



# **WHITE RIBBON SUPPORTER ORGANISATION INFORMATION PACK**



# WHITE RIBBON SUPPORTER ORGANISATIONS

White Ribbon Supporter Organisations commit to Seven Actions, including raising awareness about ending violence against women in their communities, inspiring people to be changemakers, signposting people to find help and holding a fundraiser for White Ribbon UK to do important work.

Being a Supporter Organisation is suitable for:

- ✓ Small-to-medium sized organisations including, schools, member groups, small businesses, shops, venues or clubs with less than 250 employees, wanting to show their commitment to ending violence against women and girls.
- ✓ Organisations able to commit to the Seven Actions.

# WHAT DOES IT MEAN TO BE A WHITE RIBBON SUPPORTER ORGANISATION?



## THE SEVEN ACTIONS

- 1 WEARING THE WHITE RIBBON**  
Encourage people to wear a White Ribbon and make the White Ribbon Promise to never use, excuse or remain silent about men's violence against women.
- 2 WHITE RIBBON AMBASSADORS AND CHAMPIONS**  
Ensure that at least one person in your organisation becomes a White Ribbon Ambassador or Champion.
- 3 AWARENESS RAISING AND FUNDRAISING**  
Hold an awareness-raising (and fundraising if appropriate) event each year.
- 4 DISPLAYING THE WHITE RIBBON**  
Show that you support White Ribbon by displaying the Supporter Organisation badge on your website, email signatures and in public places.
- 5 WHITE RIBBON DAY**  
Mark White Ribbon Day, 25 November, every year, using our resources.
- 6 POLICIES AND GUIDANCE**  
Have policies and guidelines in place that protect staff and support them if they experience harassment, abuse and violence.
- 7 SIGNPOSTING TO HELP AND SUPPORT**  
Ensure people know where they can get help and support by sharing information among staff, through signage and online.

# THE VALUE OF BEING A SUPPORTER ORGANISATION

## Being a Supporter Organisation allows you to:

- *Make a visible commitment, both inside and outside the organisation, to ending violence against women.*
- *Have staff, customers and local communities able to have a better understanding of what violence against women and girls is, and how to end harmful attitudes and behaviours that lead to it.*
- *Have a positive and safe organisational culture.*
- *Be part of a network of diverse organisations, where partnerships can be formed, and best practice shared.*
- *Use a 10% discount on all awareness raising materials in the White Ribbon Shop.*
- *Access an online exclusive Hub with dedicated resources.*
- *Have Ambassadors and Champions with exclusive access to a dedicated Hub with resources.*
- *Access short guides for:*
  - *Umbrella and membership organisations*
  - *Schools*
  - *Pubs and Clubs*
  - *Small Sports Clubs*
  - *Faith groups*

## IN ACTION



A **primary school** held a White Ribbon Day session with all year groups. Teachers used the White Ribbon School Activity Pack to introduce concepts of gender and equality and had activities where they made White Ribbon cupcakes, selling them at lunch time to raise money for White Ribbon UK.



On a busy high street, a **pub** regularly stocks up on White Ribbon drinks mats, 'Find Help' and 'Make the Promise' cards from the White Ribbon Shop, putting them on tables and at the bar. Their staff wear branded lanyards and hold a Quiz Night once a month, donating proceeds to White Ribbon UK. One of their door supervisors is a White Ribbon Ambassador and can confidently speak with customers about our mission.



A local **news outlet** has their White Ribbon Supporter Organisation badge on their website and prints it on the front of their papers. All journalists stick to a code in their reports whereby violence against women is reported appropriately, without victim blaming, or conflating stories.



White Ribbon Ambassadors at a **football club** make sure board members and managers wear white ribbons at matches, encouraging players and fans to make the White Ribbon Promise. They display posters throughout the club, including in the changing rooms and a banner around the pitch.



# READY TO GET STARTED?

*What does it cost to be a Supporter Organisation?*

There is one off £175 fee (+VAT).

There is an expectation that as a Supporter Organisation you will engage in awareness raising and fundraising (if appropriate) on an annual basis.

If you're ready to join a community of organisations who are actively raising awareness of ending violence against women and girls, begins by:

1. Visiting the White Ribbon Shop (or clicking the button below) and buy 'Become a White Ribbon Supporter Organisation!' for a one off £175 fee (+VAT).
2. A welcome email will be sent with your organisations certificate and providing exclusive access to the Supporter Organisations Hub.
3. A pack of resources to get you started will be sent through the post.

[Click here to become a Supporter Organisation](#)

White Ribbon UK is with you every step of the way to support your journey in joining a community of hundreds of organisations who have made their commitment to ending violence against women and making their communities safer for everyone.