

Your help means their healing; be part of the change

SARAC's fundraising handbook;
all our fundraising methods in
one place.



Registered charity: 1180902



sarac
we're here to listen



sarac
we're here to listen

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Welcome



This guide aims to provide individuals and organisations with insights, resources and innovative ideas to effectively fundraise for SARAC.



Who are SARAC?

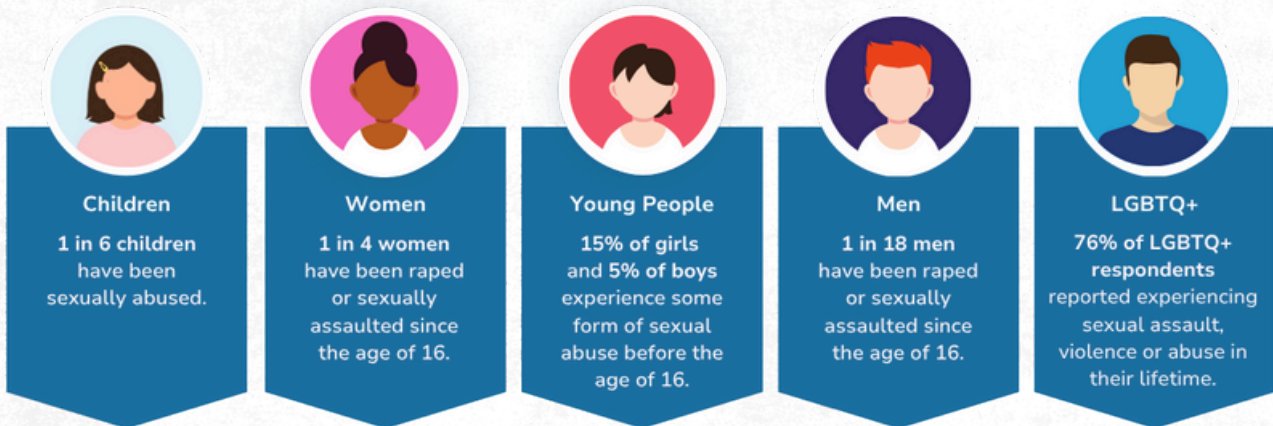
Established in 1994, SARAC has grown from humble beginnings in a volunteer's bedroom to a **dedicated centre based in Burton upon Trent**. Originally focused on supporting women, the organisation has since expanded its services to **support all individuals over the age of 11**. SARAC, provides vital stabilisation support before clients engage in therapeutic services, ensuring they feel safe and prepared. What began with a simple helpline and befriending service has evolved into a comprehensive range of support options, including training delivered up to A-level standard.

We are a specialised service that works specifically with trauma that has resulted from sexual abuse. Working in **partnership** with our clients to expand their **choices, facilitate recovery** and encourage **personal growth**. Recognising the **personal worth** and **individuality** of our clients.

Our vision is to live in a world free of sexual violence and **our mission** is to provide trauma-informed support and education to all people affected by sexual violence in the Burton and District area.

Statistics

The following statistics highlight the importance of SARAC's services.



Common challenges someone may face after experiencing trauma can include:

- Shame, guilt & anger
- Disintegration
- Physical responses
- Loss of trust
- Reenactment of danger queues
- Loss of sense-of-self & self-worth
- Social and relationship difficulties

The above information outlines common behaviours and emotional responses that may be observed in survivors of trauma (**trauma responses**). Please use this guidance to support a trauma-informed approach in your professional role when working with others.

Local Police Data

Between January 2024 and January 2025 there were **1272** reported Violence and Sexual Offences.

Within the last 3 years there have been **3822** reported cases of Violence and Sexual Offences.

Source: [Staffordshire Police - Burton Urban](#)



Why SARAC?



Support for survivors

In the year ending **March 2025** SARAC supported record numbers of service users through emotional support, counselling and community outreach work.



At SARAC, we take a multifaceted approach to achieving our vision. This includes **preventative education** through informative sessions in schools, **1:1 counselling** for individuals affected by sexual abuse and **specialised training** for businesses to raise awareness and foster safer, more supportive environments within their organisations.



