

breaking free from domestic abuse



# Leeway

Domestic Violence and Abuse Services

# Fundraising Changes Lives



# What is domestic abuse?

Domestic abuse goes beyond violent behaviour and physical abuse. It also includes any type of sexual, psychological and financial abuse and is about a range of coercive and controlling behaviours. It also includes 'honour based violence', female genital mutilation and forced marriages. Domestic abuse can happen in any relationship – regardless of age, race, gender, sexual orientation, religion or social class or income.

If you are being forced to change your behaviour because you are scared of your partner or your family member's reaction, it's likely that you are being abused.

## Leeway are here to help

Leeway was established in 1974 with the help of a £200 start-up grant from Norwich City Council. Over the past four decades the charity has grown from those humble beginnings and we now have a team of more than 100 staff & volunteers providing the following services to any adult or child experiencing domestic abuse in Norfolk and Suffolk.

### Our Services:

- A telephone help line: 0300 561 0077
- Emergency refuge accommodation (safe houses) for women and children (Norfolk only)
- Advocacy and support service for people at risk of serious harm (Norfolk & Suffolk)
- Community 'outreach' services (Norfolk only)
- Male victim support service (Norfolk only)
- Project Safety Net+ for adults from migrant communities (Norfolk & Suffolk)
- Adolescent to parent abuse service (Norfolk only)
- Specialist services for children and young people (Norfolk only)
- Training and consultancy (Norfolk & Suffolk)



### Need help?

If you're worried about what's happening to you or to someone you know, please call our free, confidential helpline on **0300 561 0077** or email [referrals@leewaynwa.org.uk](mailto:referrals@leewaynwa.org.uk)

# Why Support Leeway?

“It comes as a shock to many to learn the extent to which domestic abuse is prevalent here in Norfolk. Police statistics show that between October 2014 and September 2015, Norfolk Police received 19,985 domestic abuse related calls – that is an average of over 50 calls a day. This begs the question of how much more goes unreported.

Nationally 1 in 3 women and 1 in 5 men will experience domestic abuse in their lifetime and 1 in 5 children will be exposed to it. Most tragically, on average 2 women a week are killed each week as a result of domestic abuse, as are approximately 30 men each year.

Fortunately, Leeway's Services act as a vital source of safety, hope, empowerment and change by providing specialist services to people affected by domestic abuse across Norfolk & Suffolk. Established for over 40 years we now support an ever-increasing figure of over 10,000 adults, children and young people each year and every pound raised for Leeway helps us to respond to the growing demand for our services.



Your fundraising can make a huge difference to the lives of those affected by domestic abuse. Every penny raised, no matter how small, will help benefit those who need it most and change lives for the better.

Whether you're an individual, a business or an organisation, with your help we can increase awareness of domestic abuse and spread the message that there is help and support available. ”

**Mandy Proctor**  
Chief Executive  
Leeway Domestic Violence  
and Abuse Services



# Ways you can help us

Our Fundraising & Marketing Team have a number of fundraising, awareness raising and 'gift in kind' initiatives which you could help us out with at any time.

## Funds

The more funds we raise with your fantastic efforts and donations, the more survivors of domestic violence & abuse and their children we can help.

The need for our services in Norfolk & Suffolk has never been greater.

## Leeway Events

We organise a varied programme of fundraising events throughout the year which you could participate in or support in other ways.

Whether you fancy doing a sponsored skydive, or attending a glamorous ball, or competing in one of our regular fun quizzes we have got something for everyone.



## Gifts in Kind

We accept a range of long life food items, toiletries, baby goods, craft items, clothing, towels, books and toys which our service users can use or goods & services which we can sell, raffle or auction to raise funds. See overleaf for the list of items that we can & cannot accept.

## Foreign Coins & Stamps

We collect old & foreign coins as well as any type of stamp which we can sell to raise funds. You could start a collection in your workplace or school for us.

## Training

We offer training courses in domestic abuse awareness which you could participate in which would equip you with the knowledge needed to help keep people you work with safe.

## Display our Helpline Posters & Leaflets

With 1 in 3 women & 1 in 5 men experiencing domestic abuse during their lifetimes, getting our helpline posters (see back of this information pack) & leaflets in public spaces, on noticeboards, in staffrooms & on the back of toilet doors can be a real lifesaver.

We can supply you with as many as you you can use.

## Follow Us On Social Media

Our facebook & twitter pages have the latest news & information about our work & are sometimes used to publicise urgent appeals for help which we encourage people to share.

