



Fundraising Guide 15th Birthday Edition

Why Fundraise for ASN?

ASN is an abortion fund, which means we believe “**I can’t afford an abortion**” should not be the only reason someone becomes a parent. ASN is here to help those who are unable to access an abortion in their country, and who do not have the financial resources to access one abroad.

No matter what you do, funds you raise will make a huge difference to people who need to travel to access abortion care. In this guide, you’ll find hints and tips for getting started with fundraising.

This year marks our 15th Birthday, since we were founded in 2009 we have heard from nearly 10,000 people, and issued almost £1,500,000 in Grants.

Almost all of our funding comes from donors and fundraisers like you - and without your support, we would not be able to help every person we hear from.

We want to always be able to say ‘yes’ to someone seeking an abortion, and who needs our help to access it.

www.asn.org.uk



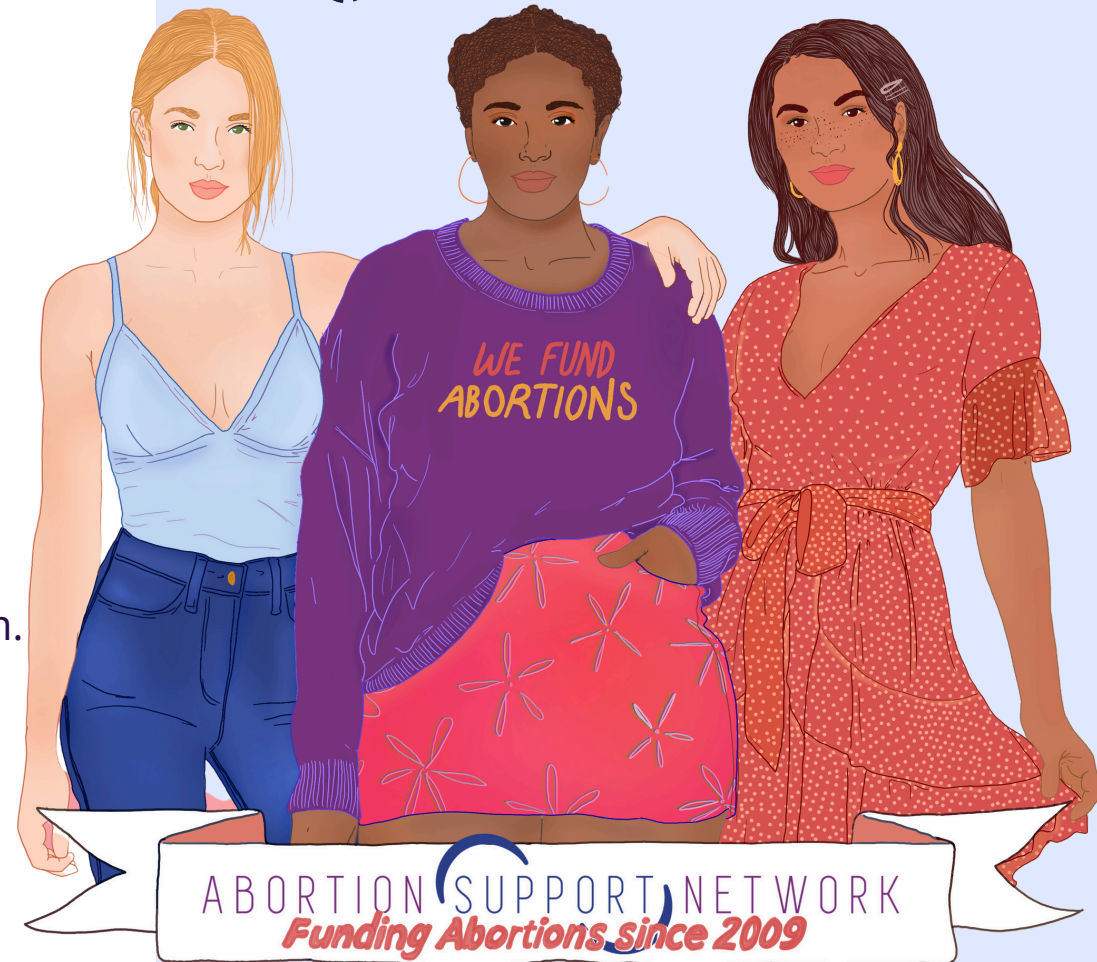
[@AbortionSupport](https://twitter.com/AbortionSupport)



[@AbortionSupportNetwork](https://www.instagram.com/AbortionSupportNetwork)



[AbortionSupportNetwork](https://www.facebook.com/AbortionSupportNetwork)



The difference your fundraising makes



The money you raise helps us to support people who need to travel for abortion care from the Republic of Ireland, Northern Ireland, Gibraltar, Isle of Man, Malta, Poland, France, Spain and around Europe.