Support Our Work

*The following donation amounts reflect the cost of just some of our services and directly contribute to supporting our ongoing work.

Free

Advocate

By simply spreading the word about SARAC's services, you could help someone access the support they or others need.

£50

Initial Assessment

This funds an initial assessment for an adult, helping them take the first step on their journey toward healing.

£100

Preventative Education

This subsidised a school visit to deliver a preventative educational session on sexual violence, promoting awareness and safety.

£500

Adult 1:1 Therapy

This supports an adult through therapy, providing access to 1:1 sessions and helping them develop effective coping mechanisms.

£600

Group Support

This would support 12 adults with access to group therapy sessions, offering a safe and supportive space to help them heal.

£1000

Young Person

This funds the support for a young person, giving them access to specialised, tailored therapy and essential support.

SCAN ME



*As a trauma-informed agency these are approximate costings for example purposes only.

If you'd like to help us support others, you can learn more and donate at: sarac.org.uk/support-us or simply scan the QR code.

Ways to Support Us

Looking for more ways you can support us? Here are some ideas, or popular fundraising activities can be found on the next page.

Nominate us

In just 2 minutes, you can nominate us for the recognition awards. By entering us into this draw, you give us a chance to win £1,000 in funding! Enter us [here](#).
Charity name: Sexual Abuse & Rape Advice Centre | **Charity Number:** 1180902

Make us your 'Charity of Choice'

You can appoint SARAC your 'Charity of Choice' to help support survivors of sexual abuse and rape. Your backing enables us to continue providing vital services and raising awareness.

Set up a regular donation

Set up a regular donation at an amount that suits you; as much or as little as you'd like, **every bit helps**. Simply scan the QR code below to get started. We rely on donations to keep our services going and support those who need it.

SCAN ME



If you'd like to submit a one-off or reoccurring donation head to: sarac.org.uk/support-us or simply scan the QR code.

Fundraising Ideas

Explore some easy fundraising ideas to help kickstart your journey.

You could host a:

- Raffle
- Bake sale
- Coffee morning
- Talent show
- Car wash
- Karaoke
- Games night
- Quiz night
- Movie night
- Fashion show
- Bingo night
- Silent auction
- Music event
- Photo booth
- Garage sale
- Non-uniform day
- Themed 'dress up days'
- Dance/disco
- Sponsored sports match

You could partake in:

- Any of the above for SARAC
- SARAC's hosted fundraising events
- Sponsored activity e.g. a walk, run, swim or even something more daring
- Hair cut/beard shave
- Selling your art/handmade goods
- Replace birthday cards with donations

Wills & Legacies

If you'd like to leave a donation to SARAC in in your Will, we'd like to help you do so. Get in touch via the resources below to find out more.



