

This Ends Now Ltd

*protest-lobby group*

# START FUNDRAISING FOR



# THIS ENDS NOW

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# FUNDRAISE FOR THIS ENDS NOW TO HELP US END THE PATRIARCHY

For too long the patriarchy has treated women as subordinate. **We are viewed as lesser than men; as objects to be treated with no respect, thrown away, humiliated, killed.** Male violence against women and girls is an epidemic enabled by the patriarchy. When we protest this treatment and demand change, we are the ones who are blamed.

**Men are also victims of the patriarchy;** told they must meet harmful gender stereotypes, leading to many men being unable to cry, express emotion, or talk about their feelings. **Suicide is the single biggest killer of men under the age of 45 in the UK.**



By fundraising for us, you will raise vital funds to expose and end the patriarchy. Our mission is clear – to create a world where the patriarchy does not exist. We demand that the law and media do better and for men to step up.

**WITH SUPPORTERS  
LIKE YOU, WE CAN  
MAKE THIS A  
REALITY.**



TOGETHER, WE CAN HELP WOMEN LIKE SARAH FEEL SAFE

*I'm too scared to go on walks in my lunch break or from my own home to the park.*

WE CAN HELP MEN LIKE DAVID EXPRESS THEIR EMOTIONS IN A HEALTHY WAY:

*The patriarchy has resulted in ongoing toxicity over decades that has interfered so much in my life. I liked playing with dolls houses, not guns. I did not like the rough and tumble that most other boys seemed to enjoy, and I was called a sissy-boy by the other boys.*

WE CAN ENSURE WOMEN LIKE RACHEL ARE NOT BLAMED FOR THE ACTIONS OF MEN

*My 14 year old daughter went out and was letched at by some old man. Took her 2 days to tell me because she felt shame. She felt she was to blame for someone else's appalling behaviour. That is not acceptable!*



# 2022 - 2023 AT A GLANCE

Although we are a young organisation, our movement has been incredibly fast-moving. Since forming last August, we have already accomplished so much:

1 organised the **protest march against sexual violence** in Stroud



2 mentioned in **parliamentary discussions**

3 held the **first UK-resident organised vigil for Iranian women and protesters**

4 instigated the change of **Gloucestershire Constabulary's** Violence Against Women and Girls (VAWG) **policy to be called Male Violence Against Women and Girls (MVAWG)**.

Your fundraising will ensure we can continue to make political and legislative progress in these areas and see **real societal change**.

# THIS ENDS NOW

# HOW YOUR FUNDS WILL HELP



Right now, we're working on **4 essential campaigns**:

## WORDS MATTER

The language we use makes a massive difference to the way we think. Words Matter is a policy we have created to **change the language** used by the UK police and media when handling and reporting sexual offences. Once this policy is implemented nationwide, it will help change public opinion and behaviour through **ending victim blaming and misogyny**.

## #ALLMEN

Misogyny and sexual violence are not women's issues. This is about **male violence** against women and girls and those who identify as women and girls. #allmen invites men to talk about how the patriarchy affects them, their wellbeing, and how it ultimately affects male behaviour towards women and girls. **The next wave of feminism must involve men.**

## POLICE MISOGYNY

Since Wayne Couzens raped and murdered Sarah Everard on 3rd March 2021, there have been multiple reviews and reports into **the real crisis of misogyny within the UK police force**. Having yet another review with no legal requirement for the police to see it through will not change anything. We're lobbying government to implement **statutory (legal) police obligations** to end misogyny within the force.

## HOW DO I REPORT THIS

The way universities handle reports of sexual violence is appalling. We're lobbying for a **mandatory standardised process** for all UK universities to use when handling reports of rape and other sexual offences. We're consulting with students and professionals UK-wide and will meet with the Department for Education to implement this **vital and long-awaited change**.

# NOT SURE WHERE TO START? WE'RE HERE TO HELP!

Fundraising should be simple and fun - there's no need to reinvent the wheel! Here are a few suggestions of easy and enjoyable ways to raise funds and help us end the patriarchy.

## **Challenge yourself:**

Take on a walk, run, swim, trek, or any other physical fundraising challenge.

Ask your family, friends, and colleagues to sponsor you and watch those donations roll in!

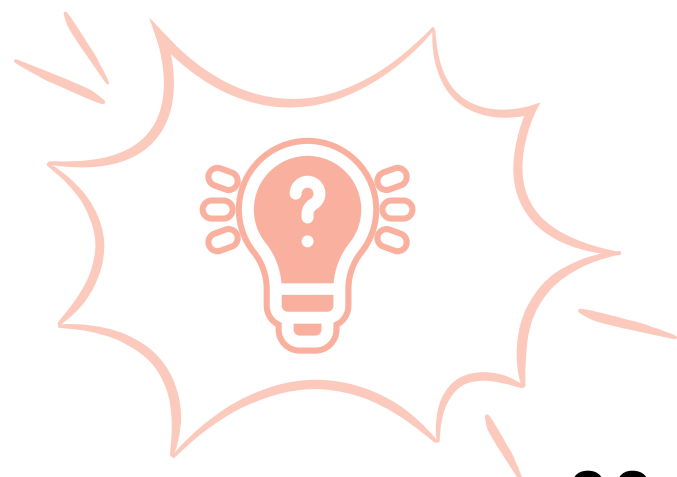


## **Fundraise at your workplace:**

Host a bake sale - a fun, easy, and delicious way to fundraise in the office. Alternatively, ask your colleagues to wear teal, the colour of sexual assault awareness month, to show their solidarity.

