

Freedom from fear,
freedom to live.



National Domestic Abuse Awareness Month



Your Fundraising Guide



National Domestic
Abuse Helpline:
0808 2000 247

Live chat:
Mon - Fri 15:00 - 22:00
nationaldahelpline.org.uk

BSL service:
nationaldahelpline.org.uk/en/bsl



Registered with
**FUNDRAISING
REGULATOR**

Registered charity number 277424.
A company limited by guarantee 1412276.

Thank you you're amazing!

Thank you for joining our #Walk62MilesForRefuge throughout October for National Domestic Abuse Awareness Month. You are doing so in solidarity with women and their children across the UK when they most need it.

The money you will be raising by taking part in our walking challenge will help support and fund our life-saving services enabling us to listen, believe, understand, plan, organise and use all our expertise to help women and their children get to safety.

Your fundraising pack contains everything you'll need to get going with your challenge, including your challenge t-shirt and mileage tracker! Don't forget, if you raise £30+ you can earn your Refuge bag charm and if you really go for it, get yourself a Refuge woolly hat and challenge medal at £150+ - you've got this!

Any money you raise for Refuge, no matter how small, will help us ensure we can continue to support women and their children all around the UK. Every donation helps, and your efforts are making a huge difference!

We must stand together for all women. So, when they're ready, we can help each woman get to safety, and their children too, and they can start to take back their freedom.

Thank you again for your support and for choosing Refuge. Escaping safely begins with a woman's courage. And you!

Becca
Refuge Events Team
events@refuge.org.uk

Refuge

For women and children.
Against domestic violence.

FOLLOW US

Find out more about what we do at www.refuge.org.uk, or by following us on YouTube, Facebook or Instagram.

Trigger Warning: Domestic Abuse Story

"I felt like I could breathe again".

The first thing I remember was the compassion. The person who answered the phone was so warm and patient - she really took the time to listen. She put me in touch with a team who came around and made my home safe and gave me really common-sense advice about safety. I felt like I could breathe again. Everyone deserves to know this care and support is available; it's life-changing.

Vicky*

*Vicky isn't her real name, but these are her real words. She's been somewhere safe for some time now. But we want to keep protecting every woman who needs us.

The National Domestic Abuse Helpline is open 24/7 and it's free. So when she knows she's safe, she can call and speak to a Domestic Abuse Helpline Advisor who will listen, believe, understand, and help her plan a safe escape.

free from fear.

FAQ

Q: SHOULD I WALK TWO MILES A DAY OR CAN I DO LONGER WALKS TO CLOCK UP THE MILES THROUGHOUT THE MONTH?

A. You can approach the challenge in the way that suits you best. If you love longer hikes, then it may suit you better to get more miles completed over a few days of the month. However, if you like to get out every day (looking at you, dog walkers), then two miles a day might feel more achievable. You can even achieve the miles at work! Don't forget, if you can't manage the 2 miles one day, it's not a problem – just do what you can. Every step matters.

Q: HOW DO I KEEP TRACK OF MY MILES?

A. You can use a free tracking app available for all smartphones (Strava) or a Fitbit/Smart Watch if you have one. You'll also receive a paper progress tracker included in your pack so you can keep a note of your progress each day (it's great to see these shared on our Facebook group)!

Q: HOW DO I SET UP MY FUNDRAISING PAGE?

A: [Click here](#) or 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 their children experiencing domestic abuse. If someone wants to sponsor you and they can donate through your JustGiving page. We can also accept donations via our website at www.refuge.org.uk. Or, you can pay over the phone on **020 7395 7771** or email events@refuge.org.uk.

If you have a question not answered here, please post it in the Facebook group or email events@refuge.org.uk.

[Click here to visit the Facebook group](#)

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The impact **your fundraising** has on survivors of domestic abuse:

£15

could buy an unidentifiable prepaid burner phone so she can keep in touch with a Refuge worker and safely make a plan to escape.

£30

could go towards essentials for a woman's first night at a refuge.

£48

could help a woman starting her new life to make a house a home with funding for essential furnishings, such as a bed, sofa and fridge.

£66

could provide specialist emotional and practical support to enable women to rebuild their lives after escaping abuse.

£150

could give two remote community workers mobile phones to provide a woman life-saving support.

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 let them know what a donation could fund.



Post regular progress updates to your fundraising page. Your friends and family will love to see your pictures and to see how you're doing and just how dedicated you are.



Share the link to your fundraising page in WhatsApp groups, on email, via text and on your socials! Let people know about your amazing challenge and see how well you're doing.



Share your page on pay day.



Share our downloadable assets on your fundraising page.



Make sure that everyone who donates ticks the Gift Aid box (if eligible) so we can reclaim an extra 25p from 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.



Want to fundraise offline? Fundraise in your local community by hosting a bake sale or a quiz at your local pub!

How to help improve your fitness

Everyone is different when it comes to fitness, so make sure you're doing a pace that suits you. Do your walk at a comfortable pace that makes you feel a bit out of breath, but not so much that you're struggling. You can do it!

Increasing your heart rate is good for your whole body, it gets the blood pumping and improves body strength.

Keep yourself going by listening to high energy music as you walk, or find some new music to listen to, feel free to share your recommended playlist or artist in the Facebook group so others in Team Refuge can enjoy it too.

Maintain good posture and don't overdo it to ensure you don't strain your back or leg muscles.

As with all forms of exercise, stretch your muscles before and after a walk to reduce the risk of injury.

If you feel you can walk more one day, why not keep going - 2 miles a day is just for guidance, so feel free to go a little further, this will help bank some time for the days when you can't go for a walk.

Give your family and friends a call or take your furry friend for a walk - this challenge is a great opportunity to get out in the fresh air and have a catch up, or perhaps suggest they come with you as well to support your 62 Miles in October challenge.

Did you know?

➡ Refuge's 62 Miles in October challenge is just 2 miles a day.

➡ Walking two miles a day should take around 45 minutes.

➡ Two miles a day equates to around 5,000 steps

➡ You can do this challenge indoors or outside, it's totally up to you

Your Challenge

1 [Click here](#) to go to the challenge Facebook group and check out the pinned welcome post for details of how to set up your fundraiser.

2 If it's safe to do so, share your fundraiser on your Socials and ask your friends and family to donate.

3 Get the ball rolling by making a personal donation to your fundraising page.

4 Make a training plan so you're prepared for the first day of the challenge.

5 Download and share the graphics we'll be sharing in the Facebook group and via email. Let the challenge commence! Start fundraising!

Track your progress



Use this to track your weekly miles and fundraising goals. Once you've completed the 62 miles, share it with fellow participants in the Facebook group!

WALK
62 MILES
IN OCTOBER



For women and children.
Against domestic violence.

[Click here to join the 'Walk 62 Miles in October' Facebook group.](#)

				Total Miles	Total Raised
1	2	3	4	/62	
5	6	7	8	/62	
9	10	11	12	/62	
13	14	15	16	/62	
17	18	19	20	/62	
21	22	23	24	/62	
25	26	27	28	/62	
29	30	31		/62	



October is National Domestic Abuse Awareness Month. If you or anyone you know may be experiencing this, you can find help here:

[Refuge.org.uk](#) ☎ 0808 2000 247

Congratulations!

You've completed the challenge!