



THE  
**FREEDOM  
PROJECT**  
CUMBRIA

# Fundraising Pack

## 2025-2026

Registered Charity Number:  
**1187765**

# Thank You for Choosing to Fundraise for Us!

Hello Fundraiser,

We just wanted to say a HUGE thank you for choosing to fundraise for us!

It honestly means so much, and whatever you raise, you can be sure it will make a real difference to people affected by domestic abuse across Cumbria.

Your support helps provide safety, support, and hope to those who need it most.

We're so grateful to have you on board, and we can't wait to cheer you on!

Big Thanks

Vicky Pike

Charity Manager

West Cumbria Domestic Violence Support

The Freedom Project

# A Little Bit About Us

West Cumbria Domestic Violence Support (WCDVS), known locally as The Freedom Project, has been supporting individuals and families affected by domestic abuse since 1997.

We are unique in Cumbria, offering a free, holistic family approach that supports not only adult victims but also children, young people, and even those who have perpetrated abuse.

By working with everyone affected, we aim to break the cycle of abuse and create lasting change for future generations.

## Our Mission & Values

At the heart of everything we do is a commitment to putting people first—going the extra mile to ensure those affected by domestic abuse receive the support they need.

Our mission is simple but powerful: **to break the cycle of domestic abuse in Cumbria** by providing effective, coordinated, and accessible support for victims, perpetrators, and children.

With your help, we can continue to make a difference. Thank you for supporting The Freedom Project!

# Fundraising Ideas & Inspiration

Whether you're fundraising solo, with friends, at work, or in your community, there are plenty of fun and meaningful ways to get involved. Here are some ideas to get you started!

## **Get Active & Take on a Challenge**

- Sponsored Walk, Run, or Cycle – Set yourself a challenge, whether it's a 5K, a marathon, or cycling across Cumbria!
- Hike for Freedom – Climb a local peak like Scafell Pike and get sponsored.
- 24-Hour Challenge – Danceathon, silence challenge, fitness challenge—push yourself and inspire donations!

## **Host an Event**

- Quiz Night – Organise a fun quiz at a local pub, school, or online.
- Coffee Morning or Afternoon Tea – Invite friends, family, or colleagues for a cuppa and cake,
- Karaoke or Talent Show – Show off your skills (or just have a laugh!) and raise money through entry fees and donations.

## **Bake, Sell & Create**

- Bake Sale – A classic fundraiser! Sell homemade cakes at work, school, or your local community centre.
- Craft & Sell – Get creative and sell handmade gifts, cards, or art, with proceeds going to our cause.

## **Workplace & School Fundraising**

- Dress Down or Fancy Dress Day – Charge a small fee for the chance to wear casual clothes or fun outfits at work or school.
- Swear Jar Challenge – Every slip-up costs a donation! Great for offices.
- Lunchtime Fundraiser – Host a team lunch, potluck, or 'bring your own' picnic with a donation box.

## **Virtual & Digital Fundraising**

- Facebook or Instagram Fundraiser – Set up a birthday or challenge fundraiser and invite friends to donate.

# Celebrating Some of Our Fundraising Heroes



# How Your Support Makes a Big Impact!



**£100 will run our helpline for a month**



**£150 will provide 4 sessions of 1-2-1 therapy to an adult victim**



**£200 will provide 5 sessions of 1-2-1 therapy to a child**



**£300 will provide 8 specialist sessions for service users that have experienced trauma**



**£400 will provide 4 group sessions for 15 children**

**Every penny you raise helps provide essential specialist services to the people of Cumbria. No matter the amount, your support makes a real difference in improving lives across our community**

# Online Fundraising

Starting your online fundraising is simple and saves you time! Instead of collecting donations yourself, the money goes directly to The Freedom Project Cumbria.

Just set up a JustGiving page, and then invite your friends and family to sponsor you. Here's how:

1. <https://www.justgiving.com/campaign/freedom-project-donation-page>
2. Click the "Fundraise" button.
3. Follow the instructions to create your page.
4. Set your fundraising goal and choose a page title.
5. Share why you're fundraising and how their donation will make a difference.

## Offline Donations

We can help you collect your offline donations by providing you with sponsorship forms on request, please email [fundraisingfreedomproject@outlook.com](mailto:fundraisingfreedomproject@outlook.com)  
Please collect any money or cheques, made payable to  
West Cumbria Domestic Violence Support,  
and return them to our office.

Alternatively you can pay any offline donations on your Just Giving page yourself.


## Gift Aid




We can receive Gift Aid so please tell your sponsors to opt in to this if they are a UK taxpayer, the government will give 25p for every £1 donated. If you're making a donation online, Just Giving will guide the donor through the process to give Gift Aid.

# Spread the Word!




The more you share your fundraising efforts, the greater the impact you'll make! Help raise awareness of The Freedom Project Cumbria and your fundraising campaign by:

## Getting in Touch with Local Media




 Reach out to your local newspaper and radio station with a press release about your fundraising activity. Be sure to include:

-  Key details of your event and fundraising goal
-  Fun and engaging photos to capture interest
-  A link to your fundraising page

## Sharing on Social Media

-  Promote your JustGiving page—make it easy for friends and family to support you!
-  Post photos, videos, and updates about your fundraising journey.
-  Tag us—we'd love to share your efforts and cheer you on!

## Follow & Tag Us!

-  @FreedomProjectWestCumbria
-  @freeprojwc
-  thefreedomprojectwestcumbria
-  @FreeProjWC
-  [freedom-project-west-cumbria.org.uk](https://freedom-project-west-cumbria.org.uk)



# Contact Us



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**Together, we can make a difference!**  
**Thank you for your support. ❤️**