



Refuge

For women and children.
Against domestic violence.

30 Day Squat Challenge

November 2022. **Your fundraising guide**

National Domestic Abuse Helpline
24 Hour **CALL FREE 0808 2000 247**

Live chat Mon–Fri 15.00–22.00
nationaldahelpline.org.uk

Registered charity number 277424

Thank you

for registering for our [#30DaySquatsForRefuge](#) challenge this November. You are making a big impact on survivors of abuse.

The money you raise by completing the **30 day squat challenge** will help provide life-saving support and services to women and children in desperate need.

Since 1971, Refuge has led the campaign against domestic abuse. We have grown to become the country's largest single provider of specialist domestic and gender-based violence services. Now we support more than 7,000 women and children on any given day.

Our **Domestic Abuse Helpline** is a lifeline that can **enable someone to take their first steps out of abuse**, our services are designed to give practical and emotional support, and our refuges provide a safe space for women as they start a new life.

To help you complete your **30 day squat challenge this November**, the next few pages are packed with helpful tips and inspiration. On the back of this fundraising guide, you'll also find a poster to publicise your fundraiser.

On behalf of everyone at Refuge, good luck and thank you.

Hannah & Judith

Hannah & Judith
Events Fundraising Team
events@refuge.org.uk

FOLLOW US

Find out more about what we do at www.refuge.org.uk, or by following us on [YouTube](#), [Facebook](#), [Twitter](#) or [Instagram](#).

The impact you have on survivors of domestic abuse

£15 could give a woman arriving at a refuge the essentials she needs for her first night

£25 could buy food supplies, toiletries and cleaning products to help a family stay safe and healthy

£45 could buy a cot mattress and protector for a baby in a refuge

£52 could provide a mother and her children a safe night's stay in a refuge

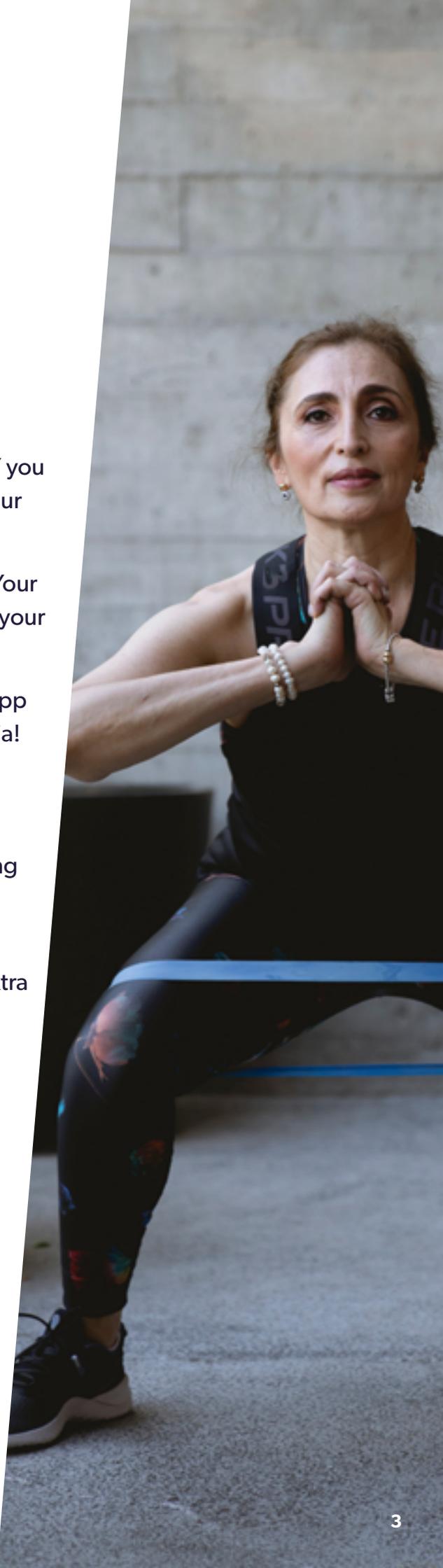
£75 could give a remote community worker a mobile phone to provide a woman lifesaving support

£185 could help fund the running of the Domestic Abuse Helpline for an hour, providing lifesaving information to women wishing to flee

How to boost your fundraising

- Update your fundraising page to tell people WHY you are taking on the challenge. If you are able, tell your story or tell them what a donation could fund.
- Post progress updates to your fundraising page. Your friends and family will love to see your pictures in your t-shirts and will see how dedicated you are.
- Share the link to your fundraising page in WhatsApp groups, on email, via text and on your social media! Shout about your amazing challenge.
- Share your page on pay day.
- Share our downloadable assets on your fundraising page.
- When making a donation, ensure the person ticks the Gift Aid box if eligible so we can reclaim an extra 25p of every £1.
- Thank your donors at the end of the challenge.

