

The ManKind Initiative

Helping Men and Their Children Escape Domestic Abuse

60% of victims had never spoken to anyone, until they picked up the phone and spoke to us

Over 90% of callers say they had been helped after contacting us

Gold, Silver and Bronze Helpline Sponsorships Available

“Your service is unique and vital because it gives people like my son the confidence to take charge of their lives again, rather than being constantly victimised.”

(Mother calling on behalf of her son, London)

“This call has been invaluable. I’m going to get cracking on the stuff you’ve given me.”

(Male victim, Black Country)

“I really thank you for your help. All this information will be so valuable for my dad”

(Son calling on behalf of male victim, Central London)

Why Paul believes you should sponsor the helpline

I am a survivor of domestic abuse. I suffered at the hands of my former wife until I eventually called the police. It was not just the violence that I had to endure at her hands, it was the fact that I did not know who to turn to, who to speak to and where to go. Luckily I had called the ManKind Initiative helpline. They not only believed me, they gave me the information and confidence to make the step first step. Without them, it could have been much different.

This is why the charity's helpline is such a lifeline. It gives them the chance to speak to trained people who will listen, who care and who will give them practical information on how they can escape. So many have suffered in silence for years. Many are also fathers so the support the helpline gives is doubly important. The helpline needs £50,000 to operate and takes over 2,000 calls every year. By sponsoring the helpline, you will make sure this vital lifeline is there for men and their children.

Thank you.

Paul Chivers
Domestic Abuse Survivor



Paul Chivers, Domestic Abuse Survivor

One in every
three victims of
domestic abuse in
the UK is a man¹

The ManKind Initiative and its Helpline

The ManKind Initiative is a domestic abuse charity focussing on male victims of domestic abuse – many of whom are also fathers with their children also living in fear.

The charity has run its anonymous helpline for over 10 years and since 2005, it has seen the number of calls rise from 500 to 15 years later now being 2,000. It is now at capacity.

These calls from across the UK are not just from men trying to escape, they are also from mothers, sisters, daughters, friends, workmates and other organisations - all trying to help a man they know leave. The website which provides supporting material to the helpline receives 4,000 visitors every week.

The helpline run from the charity's offices in Taunton, provides men with the opportunity to speak to a trained member of the helpline team on an anonymous basis.

Over 80% of callers have never spoken to anyone before about the domestic abuse they are suffering. When they call they are listened to with respect, dignity and warmth. They are also offered practical help on how to escape and also are signposted to any available local organisations.

The team all receive full training from the charity's Independent Domestic Violence Adviser and the charity is a member of the Helplines Partnership.

The charity also uses the National Institute of Clinical Excellence's Quality Standards as a benchmark for everything that it does.



According to the Government's British Crime Survey, over **500,000 men** every year are victims of partner abuse¹

Helpline Sponsorship Opportunities

To reach its annual helpline funding target of £50,000, the charity is looking for a number of organisations, partnerships and companies to sponsor the helpline.

This would support any corporate social responsibility policies especially as this particular vulnerable group is often unseen and unrecognised. The impact of supporting the helpline would be considerable and of course sponsorship is tax deductible as it is classed a business cost.

In return, the sponsor will receive full recognition for its level of sponsorship.

The annual sponsorship options are:

- **Gold Sponsor:** £4,000
- **Silver Sponsor:** £2,000
- **Bronze Sponsor:** £1,000

All sponsorship money is spent directly on running the helpline – staffing, telephone costs and equipment. No sponsorship money is spent on charity bureaucracy or administration.

	Gold	Silver	Bronze
Website Supporters Page (name, logo, and hyperlink)	✓	✓	✓
National Conference leaflets (name)	✓	✓	✓
Training leaflets and presentations (name)	✓	✓	✓
Survivors' Leaflets (name)	✓	✓	
Website Home Page (name)	✓		
Press releases (name)	✓		

Over 90% of the men who call are suffering from emotional abuse with **over 70%** suffering from physical and psychological abuse respectively



How to become a sponsor

To sponsor the charity's helpline, please fill in the online or printed form on the charity's website. The charity will arrange for an invoice to be issued in return including the charity's bank details. A formal sponsorship agreement can be provided.

The form can be found at www.mankind.org.uk/companysponsorship or email admin@mankind.org.uk

Over half of the men who call the charity would only do so if their call was anonymous

Donation Opportunities

Donations are often a more tax efficient way of supporting the charity. In return for any donations, and in line with HMRC guidelines, the donor will be acknowledged on the charity's supporters page on the website.