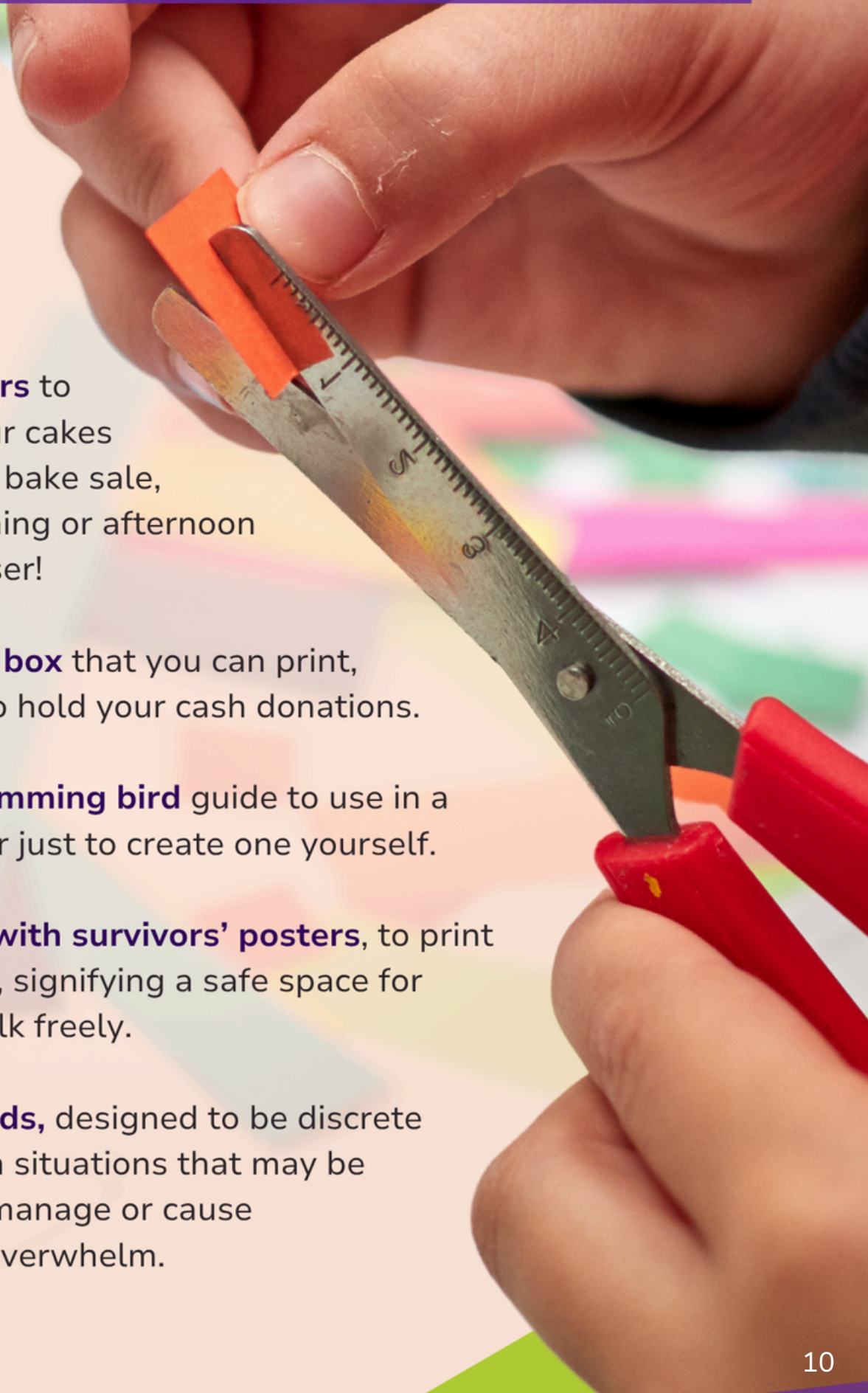
If you are considering leaving a gift in your Will, know that your support means a great deal to us and is very much appreciated.

To start the process, please contact us at staff@sarac.org.uk or scan the QR code for more information on how we can help with your Will.



Fundraising Tools

The following pages include resources to help with your fundraising.



Cake toppers to put into your cakes during your bake sale, coffee morning or afternoon tea fundraiser!

A donation box that you can print, cut & fold to hold your cash donations.

Origami humming bird guide to use in a challenge or just to create one yourself.

'We stand with survivors' posters, to print and display, signifying a safe space for others to talk freely.

Trauma cards, designed to be discrete but assist in situations that may be difficult to manage or cause emotional overwhelm.

Cake Toppers

Cut around and fold these designs to create a double-sided cake topper!

