

# ANAWIM

Anawim

Birmingham's Centre for Women

# CORPORATE FUNDRAISING PACK 2024-25

WELCOME

OUR VISION,  
MISSION  
& VALUES

HOW YOU CAN  
SUPPORT US

HOW WE CAN  
SUPPORT YOU

FUNDRAISING  
IDEAS

WOMEN'S  
STORIES

PARTNER  
STORY

Follow our social media:



[anawim.bcw](https://www.facebook.com/anawim.bcw)



[anawim\\_bcw](https://www.instagram.com/anawim_bcw)



[Anawim](https://www.linkedin.com/company/anawim)

Visit our  
centre:

Anawim Birmingham's  
Centre for Women

228 Mary Street  
Balsall Heath  
Birmingham  
B12 9RJ

Anawim – Birmingham's Centre for Women is a registered charity, number 1159706 and a company limited by guarantee registered in England and Wales (company number 9322109)

# WELCOME

Welcome to the Anawim Corporate Fundraising pack 2024-5. Thank you very much for considering supporting the work Anawim does. Your efforts could directly support women facing crisis and isolation in the West Midlands in a gender responsive and trauma informed way.

This pack is designed to show you the support that would be most welcome, provide you with event ideas and fundraising plans, and show in turn how we can support you.

Thank you from all the team at Anawim - your donations, time and efforts go directly to showing Birmingham women we care and that we are here to listen and support through challenges they are facing.



With your help, we can provide a safe space for women whose voices need to be heard. Anawim's dedicated women's centre provides 1-2-1 support with anything from domestic abuse, mental health support, financial advice, counselling, employment skills, help with families and children and support through the criminal justice system.

If you have any questions, please feel free to contact our Fundraising Team:  
Giving@anawim.co.uk or phone  
0121 5540 296

# OUR MISSION

TO PROVIDE TRAUMA  
RESPONSIVE SERVICES  
INCLUDING HOLISTIC  
SUPPORT AND  
ADVOCACY IN  
BIRMINGHAM TO  
EMPOWER WOMEN TO  
REACH THEIR  
POTENTIAL

# OUR VISION

A WORLD WHERE  
WOMEN AND GIRLS  
ARE SAFE, FREE,  
VALUED, AND  
EMPOWERED  
MEMBERS OF  
SOCIETY

# OUR VALUES

Anawim believes in the intrinsic value of every person and welcomes each women, without judgement.



# 1

# 2



We are deeply committed to listening to our women and building services around their needs.

We help women to navigate the complex challenges they are facing and we do all that we can to support them for as long as they need us.

# 3



We want the best for our women and to make sure their basic needs are met. We won't rest until we've done all we can to keep them safe.



# 4

Anawim empowers women to make positive changes to turn their lives around, helping them – one step at a time – to become independent.



# 5

# HOW YOU CAN SUPPORT US

## There are many ways for Corporate Partners to fundraise for Anawim.

We'd encourage you and your staff to take part in sponsored events such as fun runs, challenges or fitness goals. These can be set up independently or you can join an external event and choose us as your charity partner.

You could set up coffee mornings, cake sales, raffles or a quiz night. There's more ideas in our fundraising A-Z. It's a great way to get your whole team involved. Companies may also choose to match fund anything raised.

Of course, you could look into payroll giving, or even first hour/first day salary donation, where staff can opt-in to donate directly from their salaries. The money raised will go directly into supporting women with multiple and complex needs who often have nowhere else to turn.

We'd also welcome support in kind too. For example, through construction assistance, pro-bono technical support with HR, or legal advice around policy and practice.

### Key Dates:

October: Domestic Violence Awareness Month.

25th Nov-10th Dec: 16 days of Activism against Gender-Based Violence.

8th March: International Women's Day.



# HOW WE CAN SUPPORT YOU

**We will work to make sure your experience supporting Anawim is as positive as possible.**

We will provide you and your organisation with a dedicated account manager to make sure your queries are always answered and communication is fluid.

Depending on the level of support, we will mention you in Anawim publications, shared with our professional networks and social media followers. This could include mentions in our annual report, on our website or in social media posts.