ASN is a registered charity providing information and financial assistance to those forced to travel for abortion care.

The cost of this generally ranges from £400 to £2,000, but can be more depending on circumstance and stage of pregnancy. Our clients are more likely to be those who are marginalised and at risk – those in and escaping abusive relationships, people with insecure immigration status, families with pregnancies diagnosed with fatal foetal abnormalities and people who are poor.

At ASN we do not ask our clients how they got pregnant or why they want abortions. Our only criteria are financial need and availability of funds.

"I need your help to organise a trip to the Netherlands to have an abortion. I have made this decision after a long time of reflection. My situation is very complicated, I have no support from anyone, I do not have a car and will have to travel by bus or other public transport. I know that after my return I will have to quarantine in Poland. If possible, I would need support to arrange an appointment and an interpreter on site at the clinic. My English language is unfortunately at a basic level. Can you help me?" - ASN client we helped in 2020



RAISE £150 FOR ASN IN SEPTEMBER!

In the run-up to our birthday we're hosting a month long fundraising frenzy! There's plenty of ideas on the next two pages, or come up with your own idea and let us know what you're up to!

1. Come up with a fun idea!

Whether you host an event, take on a personal challenge, or even sell one of your products on behalf of ASN - there's no wrong way to raise funds!! We can't wait to see what you come up with.

2. Set your £150 target

You'll need to set a fundraising target, and for our 15th Birthday we're asking everyone to aim for **£150 or more!**

3. Be ambitious, but make it doable

Fundraising can be a chance to be creative and have fun, but set a realistic goal. You can always extend your goal if you do meet it sooner than you expect to!

4. Set up your fundraising page or take donations at your event!

Set up your JustGiving page as a part of our campaign here: [justgiving.com/campaign/asn-15th-birthday](https://www.justgiving.com/campaign/asn-15th-birthday)

5. Start shouting about it on social media!

Head to page 9 for some tips on how to spread the word on social media.

6. Get your Free ASN T-Shirt

Once you've raised or donated £25 for ASN, you'll be sent a Free Fundraiser T-Shirt to wear before, during and after your fundraising!



RUN 15K FOR SAFE ABORTION DAY!

Wherever you are, however long it takes you, run 15k for our 15th Birthday on the 28th of September and raise £150 or more!

We're hosting a virtual 15k on the 28th September!

To take part, all you need to do is **Make a Just Giving Page!** You can find instructions and fundraising tips on page 7 and 8.

You'll get your very own ASN running shirt once you've registered and received your first £25 in donations, for you to wear on the day, and while you're training in the 'run'-up to the big day!

We'd love to see your Strava training, photos of you running in our shirts and hear about your route! Whether you're going it alone, or getting together a team or group of pro abortion friends to run it together!

If you don't fancy running the 15k, there are so many more ways to take part...

5 here's some ideas!

MORE FITNESS FUNDRAISING IDEAS



15 PEOPLE RUN A RELAY

DISTANCE CHALLENGE

COUCH TO 15K

15,000 STEPS A DAY

150 BURPEES A DAY

15 MINS OF EXERCISE A DAY

15 DAYS OF COLD WATER SWIMMING

RUN 15K A DAY

CYCLE/WALK /RUN TO WORK FOR 15 DAYS

ANYTHING ELSE YOU CAN THINK OF! IT DOESN'T HAVE TO BE '15' THEMED BUT WE'VE PUT SOME IDEAS TOGETHER TO INSPIRE YOU

15 LENGTHS OF A POOL FOR 15 DAYS

AUCTION

DOG SHOW

**VINTED/
DEPOP/
EBAY**

HEAD SHAVE

PUB QUIZ

**FACEBOOK/
INSTAGRAM
FUNDRAISER**

OPEN MIC

SPORTS DAY

DINNER PARTY

JUMBLE SALE

BAKE SALE

COMEDY SHOW

KARAOKE NIGHT

RAFFLE

DRAG SHOW

**GIG/
CONCERT**

FILM NIGHT

**ZINE SALE/
BOOK FAIR/
POETRY
EVENT**

CHANGE TIN

BOOK CLUB

IT'S NOT ALL ABOUT THE EXERCISE!

Don't fancy an active challenge but still want to support ASN? Here are some ideas for events and challenges you can host!

