

**“AS WE WORK
TO CREATE LIGHT
FOR OTHERS,
WE NATURALLY
LIGHT OUR
OWN WAY.”**

- Mary Anne Radmacher

A fundraising toolkit by Rape Crisis

Rape Crisis values your willingness to assist our cause. With your efforts and donations we are able to reach more communities and empower more rape survivors.

Change is often broken down into many steps. In order to affect change, we need the necessary tools to take a step forward.

This toolkit serves as a manual for actualising that change. Here are three ways you can help raise funds for Rape Crisis:

1. EVENTS

- if you have an event planned or would like to plan one in collaboration with our organization, whether that is a concert, a play, a hike-a-thon or an art exhibition and you would like to donate some of the proceeds towards us.

- Tell us what event you're planning via email.
- Advertise your event and add our logo to your content.
- Tag us on social media so that we can reshare and repost
- A Rape Crisis member can attend the event and accept the donation of funds that were raised.
- A Section 18A Tax certificate and formal thank you will be sent to you or your company after receiving any in kind or monetary donations.

2. CROWD-FUNDING.

- this is a method of raising funds through a collective effort, of friends and so on. This approach taps into the collective efforts of a large pool of individuals, primarily online via social media and crowdfunding platforms and leverages their networks for greater reach and exposure.

- Tell us that you would like to select our organization as the recipient of the funds.
- Research and find a crowdfunding platform. We would recommend that you consider the following three crowdfunding platforms: [Backabuddy](#), [GivenGain](#) and [Thundafund](#).
- Once you select a platform you can link it to your social media pages.
- Create your page on the crowdfunding platform with a short description of your cause and link it to the bank account that you would like the funds to go into

crowdfunding cont.

- Set a time limit on your campaign. E.g 01 May 2020 – 01 June 2020. Your campaign can be longer or shorter depending on how much you want to raise and how long it takes.
- Advertise your campaign via social media by adding the links to the platform on your Instagram, Facebook and Twitter etc. Tag us so that we can repost and reshare.
- Once the campaign closes, the crowdfunding platform that you used will ensure that the money is paid out and you can facilitate this process to make sure that Rape Crisis receives your donation.
- A Section 18A Tax certificate and formal thank you will be sent to you or your company after receiving any in kind or monetary donations.

3. GIFTING

- if you are able to sell a product or service and would like to gift some of the proceeds of your work towards us by selecting our organization as a recipient for your donation. For example if you are an artist and would like to gift 15 percent of each piece of art sold towards us.

- Tell us why you have chosen us as the recipient for your donation via email.
- Advertise your product/ service and attach a Rape Crisis logo to your marketing material.
- Tag us on social media and we will reshare and repost your posts and stories.
- Once you have raised all of the funds you can send it through to us with the bank details provided.
- A Section 18A Tax certificate and formal thank you will be sent to you or your company after receiving any in kind or monetary donations.

4. IN KIND

- if you would like to donate of your professional time by providing us with your skills or expertise, or if you would like to give us something that we need, for example: a fridge.

- Tell us how you would like to offer your professional time and skill to us or inquire about our wish list via email.
- Once we have collaborated and/or received your in kind donation, we may share it on social media if so requested.
- A Section 18A Tax certificate and formal thank you will be sent to you or your company after receiving any in kind or monetary donations.

- We have a vision of a South Africa in which women are safe in their communities and where the criminal justice system supports and empowers survivors of rape and other sexual offences and acts as a deterrent to perpetrators of crime.

Contact our fundraising officer **Jameelah Ismail**

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- call us on 021 447 1467



Rape Crisis
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