Fold

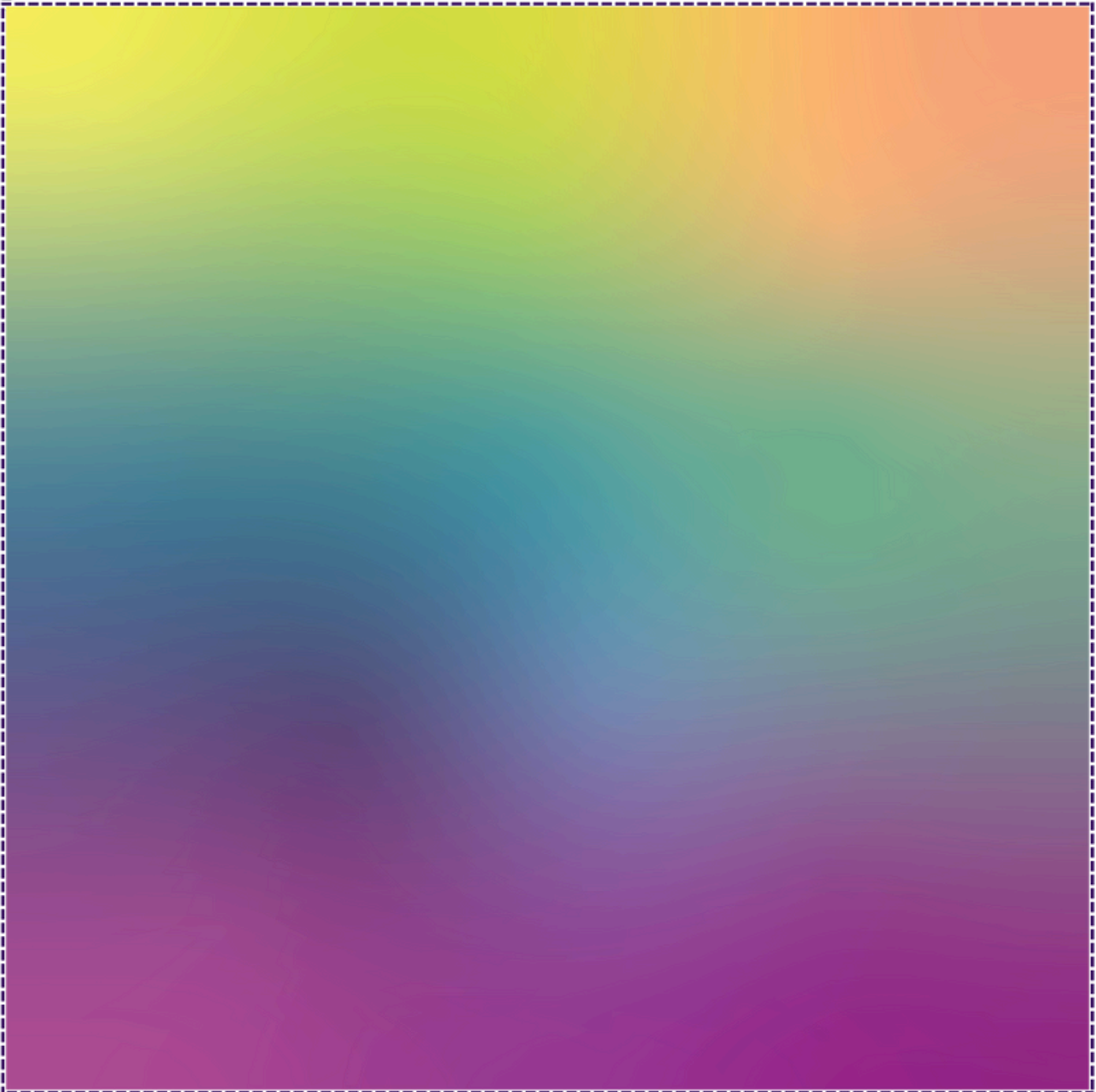
Fold



Don't fancy folding them? You don't have to! Oh, and don't forget to add a cocktail stick!

Create Your Bird

Create your SARAC origami hummingbird by cutting out the colourful square below and following either the written instructions or the video tutorial by scanning the QR code.



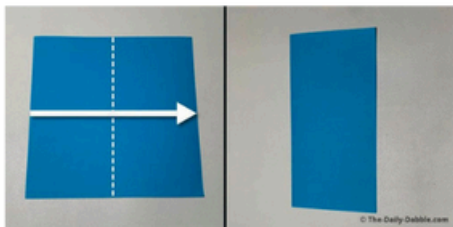
You can find the written instructions accompanied by images on the next page.