Our staff are experts in their fields, and they are able to come into your business and provide talks and/or training on a variety of topics. For example, mental health, or how to spot the signs of domestic abuse, and offer support to the person affected.

We can also offer you a specific project to fundraise for. For example your money could help to fund our Charity Shop in Moseley which has a number of objectives, it is an ETE pathway for our women, raises awareness of our vital services in the community, and of course is a fundraising resource too.

# A-Z FUNDRAISING

## IDEAS FOR STAFF

**A**

AQUAFIT  
AEROBICS  
AMAZON WISHLIST  
AUCTION  
ART SHOW

**B**

BAKE SALE  
BUNGEE JUMP  
BRIC-A-BRAC  
BOOZE FREE

**C**

CAMP OUT  
CAR WASH  
COMEDY  
COMMUNITY CHAMPION  
LOCAL SUPERMARKET  
COFFEE MORNING  
CYCLE RIDE  
CAKE

**D**

DOOR TO DOOR  
DINNER PARTY  
DJSET  
DUCK RACE  
DRESS UP  
DANCE-A-THON  
DRY JAN/MONTH

**E**

EBAY  
EASY FUNDRAISING

**F**

FILM NIGHT  
FASHION SHOW  
FUN RUN

**G**

GAMES NIGHT  
GARDEN PARTY  
GRAVY BATH

**H**

HALF MARATHON  
HEAD SHAVE  
HAIR CUT  
HIKE

**I**

ICE CHALLENGE

**J**

JUMP  
JUGGLE  
JAM SESSION

**K**

KARAOKE  
KNITTING

**L**

LIMBO  
LUNGES  
LUNCH

**M**

MARATHON  
MATCH GIVING  
MONEY COLLECTION  
BOX

**N**

NIGHT WALK  
NO MAKEUP

**O**

ONLINE FUNDRAISER  
OFFICE COLLECTION  
ONESIE DAY  
OPEN GARDEN

**P**

PAYROLL GIVING  
PJ DAY  
PARACHUTE JUMP

**Q**

QUIZ  
QUEEN FOR A DAY  
QUIT SOMETHING

**R**

RACE  
RUN  
ROWING  
RAFFLE

# A-Z FUNDRAISING IDEAS FOR STAFF

**S**

SWIM  
SHAVE  
SEWING  
SALSA  
SILENCE  
SWEEPSTAKE  
SKYDIVE

**T**

TIMED CHALLENGE  
TOMBOLA  
TALENT SHOW  
THREE PEAKS  
TRIATHLON

**U**

UNWANTED  
GIFT SALE  
UNIVERSITY FUNDRAISER

**V**

VIRTUAL FUNDRAISING  
VEGANUARY  
VEG GROWING  
COMPETITION

**W**

WALK  
