

Report for More to her Life charity (1191910) financial period from 1.8.21 to 31.7.22

Fundraising

The entirety of income for the charity campaigns have been fundraising and donations. The charity has received no funding or grants to complete our work. We have chosen not to apply for any grants or funding and to solely fund our work through donations.

This fundraising has been online using predominately Facebook as the preferred platform. The charity has established a community online mainly of entrepreneurs who support the vision and the projects we deliver.

More to her Life utilised the Just Giving platform to run campaigns and receive donations. During these campaigns we shared online the planned projects, the need behind the project and the impact the projects would have. The community then donated to that campaign on Just Giving platform or directly to the charity using Stripe platform. Our supporters chose to either contribute along with others to the projects or to fund an entire project themselves.

The charity also established "Creative Partners" relationships with online entrepreneurs who pledged to donate a percentage of their own business income to the charity each month. In return they received graphics and charity updates that they could share with their own clients and audience to communicate their support of women who experience domestic abuse.

Projects delivered

Birthday Celebrations

18 women impacted

How was the project created?

This project was initially envisioned to treat the children in the refuges for their birthdays however during conversations with refuges they let me know that they actually receive a lot of toy donations for the childrens birthdays so this is not really a need. However they do not celebrate the womens birthdays themselves. This was very upsetting as they women need to rebuild their own identity and self esteem and I truly believe celebrating them on their birthdays would assist with this process.

How did More to her Life answer this need?

This project was conducted with The Dash Charity and also through personal applications. Each woman was given a budget to fulfil her birthday wishes. Most women chose a birthday cake which we arranged and had delivered and then the remainder of the budget was spent on their own presents. We gave each woman their own choices so they could celebrate their birthday exactly how they wished and made it individual.

What was the Impact?

"I'm excited and I can't wait, for the first time in my life I had the opportunity to choose a birthday gift for myself, I appreciate it very much and thank you very much for it. Have nice day."

“Thank you for making a Happy Birthday. I thought it was going to be a normal day.”

“Angelica was delighted with her Birthday cake and presents, it really made her day so special. AT also shared with us that yesterday was the first time in 32 years that she had a Birthday cake and she was so happy to blow out her candles and share it with the other residents in refuge and her friends.

A present and a cake may not feel like much to some but for someone who is away from all their loved ones it really can be, showing them that they are special and cared for. Personally AT wanted to say, ‘Thank you from the bottom of my heart for the wonderful things today. I was so excited to have a cake and am looking forward to taking my daughter to cinema to share my Birthday love”

“Thank you in advance, I'm glad I can be here for my birthday and have this opportunity for birthday gift. I'm appreciate that , thank you very much xx”

More to MY Life book

This year More to her Life charity created, published and marketed our own multi author book.

9 women came together to write a chapter each about their own experiences rebuilding their life following domestic abuse. We chose to ask each author to write their own experiences from the moment they left abuse to make this relatable to women who themselves have just left abusive relationships.

The book was then marketed and put on sale on Amazon. The book reached best seller status in three separate categories within our first week of sales.

Future projects mentioned in accounts

Gala

More to her Life charity is in the process of planning a gala fundraising event for our donors. Unfortunately this has been put on hold due to serious ill health but is still in the charities future plans.

Date	Item	Income	Outgoing
1.8.21	Staff Invoices		1000
3.8.21	Zoom		14.39
6.8.21	Donation - Liz Defennis	37.03	
5.8.21	Donation - Lucy Hannah	25	
12.8.21	Stripe fees		0.55
1.9.21	Staff Invoices		1000
3.9.21	Zoom		14.39
4.9.21	Websiteforyou domain renewal		78.99
4.9.21	Ghost Mail - PO Box		22.8
9.9.21	ISBN for "More to MY Life" Book		164
15.9.21	Mailerlite invoice		8.96
17.9.21	Donation - Lucy Hannah	38	
17.9.21	Stripe fees		0.73
17.9.21	Canva membership		10.99
17.9.21	Trustee Loan - S Davis	250	
17.9.21	Donation - Liz Defennis	197.54	
20.9.21	Just Giving fundraising	4.6	
20.9.21	Just Giving fundraising	28.12	
22.9.21	Donation - Katrina	12.23	
22.9.21	Paypal Donation	17.71	
24.9.21	Birthday Club project donation - Stripe	91.58	
24.9.21	Font expense for Gala project		38.39
27.9.21	"Break your trauma bond" donation	31.35	
1.10.21	Staff Invoices		1000
1.10.21	Scrubbies donation - Paypal	20	
1.10.21	Zoom		14.39
4.10.21	Placeit - Marketing		13.76
8.10.21	Helen Willis Donation - Paypal	65	
12.10.21	Katrina donation - Stripe	4.75	
14.10.21	Nicole Birthday Club donation	464.91	
15.10.21	Mailerlite		9.04
19.10.21	Canva		10.99
19.10.21	Marketing props for 1st Birthday celebrations		25.88
24.10.21	Authors copies of MTML		15.36
26.10.21	Donation - Lucy James	47	
26.10.21	Stripe charges		0.86
26.10.21	Birthday Club props		8.84
27.10.21	Sainsburys Voucher		40
27.10.21	Birthday cake		30.98
27.10.21	Birthday Cake		26.98
27.10.21	Bodyshop		48
27.10.21	Cinema Voucher (one4all)		28.99
1.11.21	Staff Invoices		1000
1.11.21	Donation - Marie Adell	50.92	
2.11.21	Zoom		14.39
2.11.21	Parking Coventry Building Society		6

6.11.21	Stationary		29.99	
8.11.21	Amazon Voucher - Birthday Club		20	
10.11.21	Donation - Nicole Barker	4542		
10.11.21	Stripe charges		132.16	
10.11.21	Donation - Break your trauma bond	45		
15.11.21	Argos Voucher - House to a Home project		50	
15.11.21	Canva		10.99	
16.11.21	Mailerlite		9.22	
22.11.21	Birthday cake		21.98	
22.11.21	Amazon voucher - Birthday club project		74.96	
25.11.21	Donation Birthday Club	94		
25.11.21	Stripe charges		2.42	
26.11.21	New Look - Birthday club		73.5	
28.11.21	Tesco voucher - Birthday Club		50	
28.11.21	Harvester voucher - Birthday Club		50	
1.12.21	Staff Invoices		1000	
2.12.21	Zoom		14.39	
2.12.21	Halfords voucher - StopDomesticAbuse Bike		180	
2.12.21	Birthday cake		21.98	
2.12.21	Birthday cake		30.98	
2.12.21	Amazon Voucher - Birthday Club		80	
6.12.21	Stripe donation	72.15		
8.12.21	Phoenix Features - Magazine article	100		
10.12.21	GhostMail postage		17.75	
14.12.21	JustGiving	196.77		
16.12.21	Canva		10.99	
17.12.21	Mailerlite		9.34	
22.12.21	Beyond the Dawn - marketing for Gala		297	
23.12.21	One4All Birthday Club		100	
24.12.21	Birthday Club - stripe	91.58		
31.12.21	Amazon KDP	6.96		
1.1.22	Zoom		14.39	
4.1.22	JustGiving - Closer magazine article	28.88		
15.1.22	Canva		10.99	
18.1.22	Mailerlite		9.06	
18.1.22	Staff Invoices		800	
26.1.22	Birthday Club	90.64		
31.1.22	Amazon	102.5		
1.2.22	Staff Invoices		800	
2.2.22	Amazon KDP	193.28		
Carried forward from last report				1622.99
		6949.5	8570.74	1.75