



# PAUL LAVELLE FOUNDATION

## FUNDRAISING PACK

Charitable Incorporated Organisation (CIO)

Charity Number 1177776



FUNDRAISING  
REGULATOR



## THANK YOU!

You've taken the first step to help support The Paul Lavelle Foundation and now it's our chance to support you with your fundraising journey.

After the devastating loss of Paul Lavelle in a domestic abuse incident in 2017. Friends and family of Paul came together to create The Paul Lavelle Foundation to raise awareness of male domestic abuse, support male victims and survivors and provide healthy relationship education as a preventative measure.

Campaigning, sharing Paul

Lavelle's tragic death, has been a key feature of our Foundation's initial work, highlighting and raising awareness that domestic abuse happens to males as well as females.

We support males who are experiencing domestic abuse in Merseyside and Cheshire. We are the only dedicated support service for males in the region.

## OUR AIMS

Below is a description of our Charity's aims and activities that all raised funds go towards supporting!



Raise awareness of male domestic abuse on a local and national level



Early intervention support for low to medium risk males experiencing domestic abuse



Anti-abuse/healthy relationship education in schools and colleges



Fundraising and promotion of physical and mental health and wellbeing through sports and physical activities.



## OUR ACTIVITIES



### 1. Raising Awareness

Campaigning, sharing Paul's story, highlighting that domestic abuse happens to males too. Abuse is abuse and not a gender issue, it should be approached in that way.



### 2. Early Intervention Support

Provision of a weekly support service for males experiencing domestic abuse offering, emotional support, advice, advocacy and signposting. It is the only specialist support service for male domestic abuse in our area. Our Men's hub is a community anchor for males who are suffering or who have suffered from domestic abuse, to engage with chatting through their issues with people with knowledge and expertise around how best to support them.



### **3. Community Activity Groups for Physical and Mental Health and Wellbeing**

The PLF provides weekly running, cycling and swimming groups run by our trustees and volunteers which help alleviate isolation, encourage physical and mental health and well-being as well as raising aspirations for both males and females and families. The groups are also promoted as a safe space to speak out about any concerns or issues around domestic abuse or mental health in general, with likeminded individuals.



### **4. Healthy Relationship Education for Children and Young People**

One of the aims of the charity is to educate children and young people in healthy relationships as a preventative measure. The PLF facilitates workshops in schools and colleges educating in the characteristics of healthy relationships, the signs of abuse, how to deal with negative emotions and where to seek support.



### **5. Fundraising Activities**

The Foundation's annual fundraising activities are based around sports, activities and family fun. It is the ethos of the Foundation to promote and encourage physical and mental health and wellbeing, raising aspirations from old to young!

# YOUR FUNDRAISING STEPS



## 1. Choose a day

Now you've decided on your fundraising idea, it's time to start planning! Make sure you check the diaries before you put on your event to ensure your date and time doesn't clash with anything.



## 2. Fund Raise

The easiest way to raise money for us is through a Giving Page. Make sure to personalise your page with pictures, why you're fundraising and any updates you have as you go. The Paul Lavelle Foundation has accounts with Virgin Money Giving and Just Giving. You can create your own giving page on these sites and link it to The Paul Lavelle Foundation Charity page. This way your donations go straight to our Charity bank account directly, without you having to collect and manage any cash yourself.



### 3. Tell your personal story

Why do you care? Tell your story about why you are fundraising.



### 4. Promote your selfie

Fundraisers with pictures or videos on their page raise 14% more per photo.



### 5. Set a target

You will have been asked to set your fundraising target when you set up your Giving Page (don't worry, you can change this whenever you want). A target can help motivate you and encourage your friends to donate. Pages with a target raise 46% more. Aim high and tell the world.



### 6. Don't be afraid to share

Sharing on Facebook, social media and WhatsApp raises more. Don't be afraid, people want to hear about the good things you are doing.



## 7. Don't forget about email

There are lots of your friends, colleagues and neighbours who are not on social networks but would love to hear about what you are doing.



## 8. Add a video or livestream

Add a video as a cover photo by adding a YouTube link. Videos really help tell your story and why your cause is so important. You can also livestream directly on your page to show how you are raising money.



## 7. Encourage others

Convince your friends to take part and raise money as well.



## 8. Update your page

Let supporters know how you are doing by updating your page often, they will enjoy following your progress.



## 9. Return your money

If all your donations are on your Giving Page, you don't need to worry about a thing.



20% of donations come in after an event has ended, so make sure you follow up the event with an update about how you did.



## 10. It's not over 'til it's over

# THE POWER OF SOCIAL MEDIA

The best way to tell people about your fundraiser quickly and easily is through social media. Here's some top tips to help you out:

- a. Create a Facebook event for your fundraiser and invite all your friends and family. The Paul Lavelle Foundation will help share your fund raising ideas across all our social media pages
- b. Follow local groups, businesses and high-profile people in your community and tell them about your fundraiser. They could end up helping promote it, donating or even contributing some prizes or gifts
- c. It can be tricky asking for donations and sponsors, so use The PLF logo badges to help do the job! Share on Facebook, Twitter or Instagram. You could even pop it on your story with a link to your Giving Page.



Thank you once again for choosing to fund raise for The Paul Lavelle Foundation. It is wonderful supporters like you that enable us to continue our good work in the community!

I hope you find everything you need in this fundraising pack. If you've got any questions or need some advice; our team are here to help on **0151 294 4176** or email [info@paullavellefoundation.co.uk](mailto:info@paullavellefoundation.co.uk)