WORK CHALLENGE  
WORLD RECORD  
ATTEMPT  
WAX

**X**

XMAS PARTY  
XMAS JUMPER DAY

**Y**

YOGA  
YORKSHIRE PEAKS  
CHALLENGE

**Z**

ZUMBA  
ZORBING



SCAN  
TO  
DONATE  
HERE



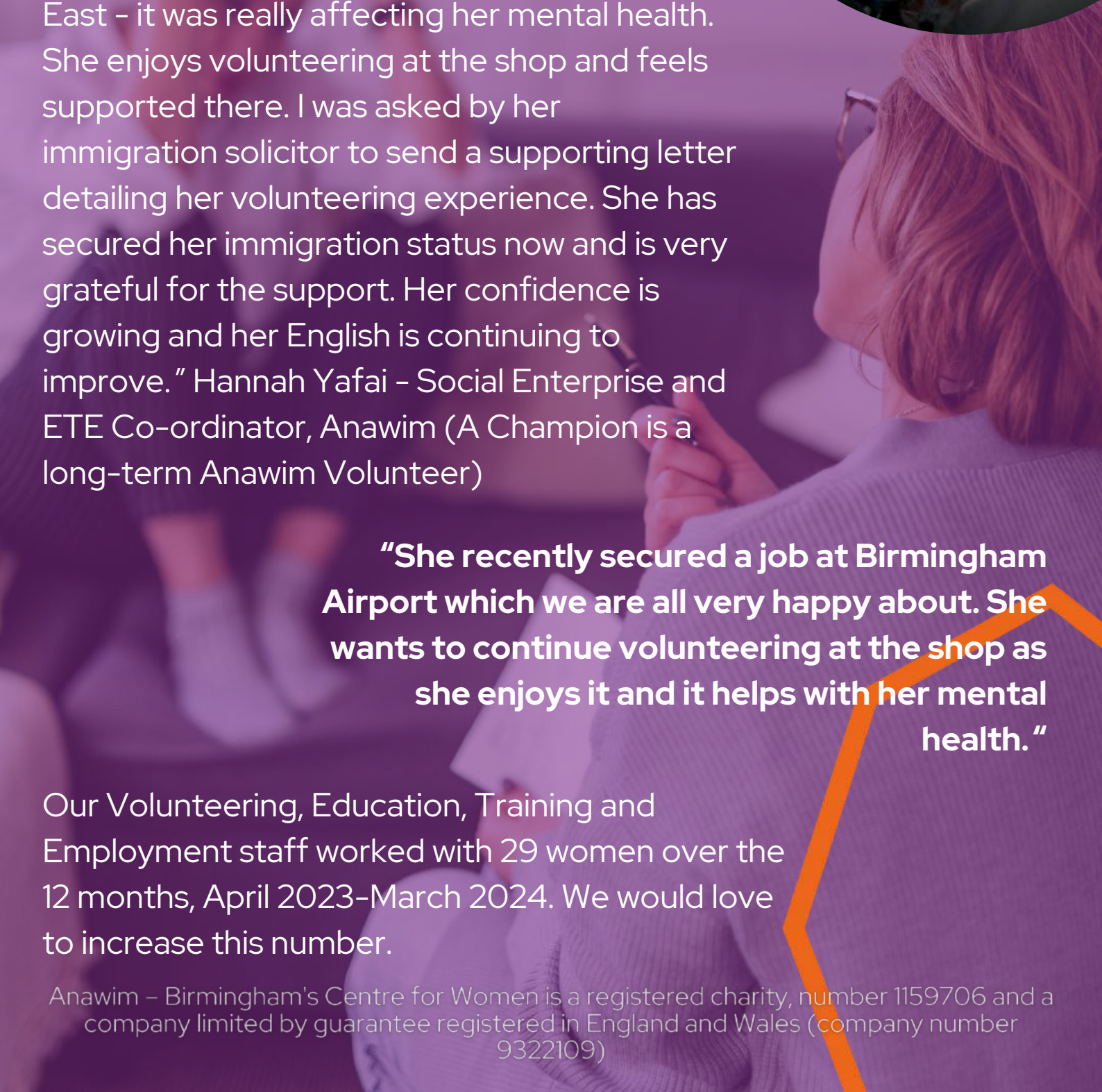
# WOMEN'S STORIES

"This Champion's English has significantly improved alongside her confidence since volunteering with us. She was struggling very much being away from her family in the Middle East - it was really affecting her mental health. She enjoys volunteering at the shop and feels supported there. I was asked by her immigration solicitor to send a supporting letter detailing her volunteering experience. She has secured her immigration status now and is very grateful for the support. Her confidence is growing and her English is continuing to improve." Hannah Yafai - Social Enterprise and ETE Co-ordinator, Anawim (A Champion is a long-term Anawim Volunteer)

**"She recently secured a job at Birmingham Airport which we are all very happy about. She wants to continue volunteering at the shop as she enjoys it and it helps with her mental health."**

Our Volunteering, Education, Training and Employment staff worked with 29 women over the 12 months, April 2023-March 2024. We would love to increase this number.

Anawim - Birmingham's Centre for Women is a registered charity, number 1159706 and a company limited by guarantee registered in England and Wales (company number 9322109)



# PARTNER STORY

## Dharminder Singh – Tata Technologies

“As a company, we recognise that we have more men than women. One of the things we’ve done over the last few years at board level and in senior management is increase the number of women. Our head of diversity and inclusion is female and she’s very passionate about improving inclusion and raising awareness around challenges that our female employees encounter.

