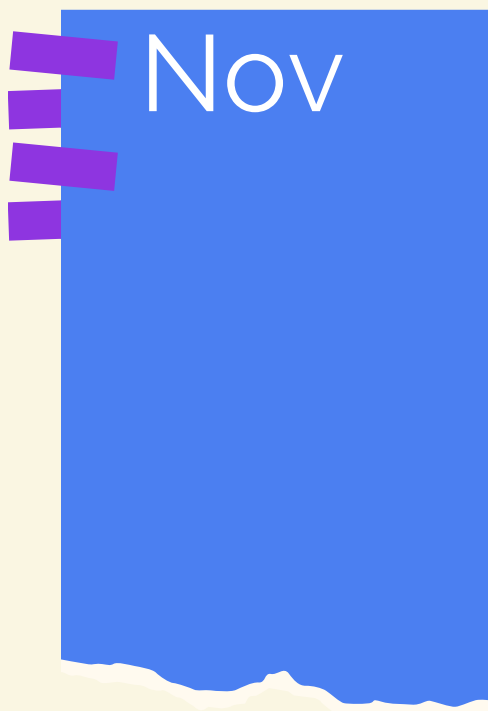
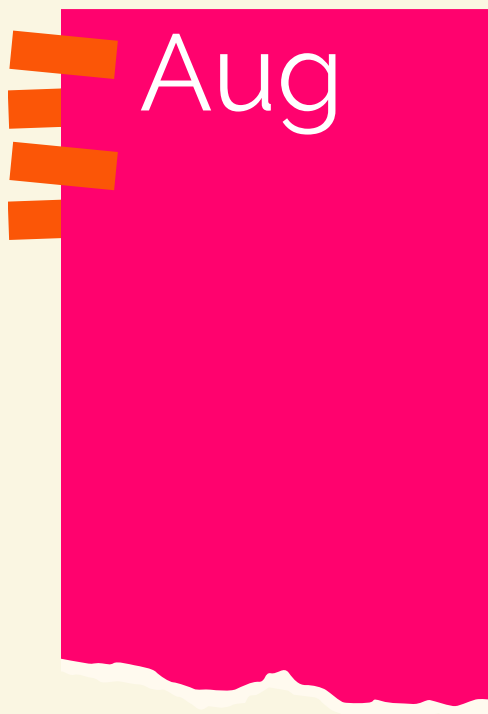
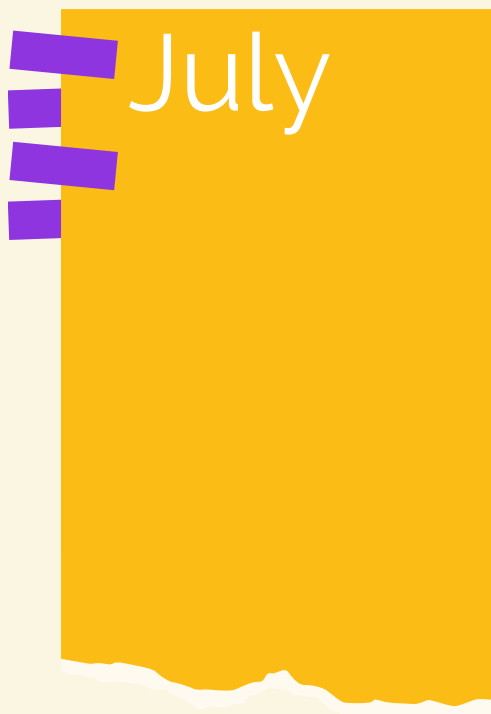
April

May

June



# Your Annual Plan



# Our Future

“The future of The Birchall Trust will be one in which we meet the needs of growing numbers of children and adults in Cumbria and Lancashire who have been subjected to sexual violence, rape, sexual abuse, trafficking, online abuse, and exploitation regardless of gender identity sexuality, ethnicity, culture, or religion.”

To provide high quality trauma informed services to survivors of sexual abuse, rape, and sexualised violence in an accessible way

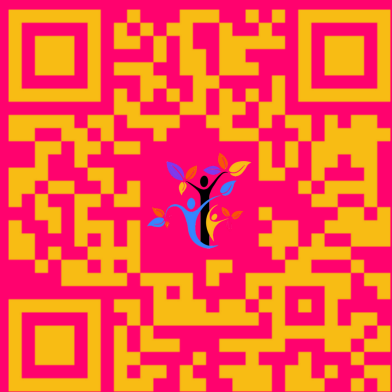
To develop and enhance our services to meet new and emerging needs with the involvement of our clients

To build a strong profile and to use our experience and expertise to be a positive influence to reduce sexual abuse violence and build better services for those affected by it

To be a strong, sustainable and effective independent organisation



# Thank You!



Tel: **01229 820828** · Email:  
**[enquiries@birchalltrust.org.uk](mailto:enquiries@birchalltrust.org.uk)**

Registered Charity No: 1109637 · Company Number: 5424196