

Community matters!

StoP-Fundraising Concept

For StoP – Organisers and StoP Initiators



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StoP- Domestic Violence – Community matters!



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- StoP- Approach
- General Goals of StoP
- StoP concept
- Fundraising for StoP
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Why StoP?



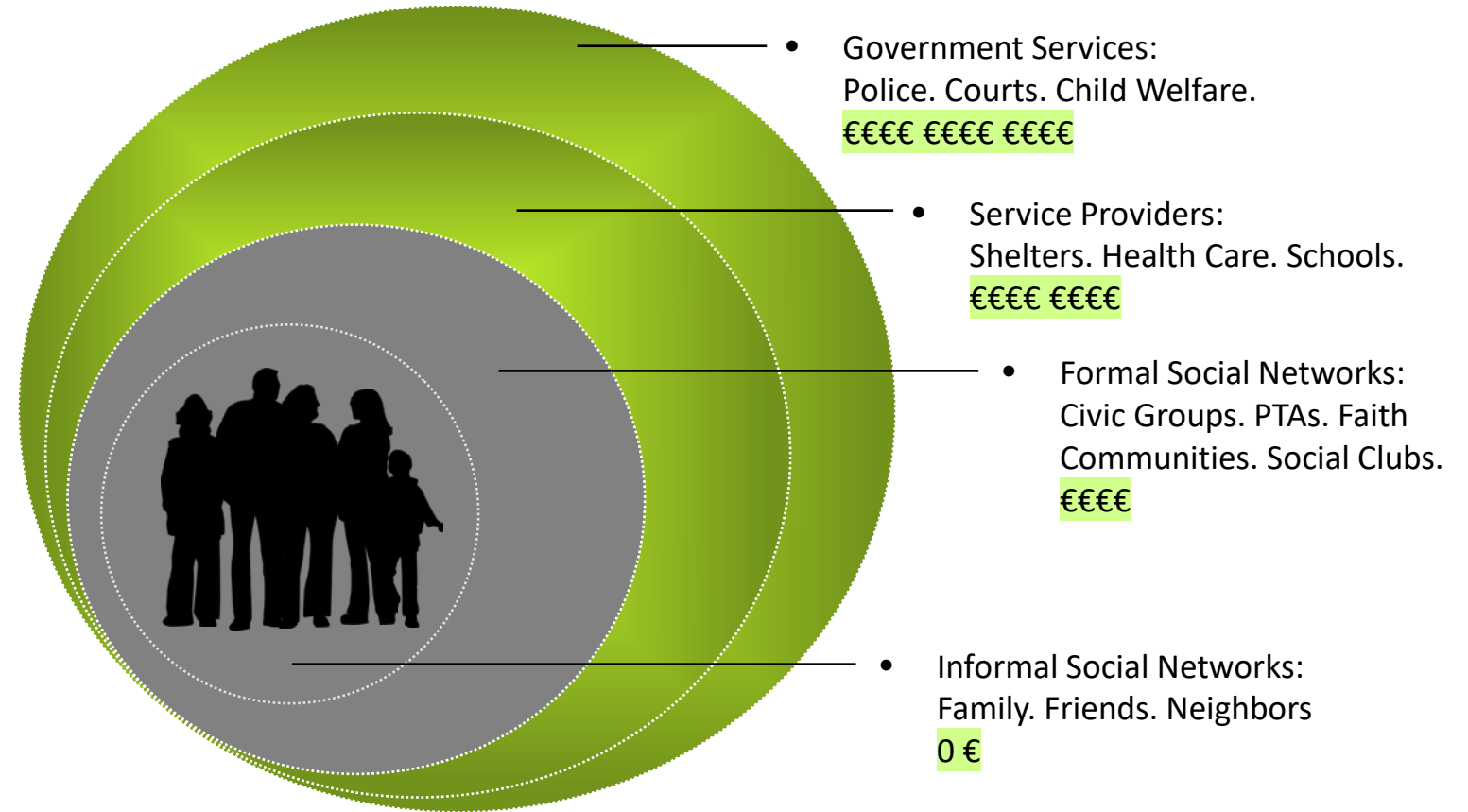
- Domestic violence is a current and massive social problem: **1 in 5 women** in the EU have suffered physical or sexual violence at the hands of a partner, relative or other household member (EIGE/FRA 2024).
- it has not decreased over the years
- it affects women* of all ages and socio-economic backgrounds
- it takes place mainly in the "private" sphere.
- the vast majority of IPV incidents, even very serious ones, are not reported to the police or any other organisation, low rate of help-seeking
- there is a gap between support systems and victims/survivors
- there are gaps in the support system