Don't forget to tag us in photos of your makes and use our hashtag **#HereToListen**

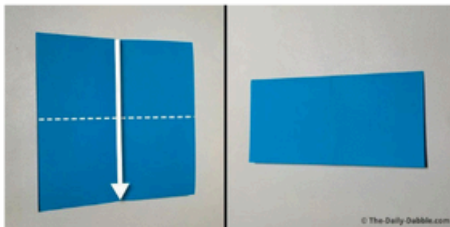


Scan the QR Code for video instructions:

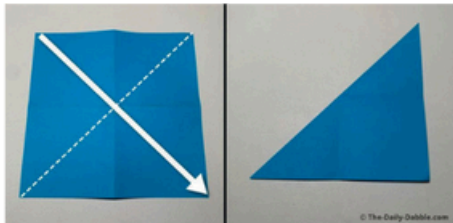




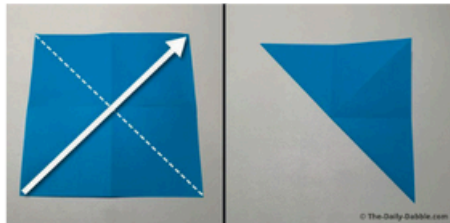
1. Fold the paper in half from left to right and then unfold it.



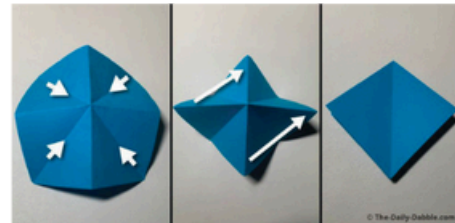
2. Fold the paper in half from top to bottom and then unfold it again.



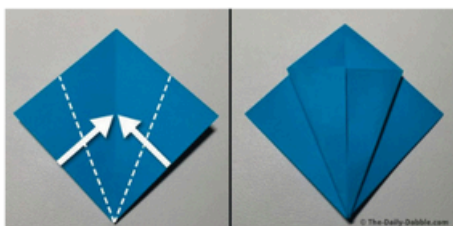
3. Flip the paper over and then fold it in half diagonally from point to point. Unfold the paper after completing this fold.



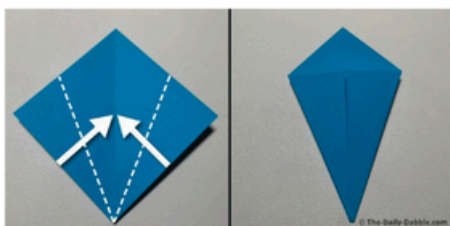
4. Fold the paper in half again from the opposite points and then unfold it.



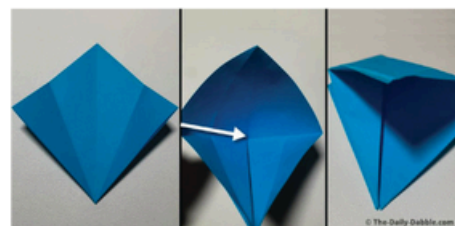
5. Push inward on the diagonal creases and then down flat into a square.



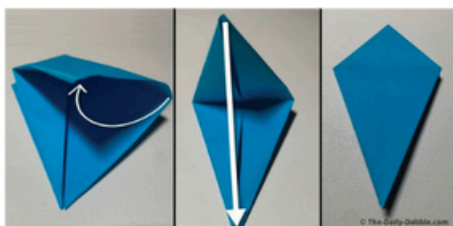
6. Bring the lower edges to the centreline evenly, and then flip the paper over.



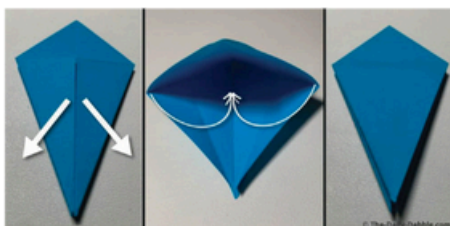
7. On the other side of the previous step, repeat the process of folding the lower edges to the centre.



