



RACE AGAINST VIOLENCE FUNDRAISING GUIDE





WHAT IS RAV – RACE AGAINST VIOLENCE

- What:** 5K Run/Walk, Kids Fun Run, and Family Festival
- When:** March 7, 2020, 5K race begins at 8:30am, kids race begins at 8:00am
- Where:** AIG Campus – 685 Waugh Dr, Houston, TX 77019
- Why:** Each year the Houston Area Women's Center serves thousands of survivors in their greatest time of need. HAWC supports our clients through a range of services including a 24-hour hotline, a residential shelter for women and children fleeing violent situations, advocacy and counseling services that help survivors move their lives forward free of violence. The Race Against Violence raises critical funds to support these programs and services to help end the cycle of violence in Houston.

Register Today: www.hawc.org/rav

WHERE DOES THE MONEY GO?

The Houston Area Women's Center works to end domestic and sexual violence and supports all in building safe and healthy lives through advocacy, counseling, education, shelter and support services. Our services are free, confidential and available to everyone.

HAWC | Houston Area
Women's Center
Ending domestic and sexual violence for **ALL**

36,471
Domestic Violence and
Sexual Assault Hotline Calls

29,223
Community Members
Educated

73,060
People served

2019 Impact Report

HAWC | Houston Area Women's Center
Ending domestic and sexual violence for **ALL**

73,936

SURVIVORS AND COMMUNITY MEMBERS REACHED



CRISIS RESPONSE

Survivors of domestic violence, sexual assault and sex trafficking have immediate access to safety, medical attention and trauma informed needs assessment when they first reach out for help.

39,615 Calls answered in our hotlines

1,186 Hospital accompaniment for survivors, friends and family

936 Survivors safely housed at our residential campus



SURVIVOR EMPOWERMENT

Survivors of domestic violence, sexual assault and sex trafficking are economically independent and live self-determined lives.

4,352 Women, men and children participated in individual and group counseling sessions

1,893 Clients in our Children's Court Services

954 Clients received legal advocacy

563 Survivors provided care management and advocacy support

116 Adults and children safely housed

345 Sex trafficking clients served



VIOLENCE PREVENTION

To break the cycle of violence we must understand its root causes and adopt positive behaviors.

25,922 Community members educated

1,834 Professionals trained

2,895 Youth educated



CULTURE CHANGE

Systems and institutions collectively invest in efforts to reduce interpersonal violence, support survivors and hold perpetrators accountable.

2,115 Volunteers engaged

120 Young leaders engaged

90 Strategic partnerships

6 Research projects to improve systems and identify best practices

4 Public awareness campaigns

123K+ WEBSITE HITS

19K+ SOCIAL MEDIA FOLLOWERS

WHAT WE DO:

CRISIS RESPONSE

- **24/7 Hotlines**
- **Safety Planning**
- **Emergency Housing**
- **Hospital Accompaniment**



VIOLENCE PREVENTION

- **Education**
- **Advocacy**
- **Outreach**
- **Community Partnerships**



SURVIVOR EMPOWERMENT

- **Housing**
- **Counseling**
- **Legal Advocacy**
- **Children's Services**
- **Career Development**



SINCE 1977, THE HOUSTON AREA WOMEN'S CENTER HAS BEEN WORKING TO END DOMESTIC AND SEXUAL VIOLENCE FOR ALL. WE CANNOT DO THIS ALONE.

HAWC | Houston Area Women's Center
Ending domestic and sexual violence for **ALL**



HELP IS A PHONE CALL AWAY

Domestic violence hotline **713-528-2121**
Rape crisis hotline **713-528-7273**

Visit hawc.org to learn how you can help us build a community free from the effects of violence.

WWW.HAWC.ORG

FUNDRAISING TIPS – FOR YOUR FUNDRAISING PAGE

- Personalize your fundraising page with your personal story, a photograph, or a video.
- Send emails or letters to friends and family (don't forget those out of town), asking them to make a donation to your campaign.
- Ask your friends and family for their support using email and social media with a direct link back to your fundraising page.
- Text your close friends with a link to make a donation. Ask them to donate \$10 and to ask 10 of their friends to donate \$10!
- Thank your donors and keep them updated on your progress.
- If you are racing in the event, share with them that you will have your registration entry fee waived if they help you reach your goal!

RAISING YOUR FIRST \$100 IN 1 WEEK

- Start by showing your commitment to raising the money by donating \$10 to yourself.
- Face to face - ask your best friend, family, or friend to donate \$10 or \$25.
- Post to Facebook using one of our suggested posts and challenge friends to donate \$10 or \$25.
- Share your personal story about why you are joining in the Race Against Violence and how they can help.
- Post pictures to Instagram and a link to your fundraising page using one of our suggested posts below. Challenging just 3-5 people to give \$10!
- Update your progress on your fundraising page and personalize it with pictures.
- Give a shout-out to individual contributors (with their permission) on your social media accounts, it may inspire others to contribute.