StoP – Community matters

- People often turn to informal networks of family, friends and neighbors for disclosure and support.
- Norms and reactions in informal networks are therefore crucial.
- Neighbors are close by
- They have many reasons to act:
 - self-interest, compassion, political or religious reasons.



Filling the GAP: Strengthening Communities



StoP: main principles

- “Mainstreaming” the issue of IPV on the community level
- Build a reliable and informed local network
- Bottom up/participation and empowerment
- Community ownership
- Working with local people, local language, local symbols
- Non - discrimination
- Have fun: “A good tactic is one that your people enjoy”
(S. Alinsky)



"StoP" approach – general goals:

- Making IPV “visible”, a public matter and integral part of community development.
- Change social norms in local neighborhoods.
- Raise consciousness about gender, power relations.
- Promote and support civic engagement, intervention, practical solidarity with survivors; disclosure and helpseeking.



Examples from StoP community work

- Neighbors don't turn up the volume of their TV if they hear something but go, check the situation, ring the bell, offer shelter, call the police.
- Organize a safety chain (phone numbers, keep an eye, offer company).
- Build a support circle.
- Repair and strengthen entry door for protection
- Help with the flight to a shelter,



What StoP means ...

- Participating in StoP is **democratic, civic engagement and a commitment** to end violence against women and children...
- **The long-term goal** is to establish StoP community work in every city, small town and neighbourhood.
- This is a way of **supporting sustainable change** so that domestic violence has no chance, lives can be saved and mindful, loving relationships can be built.

Domestic violence must have no place!