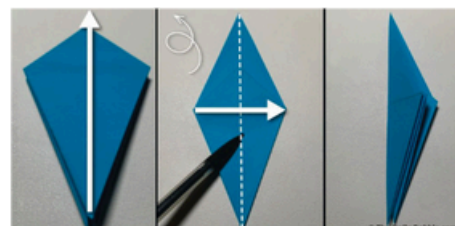
8. Open up the folds from step 7 and then the main flap. Push the left point inward to reverse fold the left side towards the centre. Everything inside should look even and symmetrical.



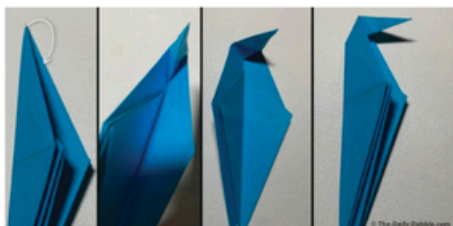
9. Repeat the same type of reverse fold on the right side to the center evenly and close the top over the flaps.



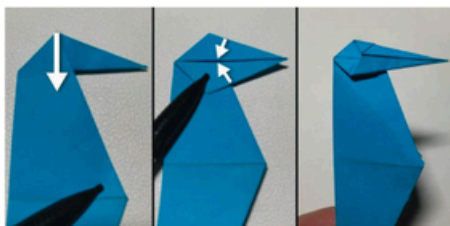
10. Flip the paper over and open the flaps, just like step 8. Reverse fold both sides inward to the centre the same way as the other side.



11. If you close the top flap down in the last step, unfold it back up. Fold the paper directly in half lengthwise and crease well.



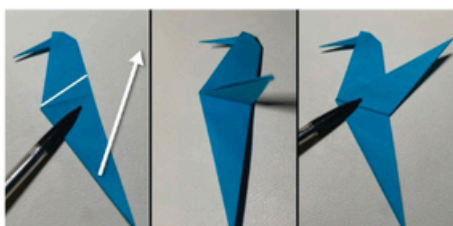
12. Push about an inch from the top inward to reverse fold a section for the beak. Close the outer edges over the beak so that it is flat and horizontal.



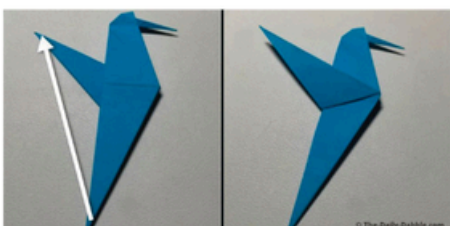
13. Pull the closest head flap down against the body, and bring both outer edges carefully to the centre.



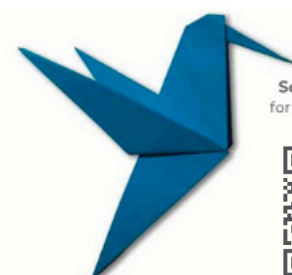
14. Stick a pen or pencil in the lower pocket to open it up. Once it is open, pull and flatten the excess down towards the body. Repeat the process on the upper pocket while pushing the excess up instead of down. Finish this step by closing the head back up.



15. Fold one of the wings diagonally upwards as evenly as possible. You will still be able to shape the wing how you want later if it is not to your liking at this point.



16. You can adjust the shaping of the wings how you want, and then your hummingbird is finished!



Scan the QR Code
for video instructions:





We Stand With Survivors

This is a **safe space**

We stand with **sarac**  | We're here to listen








We Stand With Survivors

This is a **safe space**

We stand with **sarac**  | We're here to listen

These cards can be made available at events for anyone who may find them helpful. They're discrete and assist in situations that may be difficult to manage or cause emotional overwhelm. The QR code links to a webpage that shares information around common trauma responses and tips on how to help someone experiencing these.