By raising money for Refuge you are having a direct impact on the thousands of survivors of domestic abuse we support every day.



Ready, squat, go!

Squat do's and don'ts

- **Do** place your feet slightly wider than hip width apart
- **Do** keep your heels on the floor to protect your knees
- **Do** balance yourself by extending your arms in front of you
- **Do** keep your head up and look straight ahead
- **Do** engage your core muscles throughout
- **Don't** try and go lower than feels comfortable
- **Don't** arch your back or tilt your pelvis
- **Don't** extend your knees further than your toes

TOP TIP

You should feel the strain in your legs and not your lower back.

WHY ARE SQUATS GOOD FOR YOU?

- They tighten your core muscles and tone your stomach
- Squats strengthen your knees and joints
- By increasing muscle mass, squats burn fat
- Squats improve your posture by strengthening your back
- You can do them anytime, anywhere, for free

Your challenge countdown

5

Go to the Facebook group and check the pinned welcome post for details of how to set up your fundraiser.

4

Share your fundraiser and ask friends and family to donate £4 or more (that's the minimum Facebook donation).

3

Set your target – it should challenge you and motivate you. Whether it's £10 or £100, every pound helps.

2

If you'd prefer, you can create a fundraising page on **JustGiving**.

1

Download and share the graphics we'll be sharing in the Facebook group and via email.

GO!

Start fundraising!

Help us to help more women

When Beth* called the **National Domestic Abuse Helpline** she was in a desperate situation. Following an incident with her ex-partner the night before, she knew she needed to get her child and herself to safety. Beth had previously contacted the Helpline online through the Live Chat service. This time, she knew where they were wasn't safe – she called the Helpline for support whilst she was packing her, and her child's belongings.

**Name has been changed*

// When you're drowning it's not enough for somebody on the shore to just tell you to swim. You're drowning, you're panicking, and you're scared. You need someone who will give you a hand and try to pull you out rather than just standing on the shore saying, 'You're fine, you're strong. You can swim right? I know I saw you swimming.' But no, you cannot. You just cannot. You need someone to give you a hand. I think in my case the *Helpline* was able to offer a lifeline. It was like a hand when you cannot manage anymore."

Q: SHOULD I DO SQUATS EVERY DAY OR SPLIT THE CHALLENGE DIFFERENTLY?

A: You can approach the challenge in the way it suits you best. Please do take breaks throughout the challenge to give your muscles a chance to recover if you need to, especially if you're new to doing squats. If your fitness level is good, you may prefer to do them every day.

Q: HOW DO I KEEP TRACK OF MY SQUATS?

A: We've included a tracker to help you with our suggested plan of how to break that total into manageable chunks. As you fill it out, do share it on your social media – people love to see how you're getting on!

Q: HOW DO I SET UP MY FUNDRAISING PAGE?

A: **Visit the Facebook group** for all the information you need to set up your fundraising page.

Q: WHAT WILL HAPPEN TO THE MONEY I RAISE?

A: The funds you raise will be used to help us continue providing support services to help women and children affected by domestic abuse. If someone wants to sponsor you and isn't on Facebook, we can accept donations via our website at www.refuge.org.uk. Alternatively, you can pay over the phone on **020 7395 7771** or email supportercare@refuge.org.uk.

*If you have a question not answered here, please post it in the **Facebook group**.*

#30DaySquatsForRefuge Challenge Tracker

Here's a tracker for you to keep a note of how you're doing.
Please share your tracker with us – we'd love to see your progress!

NOV 1	50 squats	NOV 16	50 squats
NOV 2	50 squats	NOV 17	50 squats
NOV 3	50 squats	NOV 18	50 squats
NOV 4	50 squats	NOV 19	50 squats
NOV 5	50 squats	NOV 20	50 squats
NOV 6	50 squats	NOV 21	50 squats
NOV 7	50 squats	NOV 22	50 squats
NOV 8	50 squats	NOV 23	50 squats
NOV 9	50 squats	NOV 24	50 squats
NOV 10	50 squats	NOV 25	50 squats
NOV 11	50 squats	NOV 26	50 squats
NOV 12	50 squats	NOV 27	50 squats
NOV 13	50 squats	NOV 28	50 squats
NOV 14	50 squats	NOV 29	50 squats
NOV 15	50 squats	NOV 30	50 squats

30 DAY SQUAT CHALLENGE!
YOU'VE DONE IT!

