

ANAWIM CORPORATE FUNDRAISING PACK 2025-26



Anawim
Birmingham's Centre for Women

anawim.co.uk



Registered with
**FUNDRAISING
REGULATOR**

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 09322109)

WELCOME

Thank you for considering supporting Anawim. Your efforts could change the lives of women facing crisis and isolation in Birmingham, and beyond.

This pack is designed to show how you can help, provide ideas, and show what we can do for you. With strong partnerships we can create a better world for our women.

With your help, we can provide a safe space for women whose voices need to be heard.

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



Anawim's dedicated women's centre offers gender-informed and trauma-responsive wraparound support.

We work with more than 2,100 women in Birmingham every year through advocacy, counselling, crisis intervention, holistic and intensive long-term specialist support and other practical resources, both in the community and in prison.

OUR VALUES

2



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



4

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

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



1

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.



5

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

WHAT DOES ANAWIM DO?

For 40 years Anawim has been in Balsall Heath, providing tailored, trauma responsive support for women. The charity was founded by two nuns - who opened their home to local sex workers - and their ethos of listening without judgement continues today.

We are experts in providing holistic support to women facing a huge variety of often intersecting issues, and work to provide safety, skills and independence to any who need us.

"Anawim has helped me so much to build trust, bonds, and a positive outlook on life. I feel like I'm really moving forward now. Without Anawim, really, I wouldn't be here today."

Anawim client

Anawim is not just a charity, we provide essential services to empower women to improve outcomes not only for them, but their children and our communities.

WHO DO WE SUPPORT?

Anawim offered direct support to 2120 women in 2024-2025, up more than 20% on the year before.

Our open access drop-in was visited 1370 times, with the most common reasons being abuse, poor finances and mental health.

Most of the women we work with are from Birmingham, but we also do outreach work at HMPs Drake and Foston Hall and in Ardenleigh Medium Secure Unit.



WOMAN'S VOICES

"When I was arrested, I felt awful and ashamed, but once I was referred to Anawim, and after spending some time, I felt that my arrest wasn't 'the end of the world' and felt encouraged to move forward positively. I lacked self-confidence and didn't trust my own judgement, but I feel very differently now and I'm in a better place."

"Anawim is great, because They treat you normal not with mental health issues. They all respect you as a person and they are kind"

"I felt safe every time I visited the centre, you felt positive. Just wanted to let you know that I am happy to know that there are people out there working for this. Wanted to say you guys are doing an amazing job. I think this project is an amazing thing."



HOW CAN YOU HELP?

There are many ways for Corporate Partners to get involved with, and fundraise for, Anawim.

We'd love you and your staff to consider a sponsored challenge, or a fundraising event to help us mark the occasion. It's a great way to get your whole team involved. 2026 is our 40th anniversary and we want to celebrate in style.

These can be set up independently, via Just Giving or you can join an external event and choose us as your charity partner.

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 - we have staff available all week to give talks, workshops or tours of our centre (2nd-6th March).



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 choose to match fund anything raised, or donate a percentage of profit from sales. We would welcome payroll giving, or first hour/first day salary donation. All money we receive goes directly towards our work with women.

We also welcome donations for our food and toiletry bank, and support in kind through pro bono advice, for example, or volunteering with tasks such as repairs, decorating and gardening.



CHARITY OF THE YEAR PARTNERSHIP

We are celebrating 40 years of Anawim in 2026, this will be an exciting time to champion us as Charity of the Year, you could sponsor our events, create bespoke fundraisers, and bring staff on-site for volunteering days.



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

You could donate through [our page on our website](#) or set up a fundraiser through [JustGiving](#), or donate £5.00 by simply texting ANAWIM to 70085. (Texts cost the chosen donation amount plus one standard network rate message.)



COLLECTION TINS & OTHER RESOURCES

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



"My life has changed and improved beyond my expectations. I've really understood how I should treat myself, gently and kindly. I've been afforded a safe space to feel my feelings, thanks doesn't cover it. I can see a future I want to be in now."

HOW WE CAN SUPPORT YOU

We will do everything we can to make your experience as positive as possible.

Your organisation will have a dedicated account manager to make sure communication is fluid.

Depending on the level of support, we may mention you in Anawim publications, for example our annual report, our website or social media posts.

Our staff are experts and can provide talks and/or training on a variety of topics. For example, mental health, or spotting the signs of domestic abuse.

We could offer you a specific project to sponsor. For example, your money could help fund our on-site pre-loved clothes hub. The hub is a training pathway for our women, an addition to drop-in, raises our profile, and provides income.

WORKING WITH ANAWIM

- ✓ Supports gender equality & social justice.
- ✓ Strengthens ESG and social value reporting.
- ✓ Demonstrates commitment to vulnerable communities.
- ✓ Engages staff with meaningful impact.
- ✓ Builds inclusive workplace culture.
- ✓ Association with trauma-informed, evidence-led work.
- ✓ Opportunities for joint storytelling (safely and ethically).





£10,000

Could help fund a building project to facilitate drop-in sessions, counselling, meetings with external partners and provide quiet space for the women and staff who need a moment.

£5,000

Could help fund 100 hours of trauma informed, specialist counselling providing a women with accessible and free mental health support.

£1,700

Could go towards catering for a celebration event for our 40th anniversary for our women, staff, volunteers and supporters.

£1,200

Could help fund a specialist case-worker for a month to support a woman experiencing abuse, substance misuse or homelessness.

£700

Could help pay for emergency transport for women leaving an abusive situation.

£100

Could provide us with essentials for our food bank or craft courses such as art supplies, tinned soup, tea bags and sanitary towels.

WHAT YOUR MONEY COULD FUND



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 the team. 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."



CONTACT US



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