“International Women’s Day was about how could we raise awareness and for men, how can we educate them around supporting females better in the workplace.”

This isn’t the first time that the company has supported women. It has female-focused projects including an ambassadorship programme, sponsoring first year female engineering students at the university local to its Leamington Spa headquarters. That aims to try and increase numbers of women coming into the industry.

Tata Technologies also offers support with job interview skills, cv writing and access to learning and development tools.



Dharminder says “Our advice to other companies is to reach out and have conversations. One of the things that really engaged me with Anawim is being able to get hold of someone to talk to – other charities might not be so easy.

“I went through the website, got the email address and got a response quickly and linked with Emily. It was really easy in terms of that process, to understand a bit more about Anawim and how we could support or help. If Anawim is on your doorstep then take advantage and reach out.”

**BY SUPPORTING  
ANAWIM  
YOU ARE:**



Actively supporting our community to grow stronger, bringing about change for women who have been let down by the system and for women who have been left behind.

Helping to break the cycle of trauma for women who deserve a bright and healthy future.

Promoting acceptance, creating understanding and helping women rise above their challenges.



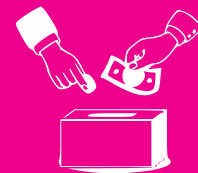
### **CORPORATE SOCIAL RESPONSIBILITY**

Payroll giving, match funding, collections, sweepstakes, fundraising events, donating profits and volunteering are all ways you can support us through your organisation



### **ONLINE & TEXT DONATIONS**

It's very easy to donate through [our page on our website](#) or set up a fundraiser through [JustGiving](#), or donate £5.00 right now by simply texting ANAWIM to 70085.



### **COLLECTION TINS & OTHER RESOURCES**

We can provide you with flyers, collection tins and anything else you might need to enhance your fundraising and visibility.



# WOMAN'S STORY

Sushma\* came to our drop in last summer, having recently moved into the area. With the help of another local organisation, Sushma\* had left an abusive relationship after enduring physical and emotional abuse at the hands of her partner, and was desperately in need of clothes, food and toiletries.

When we first met Sushma\*, she told us that her children had been removed and that she wasn't eating or looking after herself properly. We listened to Sushma's story and offered some suggestions based on how she wanted to move forward. Sushma returned to our drop-in many times for emotional support and advice around finances and access to benefits.

Making the decision to leave the abusive relationship meant that Sushma\* could start a new life. She continues to keep in contact with Anawim, and has begun rebuilding relationships with her children and making regular visits to spend time together as a family.

\*not her real name.

# CONTACT US

**Anawim**  
Birmingham's Centre for Women

## Anawim - Birmingham's Centre for Women

 228 Mary Street  
Balsall Heath  
Birmingham  
B12 9RJ

 [anawim.co.uk](http://anawim.co.uk)

 FREE HELPLINE 0300 056 0065  
GENERAL 0121 440 5296

### For support:

[referrals@anawim.co.uk](mailto:referrals@anawim.co.uk)

### Fundraising Team:

[AnnaMakanjuola@anawim.co.uk](mailto:AnnaMakanjuola@anawim.co.uk)

[EmilyJohnson@anawim.co.uk](mailto:EmilyJohnson@anawim.co.uk)

[HollyRackham@anawim.co.uk](mailto:HollyRackham@anawim.co.uk)

[AliceRosenthal@anawim.co.uk](mailto:AliceRosenthal@anawim.co.uk)

### Follow our social media:

 [anawim.bcw](https://www.facebook.com/anawim.bcw)

 [anawim\\_bcw](https://www.instagram.com/anawim_bcw)

 [Anawim](https://www.linkedin.com/company/anawim)



SCAN  
TO  
DONATE  
HERE

“IF WE WANT TO  
ACHIEVE OUR GOAL,  
THEN LET US  
EMPOWER OURSELVES  
WITH THE WEAPON OF  
KNOWLEDGE, AND LET  
US SHIELD OURSELVES  
WITH UNITY AND  
TOGETHERNESS.” —  
MALALA YOUSAFZAI



Registered with  
**FUNDRAISING  
REGULATOR**