How to donate

Organisations can donate money by:

- **Sending cheques** (made payable to "The ManKind Initiative"), and post to The Treasurer, The ManKind Initiative, Flook House, Belvedere Road, Taunton TA1 1BT
- **Contacting The Treasurer** via admin@mankind.org.uk and requesting the bank details

Other fundraising opportunities

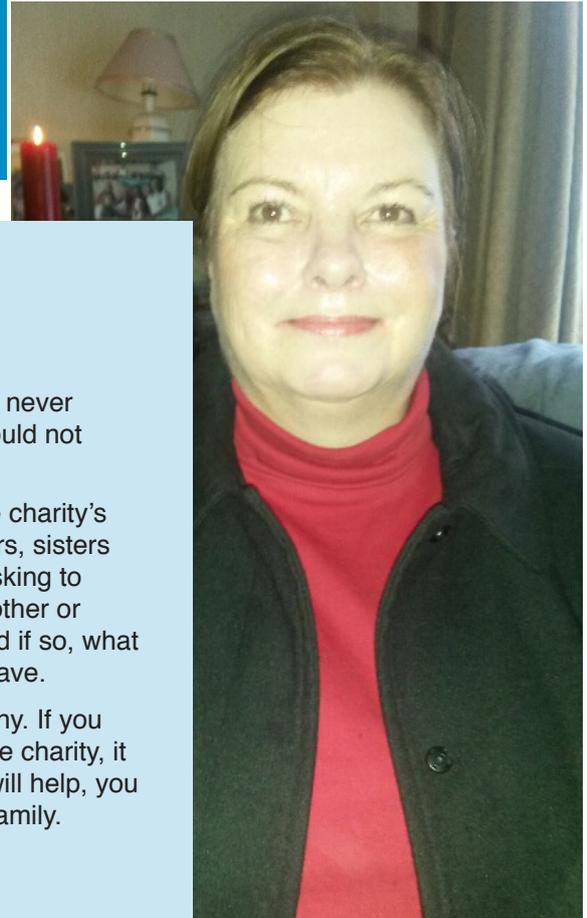
Many organisations and companies hold fundraising events or employees take part in outside sponsored events, if you are holding an event or an employee is taking part, we can arrange for posters etc to be sent. Donations can be transferred as above.

¹Domestic abuse prevalence and trends, England and Wales: year ending March 2019

One in six men will be a victim of domestic abuse in their lifetime¹



One in every helpline five calls are from mothers and sisters wanting to get help for their son or brother



Why Sara believes you should sponsor the helpline

When the police knocked on my door three years ago, I was faced with the nightmare that every mother dreads – one of her children has died. The fact that it was my beloved 20 year-old son Eddie, and it was his partner who killed him, just seemed to make it so much worse.

He was such a happy go-lucky, care free young man busily getting on with starting a career in hotel management. When he started to come home with bruises and black eyes after spending weekends with her, I asked him whether he was sure he wanted to be in this relationship? I also noticed she was become more possessive and was trying to stop him seeing his friends

- she was taking him over. I never realised that one day he would not come home again.

I know from speaking to the charity's helpline team, many mothers, sisters and daughters call them, asking to know whether their son, brother or father could be a victim. And if so, what can they do to help them leave.

It is such a lifeline to so many. If you can sponsor and support the charity, it won't be just the men you will help, you will be helping their whole family.

Sara Westle
Eddie's Mother
ManKind Initiative Ambassador

Further Details

For further details on sponsoring or getting involved with the charity, please contact **Mark Brooks, Chair** on email: chairman@mankind.org.uk or tel: 07834 452357



What people say about the helpline

“I can't say enough how essential it is that ManKind continues to get support”

(Male Victim, Lancashire)

“Very helpful – I will report back to my family. I really appreciate your time.”

(Sister on behalf of male victim, London)

“You are incredible, amazing. I have trust in you - you're doing it very naturally. You are talking the same language.”

(Mother on behalf of a male victim, Norfolk)

“I wish I'd called you earlier, so reassuring ... what a blessing.”

(Male victim South Yorkshire)

Registered Address: The ManKind Initiative, Flook House, Belvedere Road, Taunton. TA1 1BT

Registered Charity No. 1089547 | Company Registration No. 3869893

Honorary Patrons: Lord Cotter, John Penrose MP, Erin Pizzey, Paul Chivers, Sara Westle and Ann Goodchild.