EMAIL

An email campaign can help share your connection to the mission with the special people in your life, as well as raise important dollars to support the programs and services HAWC provides our clients every day. When writing your email consider these tips:

- **Catch the reader's attention with the subject line:** Be sure the purpose of your email is clear in your email subject. Try one of these:
 - *Running to end violence...join me*
 - *Help me end the cycle of abuse.*
 - *March 7, 3.1 miles, \$5,000 raised. (or insert your personal fundraising goal)*
- **Personalize the email:** Start with a story about your personal connection to the mission and why you decided to participate in the Race Against Violence and fundraise for with the Houston Area Women's Center. Your readers want to know what makes this cause important to **YOU**. See a sample letter below.
- **Follow up:** Check back in with your friends and family leading up to the event to remind them about the importance of the mission, share your fundraising progress, and encourage them to make a gift to support you.

SAMPLE FUNDRAISING LETTER – GENERAL

Dear (friends name),

Did you know that 74% of Texans have been personally affected by domestic violence, or know someone who has? This is a shocking statistic. To make a difference, I am participating in the **32nd Annual Race Against Violence** on March 7, 2020 in support of the Houston Area Women's Center (HAWC).

Funds raised through the race will support the many programs and services HAWC provides to people in need. This includes a 24-hour hotline, a residential shelter for women and children fleeing violence, advocacy and counseling services, which help survivors live a life free of violence.

My personal goal is to raise \$500, which equates to providing one-on-one counseling sessions for a survivor of domestic or sexual violence. Will you join me in supporting these critical services by making a donation of \$30 today?

Thank you in advance for your support. I couldn't do this without you!

Make your donation today: (insert link to your personal donation page here)

Sign up to participate in the run and join my team: (insert link to your team page here)

SAMPLE FUNDRAISING LETTER – KIDS FOCUSED (troop example)

Hello troop parents!

Each year the Houston Area Women's Center (HAWC) hosts the Race Against Violence, a 5k run/walk, kids fun run, and a family festival. This year, HAWC has waived race entries for all kids 12 and under and we would be thrilled for you to join our team. I believe this would be a great opportunity for our troop to get together to support women and children.

I have included the event details below and am happy to answer any questions you might have.

When: Saturday March 7, 2020

8:00 am- Kids Fun Run

8:30 am- 5K Run/Walk

Where: 685 Waugh Dr, Houston, TX 77019

How: You can register at www.hawc.org/rav

It's always a great morning and is an event we look forward to every year. I hope to have you and (insert child's name) there with us this year.

Thanks!

SOCIAL MEDIA

Be Active. Since you are training for a 5K use your status updates, tweets, blogs, or videos to share your motivation for participating. Do this often and early. The more reminders you give of how hard you are working towards your personal goal, the more people are inclined to give.

Be Engaging. Link your fundraising project to HAWC and its mission to help provide emphasis and compelling context. There are many ways to include these in your updates; here are a few examples to get you started:

- The Houston Area Women's Center serves people rebuilding lives torn apart by violence. I am running in the **32nd Annual Race Against Violence** to support HAWC and their life saving services. A donation of \$50 supports a night of emergency shelter to a woman fleeing violence. Can I count on you to make a donation? (insert link to your personal donation page here)
- The Houston Area Women's Center empowers people to take action in the fight to end violence. I am joining the fight by running in the **32nd Annual Race Against Violence**. Please donate and take action as a part of my team. (insert link to your personal donation page here)

Suggested Hashtags:

#HAWCRAV

#HAWC

#HOUSTONRAV

#RAV2020

#BELIEVE

#RAVHOUSTON

#IDEMANDSAFETY

Sample social media posts:

"Domestic violence is not a private matter and devastates entire communities. www.hawc.org/rav"

"Want to know how you can help sexual assault survivors? [Here are 14 ways:](#)
Join me on March 7, 2020 for the Race Against Violence and take a stand. www.hawc.org/rav"

"Domestic violence is an epidemic, and what you don't know about domestic violence can kill you," said Harris County Sheriff Ed Gonzalez. Join us for RAV 2020 and find out what you don't know! www.hawc.org/rav"

"Please take a moment to watch this heartfelt message from Nina Robin, a child survivor of domestic violence whose family sought refuge at HAWC when she was 9 years old. Share to make sure others know they can overcome a childhood of domestic violence. <https://www.youtube.com/watch?v=fvO7ghXAHdc&feature=youtu.be>"

Support survivors and donate at www.hawc.org/rav"

"We have serious need in Harris County for emergency shelter. No survivor should ever have to be turned away." Join me in the Race Against Violence to support HAWC www.hawc.org/rav"

"By donating \$50 you help provide a night of safety for a survivor. <insert your page link> www.hawc.org/rav"

"\$100 gives a child victim or witness of violent crime a friend and advocate in court through HAWC's Children's Court Services. Please help me raise money to reach my goal. <insert your page link>"

"Walk towards a future without violence. www.hawc.org/rav"

"Support survivors. Race for survivors of domestic and sexual violence. Race Against Violence 2020, www.hawc.org/rav"

"HAWC has kept hotlines open 24 hours a day, 7 days a week for the past 42 years. All services are free of charge, confidential, and available to everyone. That is one reason I am racing on March 7, 2020 in the Race Against Violence. Join me! www.hawc.org/rav"

"I am proud to join this year, and will be walking in honor and support of all those affected by domestic and sexual violence. Will you join me? www.hawc.org/RAV"

"Join me on March 7 in the Race Against Violence Houston! For more information, visit my #houstonrav team <insert team link>"