<p>Please understand I have experienced trauma</p> <p>THIS SITUATION IS DIFFICULT FOR ME TO MANAGE PLEASE SEE OVERLEAF FOR GUIDANCE</p>	<p>Scan to learn more</p> 	<p>PLEASE BEAR WITH ME YOU CAN ASSIST ME BY... (Select all that are relevant, or include your own)</p> <table border="0"><tr><td><input type="checkbox"/> I need patience</td><td><input type="checkbox"/> Please don't touch or startle me</td></tr><tr><td><input type="checkbox"/> Ask me how I'm feeling</td><td><input type="checkbox"/> Please talk to me about next steps</td></tr><tr><td><input type="checkbox"/> Give me time to see if I can continue</td><td><input type="checkbox"/> Explain to me what to expect</td></tr><tr><td><input type="checkbox"/> I may be triggered by this experience</td><td><input type="checkbox"/></td></tr><tr><td><input type="checkbox"/> I may need time after to recover</td><td><input type="checkbox"/></td></tr><tr><td><input type="checkbox"/> Keep your voice calm and quiet</td><td><input type="checkbox"/></td></tr></table> <p>Above all, please treat me with kindness and compassion as I navigate the impact of my experiences in my everyday life. Thank you.</p>	<input type="checkbox"/> I need patience	<input type="checkbox"/> Please don't touch or startle me	<input type="checkbox"/> Ask me how I'm feeling	<input type="checkbox"/> Please talk to me about next steps	<input type="checkbox"/> Give me time to see if I can continue	<input type="checkbox"/> Explain to me what to expect	<input type="checkbox"/> I may be triggered by this experience	<input type="checkbox"/>	<input type="checkbox"/> I may need time after to recover	<input type="checkbox"/>	<input type="checkbox"/> Keep your voice calm and quiet	<input type="checkbox"/>
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Corporate Training

We're currently working with businesses across the Burton and district area to help them create supportive, respectful workplaces.

What do we offer?

We offer comprehensive training packages designed to equip your staff with the knowledge and tools to create a respectful place of work. You can choose from our two tiers of training, each tailored to meet your business' specific needs. Virtual or in-person training is available.

For further information and pricing please visit our website or email us at: staff@sarac.org.uk

How will **you** benefit?

- ✓ Increased employee satisfaction
- ✓ Positive workplace culture
- ✓ Reduced staff turnover



Find out more

Scan the QR code to see our corporate training web page or head to the next page to view what's included in each package tier.

Tier 1 Training Package

Half-Price
for VCSE's

Key Topics Covered:

- **Introduction to SARAC:** Overview of our vital services.
- **Impact on Your Workforce:** Learn about our support model, relevant statistics, common rape myths, and trauma-informed support.
- **Promoting Positive Ideals:** How to instil supportive values throughout your business.
- **Raising Awareness:** Methods to increase awareness within your organisation.

Duration:

2 hours delivery: Plus 1-hour Q&A and discussion.
We can take a capacity of up to 100 attendees.

[Email to book](#)

Tier 2 Training Package

Key Topics Covered:

- **Introduction to SARAC:** Overview of our vital services.
- **Impact on Your Workforce:** Learn about our support model, relevant statistics, common rape myths, and trauma-informed support.
- **Promoting Positive Ideals:** How to instil supportive values throughout your business.
- **Raising Awareness:** Methods to increase awareness within your organisation.
- **Supporting Your Staff:** Practical strategies for supporting affected employees.
- **Enhanced Support Pathways:** We'll develop a tailored support framework for your team.

Duration:

A full-day program: including off-site policy assessment and re-writing if required.

Plus:

Policy Evaluation

Our expert team will review, assess, and rewrite your safeguarding and disclosure policies.

Workplace Ambassadors

We'll be ambassadors for the day and train up to 5 team members to handle team member disclosures, signposting & more.

[Email to book](#)



Proud member of
Burton & District
Chamber
of Commerce

Thank You

Thank you for supporting our mission to help those affected by sexual abuse and for being part of the change; your help means their healing.

Stay connected by following us on social media, tagging us in your fundraising events or exploring the useful links below to learn more.



[Get in touch](#)



[Make a donation](#)



[Visit our website](#)



[Make a referral](#)



Registered charity: 1180902



sarac
we're here to listen