Search for our name on facebook & our twitter name is @LeewayDV

# How your fundraising helps us

**£10**

Will provide an activity pack and a toy for a child coming in to one of our refuges

**£20**

Will provide a starter pack for families in refuge - such as toiletries and towels

**£100**

Will enable us to operate our telephone helpline for 2 hours providing vital help

**£1,000**

Will enable 3 women to receive Outreach Support tailored to their needs

**£2,000**

Will enable 5 children or young people to receive specialist support

**"I'll never forget how you helped me. Those two phone calls I made to you gave me strength when I was at my lowest. Knowing you were there empowered me and I was then able to seek further help. Removing myself from a dangerous situation simply because you helped me realise that I did have options. Thank you."**



# How your fundraising helps us

**£1,000**

Will enable 3 women to receive Outreach Support tailored to their needs

**£2,000**

Will enable 5 children or young people to receive specialist support

**£3,000**

Will fund a life changing Power To Change Programme for 12 women

**£4,500**

Will help 10 adults at high risk of further harm to receive specialist support

**£15,000**

Will fund a part time refuge worker helping those who've been displaced from home for 1 year

**"I'll never forget how you helped me. Those two phone calls I made to you gave me strength when I was at my lowest. Knowing you were there empowered me and I was then able to seek further help. Removing myself from a dangerous situation simply because you helped me realise that I did have options. Thank you."**

# Gifts in Kind

Leeway Domestic Violence & Abuse Services are very grateful for donations to support the work we do across Norfolk & Suffolk. If the donation cannot be used by our service users we may instead sell the item to generate much needed funds for our charity.

Alternatively you can sell goods on Ebay with the proceeds coming to us. We also have an 'Amazon Wishlist' of items you can buy for our refuges.

Below is the list of general items we need. If you have something else that is not on the list please get in touch to see if we can use it.

## We can accept:

- Long life food items e.g coffee, pasta & cereal
- Adult, children & babies' clothes / shoes / bags
- Towels
- Single duvet, covers & sheets; new only
- Toiletries for women & children; new only
- female hygiene products; new only
- Baby nappies & wetwipes; new only
- Toys; new only (no toy guns / swords or similar)
- Books; new only
- Craft items e.g paint, pens, stickers etc (round edge scissors only)
- Crockery; new only
- Raffle / Auction prizes: new items e.g chocolates, gift sets, bottles of wine, vouchers for days out, dining out or quality services
- Other quality new items or sought after items of worth that could be sold by Leeway to generate funds



## We cannot accept:

- Electrical items i.e microwaves, tv's, dvd's, ipods/phones
- Medicines / vitamins / tablets / contact lenses / lozenges
- High chairs
- Car seats
- Prams / pushchairs
- Broken items
- Glass / fragile items
- Baby playsets
- Used toiletries / hygiene products
- Cots / beds / mattresses
- Moses baskets



Please contact our Donations Officer [donations@leewaynwa.org.uk](mailto:donations@leewaynwa.org.uk)  
or call 0300 5610077 option 4 to arrange delivery

# How we can help you

Our Fundraising & Marketing Team are here to help you make fundraising for Leeway an enjoyable experience which meets your needs as well as ours.

## Publicity

We can provide support to maximise the publicity for your fundraising.

Whether it's to attract more attendees or acknowledge your organisation's support via the local press and on social media, we have the know-how and contacts to help you with that at anytime.

## Materials

We can provide you with eye catching collecting pots, banners, leaflets about our services, template posters and small items of merchandise to sell at your event or an ongoing basis.

## Volunteering

If you or your group would like to help us out in other ways, we have plenty of volunteering opportunities utilising different skills within our organisation as well as challenging one off tasks that we need help with. Whatever your reasons for wanting to volunteer, we can meet your needs and we would welcome you to our team.

## Speakers

We love coming to see people fundraising for us & offer cheque presentations. We are usually happy to come along and say a few words about our work and our gratitude for support to suit the schedule and atmosphere of the occasion.

## Any questions?

If you have any further questions on how we can help you to make your fundraising fun and successful contact the fundraising and marketing team on [fundraising@leewaynwa.org.uk](mailto:fundraising@leewaynwa.org.uk).

## Hassle Free Transactions

Paying in funds to Leeway could not be easier, which is especially useful when trying to get friends and family to sponsor you.

Virgin Money Giving is a great way to start your fundraising. Setting up an online sponsorship page lets you collect donations safely and securely and tells everyone what you're doing. It's really easy to set up a fundraising page. Just go to <http://uk.virginmoneygiving.com>.

Or by cheque payable to 'Leeway' and sent to **PO Box Leeway**  
City Hall  
Norwich  
NR2 1NH

Or by BACS to  
Leeway Domestic  
Violence and Abuse  
Services Sort Code: 20-  
62-68 | Account  
Number: 33064247  
Include your name &  
reference 'donation'



# Fundraising ideas

When planning an event, it's good to think about what you want to do, who will help you organise it, and how you will tell people about it. Remember to be imaginative and creative! Events can come in all different sizes and forms. You can fundraise at home, your workplace, school, and in your community.