ART EXHIBITION

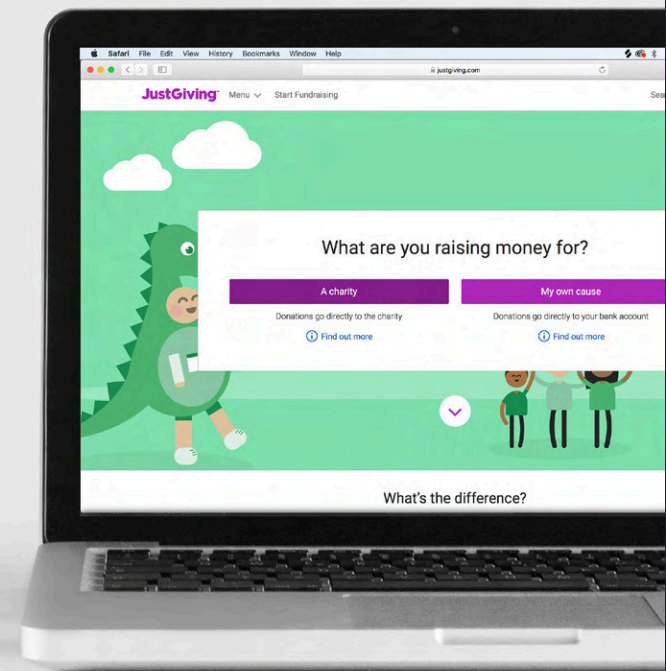
ART / CRAFT WORKSHOP

PROTEST

CLOTHES SWAP

Tips for Setting up and promoting your Fundraising Page!

1. Make sure you take a bit of time to personalise your fundraising page and add a bio so people know why you care about ASN – this will help to encourage people to donate, and also means people who know you can relate to the page more!
2. Add a photo! It's the personal touches that make the most impact.
3. Create an achievable but ambitious target
4. If your challenge is an active one, you can link your page to your Strava so your friends and family can keep up with your progress
5. Post updates and photos to social media with the link to your page!
6. Email your friends, family and colleagues who might not follow you on social media.
7. Ask your sponsors to gift aid their donations if they are UK Tax Payers to raise 20% more without lifting a finger!
8. If your event is in person, like a gig or a comedy night, you could make a Just Giving page and take donations on the day via a printed QR code to the page! This cuts down on your admin and also means people without cash can still donate.
9. Share the link once the event is over! Even if your challenge is done, you can encourage people to donate afterwards – you never know, they might have forgotten!
10. Even if people can't afford to donate, spreading the word about your fundraiser is a great way to make sure people know what we do, and understand why our work is important!



Tips from a Past Fundraiser

On navigating abortion stigma while you're fundraising!



Fundraising top tips from Jessica, who ran a half marathon for ASN

"1. Work out how you're going to frame your message. I emailed colleagues and family members to ask for fundraising support thinking carefully about which parts of the ASN message to highlight.

2. Don't let the nature of the ASN cause put you off telling as many people that you're fundraising as you would if you were fundraising for e.g. a cancer support charity. This is how we break down taboos.

3. If you have an abortion story, decide before you go public with your fundraising if and how you want to share that."



Other ways to fundraise

You can fundraise at work, university or in your community with things like raffles, bake sales, pot lucks and bring-and-buys. There are so many ways to raise money for ASN! If you want to get started, get in touch and we'll help you.

Other ways to give

The majority of our funding comes from individual donors, and an amazing network of people give us regular donations each month. You can make one-off and regular payments on our website at asn.org.uk/donate. If you're getting married or have a birthday or occasion coming up, why not ask for donations to ASN? You can do this on Justgiving or directly on Facebook, and share with your friends and family. Head to the fundraising page on our website for other ways to raise money for ASN: asn.org.uk/fundraising.

Making your fundraising donation

Often the simplest way to raise money for ASN is to set up a fundraising page, but if you've collected donations in another way head to asn.org.uk/donate to send us your donation. You can get in touch with us at community@asn.org.uk and we'll help you.

We are here for you!

We want to help you get set up and support you as you fundraise, so get in touch! We'll be hosting a Fundraising Webinar for our 15th Birthday on the 20th August 2024 - follow us on social media and join our newsletter to find out more about this! Reach us at community@asn.org.uk

**THANK YOU FOR CHOOSING
TO HELP FUND ABORTIONS**





Thank you for fundraising for ASN!

Every fundraiser helps us to support people
who need to travel for abortion care.

Stay in touch: community@asn.org.uk