StoP-Concept ©

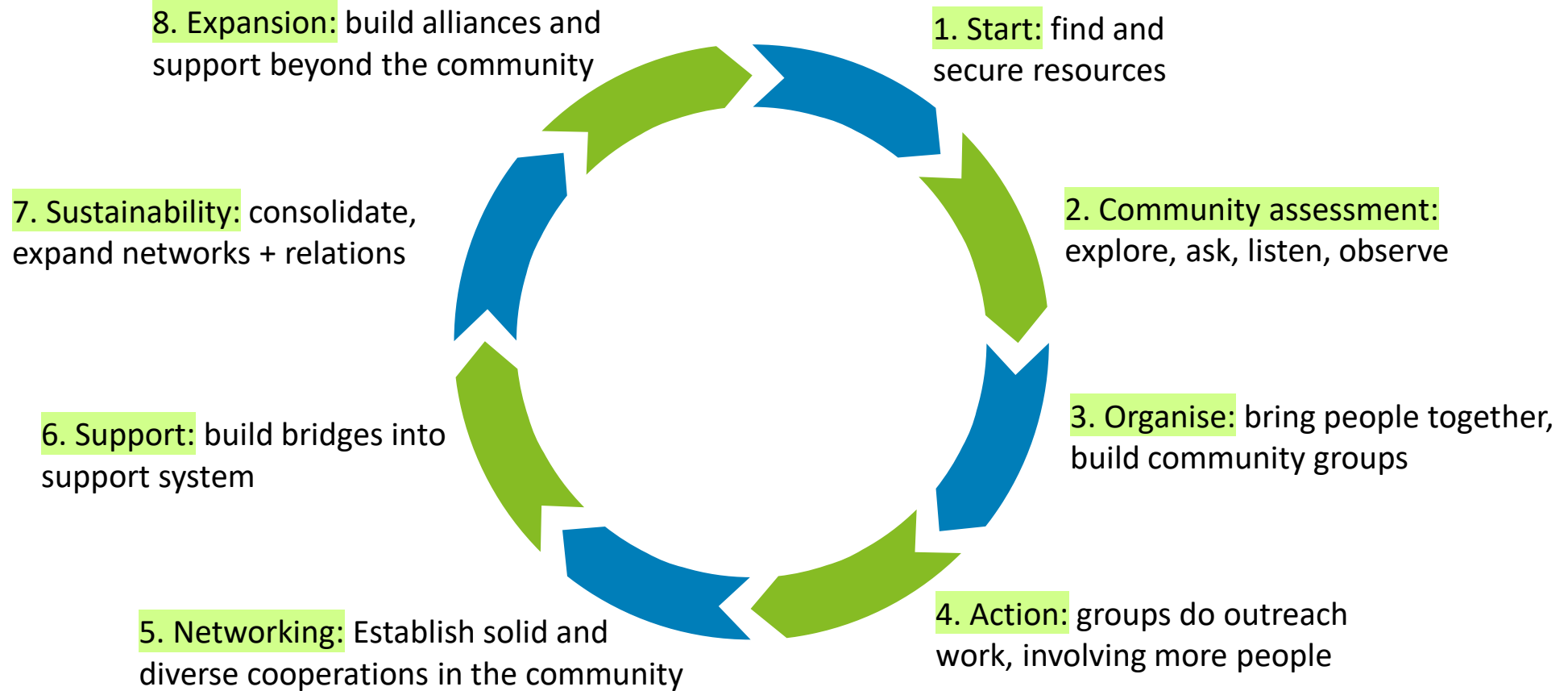


- The StoP concept was developed by Professor Dr. Sabine Stövesand at HAW Hamburg, Department of Social Work.
- StoP is a well thought-out, sustainable, scientifically researched, innovative and ambitious concept with 8 action steps, build on community organising that lead to the establishment and embedding of violence prevention and change in a neighbourhood.

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StoP-Model: 8 Steps ©



Reasons why we need Fundraising?

- Violence against women is a fundamental problem
- Violence against women is a men's problem
- It therefore takes a lot of money to change the patriarchal system
- The implementation of the Istanbul Convention needs a lot of money
- For making the problem visible/public relations

Why StoP needs Fundraising?

- Too few human and financial resources
- No federal funding/ministries yet
- No continuous state funding
- Too little or hardly any municipal funding so far



We can say something. We can do something.

Everyone can contribute:

- Individuals
- Entrepreneurs
- Organizations/Associations
- Foundations
- Federal Government – State – Cities – Municipalities



Fundraising Opportunities

1. Funds/financial resources

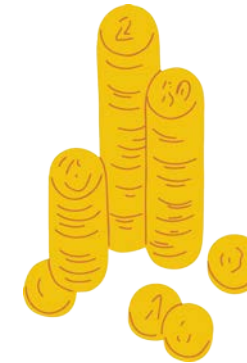
- Become a member of StoP
- One time donation
- Regular donations - sustaining donations
- At events - set up donation boxes
- Grants (all ministries - think more about health too)
- Apply for EU funding
- Foundation funds



Fundraising Opportunities

2. Material resources

- Covering printing costs for StoP material
- Provide advertising space free of charge
- Place ads free of charge
- Social Media – Influencers
- Public relations for StoP
- Joint press releases



Consideration for Doners

- For single and permanent donors
- Donation confirmation
- Give-aways or annual report
- Newsletter
- Promote check handovers



Consideration for companies and companies / organizations

- Information materials
- StoP information booth
- Workshops for specific target groups
- Provide training/awareness
- Offer webinars

Important note:

- ✓ List success stories and many achievements/milestones
- ✓ Use good photos to illustrate!!





Thank you

for your attention and participation!

DISCLAIMER

Violence against women* is the focus of StoP's work – this includes anyone identifying or being perceived as a woman

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