Here are some of our suggestions:

## Challenge Events

### Run, cycle, swim, walk, climb

There are many events and activities that take place across Norfolk and the UK that you can get involved with. Have a look at our events page online at <http://leewaysupport.org/events> to see if we have anything that you might like to take part in.



## Workplace and School Fundraising Ideas



- 1 Organise an office or school charity tournament, for example a football or darts tournament, or a table tennis competition.
- 2 Have a dress down day in your office or school and ask people to put in a small donation.
- 3 Hold a raffle or tombola and blag the best quality and imaginative prizes you can for it from friends.
- 4 Bring in some homemade cakes and ask for donations, make it competitive with "Bake Off" prizes for the best tasting and decorated ones.

# Activities and small event ideas

**1** Coffee and cake morning at a community venue or in your own home.

**2** Sponsored silence, or head shave, or dress up silly for a day, or anything else a bit daft!

**3** Come dine with me – invite your friends over for dinner and ask them to make a donation.

**4** Water or wine? Get some bottles of water & bottles of wine, cover them up and for a small charge people pick one and win either water or wine.

**5** Sports Sweepstake – Charge people to pick a name in a high profile sports competition and whoever picks the winner gets half of the money collected.



## Larger Event Ideas

**1** Physical Challenge – See if your keep fit, sports or zumba group will do a sponsored challenge for fun.

**2** Karaoke night or music concert

**3** Contact your local pub or village hall and hold a quiz or bingo night

**4** Organise a fundraising ball or dance, you might like to consider a themed one e.g. 1920's, James Bond. This is a perfect opportunity to hold an auction and raffle as well. We would be happy to assist you with this.

# A fundraiser's story

## Mills & Reeve - Norwich Office Charity Committee

### "We just loved fundraising for Leeway"

"Someone once said that less is more. However, as the charity committee at the Mills & Reeve Norwich office have shown, this is clearly not always the case. Over the past year the Norwich staff at Mills & Reeve who chose Leeway as their charity, organised a whole range of fundraising activities to fundraise over the year raising a grand total of £12,725.85 for them.

The kinds of events we put on included our annual sports day, an ice bucket challenge, a pancake race and we also had a team of runners competing in the Norwich Half Marathon. One of the most exciting fundraising events was the 'Pimp my Pod' Christmas Special. Teams competed to decorate their pods (part of the open plan office allocated to teams), staff were dressed as penguins, there was a virtual Narnia and also the full cast of the Nativity singing!

As well as all these fun events numerous donations were collected through dress down days, a carol service, book sales, raffles, auctions and cake sales. Perhaps the most successful collection was the collection of children's toys in aid of Rupert Bear's 95th Birthday.

The success of these charity committee events meant that not only was a lot of money raised for Leeway, but the staff at Mills & Reeve were brought together to enjoy the numerous events and the team spirit was fantastic.

Mills & Reeve were supported across the year by the wonderful Leeway team who attended the events and whose tireless work helped us and encouraged us to do just that little bit more to make a difference. It is fair to say that Leeway holds a very special place in the hearts of the staff at Mills & Reeve.

We'd really encourage any business to fundraise for Leeway!"

# MILLS & REEVE

# Contact us

If you need any further information about fundraising, please don't hesitate to contact us.

## Leeway Domestic Violence and Abuse Services

PO Box Leeway  
City Hall  
Norwich  
NR2 1NH

**Website:** [www.leewayssupport.org](http://www.leewayssupport.org)  
**Phone:** 0300 561 0077 (option 4)  
**Email:** [fundraising@leewaynwa.org.uk](mailto:fundraising@leewaynwa.org.uk)

Charity No. 1079214  
Registered company No. 3208084

## Follow us on



Leeway Domestic Violence and Abuse Services



@LeewayDV



Leeway Domestic Violence and Abuse Services







24 Hour  
Domestic Abuse  
**HELPLINE**  
0300 561 0077  
Call now!

Leeway is a specialist domestic abuse charity based in Norfolk and Suffolk.

Domestic abuse doesn't just mean violent behaviour, it's about power and control. It can also include emotional, psychological and financial abuse.

**Do you:**

- Feel afraid of someone you know?
- Feel you can't do anything right?
- Feel emotionally numb and helpless?
- Believe that you deserve to be hurt or mistreated?

**Does someone you know:**

- Criticise you and treat you badly?
- Blame you for their abusive behaviour?
- Control where you go or what you do?
- Hurt you or threaten to kill you?

Domestic abuse can affect anyone, regardless of gender, age, income or ethnicity.

If you, or someone you know is affected, call our free, confidential helpline:

**0300 561 0077**

[referrals@leewaynwa.org.uk](mailto:referrals@leewaynwa.org.uk)



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@LeewayDV