## **Fundraise at school or university:**

Hold a quiz on all things feminism in your sixth form common room or Student's Union. Ask people to donate their entry, and share your feminist knowledge far and wide!



### **Showcase your skills:**

Skilled in yoga, dancing, music, or anything else? Share your knowledge with your supporters by hosting a workshop. Ask for an entry donation, provide refreshments for afterwards, and showcase your talents!



### **A pro in the kitchen?**

Host a dinner party. Invite your loved ones around for an evening of fun, food, and wine! Ask each person to donate the price of a meal out to your fundraiser, create amazing new memories, and raise essential funds to help us smash the patriarchy.



### **Tea and coffee morning:**

Invite your friends, family, colleagues, and loved ones to your home for a morning of tea, coffee, biscuits, and a good old catch-up! Ask attendees to donate the price of a coffee out and enjoy some quality time together!



### **Movie night:**

Host a movie marathon at yours. Ask people to donate the price of a cinema ticket, and you provide the popcorn.



# NEXT STEPS

Now you've got your fundraising event planned, the next step is to create your online fundraising page. This is an easy and secure way to let your supporters know what you're up to and a simple way to collect donations.

You can set up a page [here](#).

## MAXIMISE DONATIONS:

- Personalise your Donor Box fundraising page with a profile photo and bio explaining why you're fundraising for This Ends Now. Supporters are more likely to donate if they know why you're passionate about ending the patriarchy.
- Set a target - research shows that people who set a target raise up to 46% more than those who don't!
- Share your page with your family, friends, and colleagues. Ask them to share again with their networks. The more people who see your fundraiser will mean the more people donating!

## MAKE SURE YOUR FUNDRAISING IS SAFE AND LEGAL:

However you choose to fundraise, it's important to us that it is safe and legal. We've put together some useful guidance here to make sure your event complies with regulations.

**Please note:** This Ends Now cannot be held liable for any accidents, injuries, losses, or damages as a result of your fundraising event.





## STAYING SAFE:

- We recommend you complete a risk assessment form before your event to ensure it is organised safely and efficiently. You can find examples and templates [here](#). If your event involves the general public, Public Liability Insurance may be necessary. Unfortunately, this is not something This Ends Now can provide. Venues often have policies in place but if that isn't the case, it is your responsibility to arrange insurance cover. More information on insurance and licenses can be found [here](#).
- We wish we didn't have to think of this, but if you take part in an event or challenge in support of This Ends Now, we advise you to arrange any necessary safety protocols. For example, if undertaking a solo physical challenge, you might want to designate a friend as a contact who you check in with throughout your challenge.
- It is important to ensure your event has appropriate first aid support. [St Johns Ambulance](#) and the [British Red Cross](#) provide advice.
- If using Strava or other fitness apps to track your physical activity, please familiarise yourself with the privacy settings on the app. It is important that you are aware and in control of who can see your activities. You can adjust the map that details your route to protect exact details of your location, including the starting and finishing points of your activity.
- If your event involves handling or cooking food, we advise following the guidance provided by the Food Standards Agency [here](#).



## STAYING LEGAL:

- You cannot collect funds for your challenge event through house-to-house collections. For collecting on the street, you will need a license from your local authority. For collecting outside a supermarket, you will need permission from the manager. For collecting on a private property, you will need permission from the landowner. Always make sure you are obtaining authorisation from the relevant body before embarking on collecting money in-person.
- The Gambling Commission has strict rules for raffles and lotteries. We advise you check out their guidance [here](#).



If you have any questions, please reach out to us at [holly@thisendsnow.co.uk](mailto:holly@thisendsnow.co.uk).

# OTHER WAYS TO GET INVOLVED

Want to support our movement to end the patriarchy but not in a situation where you can fundraise right now? That's absolutely fine, there are many ways to get involved with our movement!

- Follow us on social media - find This Ends Now on [Facebook](#), [Instagram](#), [LinkedIn](#), [Twitter](#), and [TikTok](#), and share our posts with your network!
- Attend our next in-person event - This Ends Now hosts protests and events throughout the year to raise funds and awareness for our mission. Information about upcoming events can be found on our social media channels and on our [website](#).
- Sign-up [here](#) to become a regular giver - our work would not be possible without the generosity of our supporters. A regular Direct Debit is the most efficient way to ensure we can continue exposing and ending the patriarchy, end sexual violence, demand the law and better do better, and for men to step up.

