



Freeze for a fiver

Help end domestic abuse

women's aid
until women & children are safe

Ready to brave the chill?

Violence against women and girls make us run cold. With three women killed every fortnight by a current or ex-partner, and the police receiving over 100 calls relating to domestic abuse every hour, we know so much needs to change until women and children are safe.

That's why we've got all the information you need to organise a cold-water swim fundraiser. Grab your friends, brave the chill and show your solidarity with women experiencing abuse. Why not maximise your fundraising post-swim by making it a bake sale picnic? Ask everyone attending to bake something delicious!

Every penny you raise means we can provide vital life-changing support to women escaping abuse.

Winter dip checklist

Preparation is key! Having a flask and some comfortable, loose fitting clothes to change into afterwards can make all the difference. Treating yourself to something sugary afterwards is also a great idea!



Hot drink



Warm coat



Hat and gloves



Towel



Wetsuit or swimming costume



Fluffy socks



Get in touch if you need help

[EMAIL US](#)

Top tips for your dip



Tip 1

Decide on logistics

Find a beach, river or lake nearby that is a good choice for your dip. Pick a location that will work for your group. Avoid urban areas that may be contaminated and dip into rural bodies of water.



Tip 2

Gather the gang!

Set up a group chat with your friends and family to find a date when everyone is free for your cold-water swim. Taking the plunge with an experienced cold-water swimmer ensures you're in capable hands.



Tip 3

Create a JustGiving page

You can set up your page in minutes by clicking [here](#). Include all the info required, a target for your fundraising and why you're passionate about the cause. You can use stats on our [website](#) to help.



Tip 4

Create a QR code for donations

People rarely carry cash, so set up a free QR code in seconds. Click [here](#) to find out how. If you screenshot the code people can scan your phone from theirs on the day to donate.

Don't forget to personalise your fundraising page with photos and share it far and wide. Ask friends and family who can't make the swim to donate to your bravery.

We'd love to **send you a Women's Aid T-shirt** that you can proudly wear after your swim. [Drop us an email](#) and we'll get it in the post.

We love seeing our fundraisers brave the chill! Let us know what you're up to by tagging us in your posts. We're [@womensaid](#) on Facebook and [Twitter](#) and [@womens_aid](#) on Instagram and [TikTok](#). Use [#TeamWomensAid](#) in your posts too!



Contact us at:
fundraising@womensaid.org.uk



Find out more at:
www.womensaid.org.uk



Staying safe in the water

It's so important to stay safe around water, especially cold water.

Before undertaking your dip, doing some research is helpful. The sudden introduction of ice-cold water can have a big impact on the body. Make sure you learn the warning signs to look out for. For in-depth resources on keeping safe during a cold-water swim, check out the [RNLI's](#) useful advice.

We always recommend swimming with someone else. And our top tips will help make sure everyone stays safe and has fun.



1. Get acclimatised.

Acclimatisation is the process whereby the body can deal with longer periods of cold-water exposure. Take a weekly dip, gradually extending the time you're in the water. Listen to your body's signals to know when it's time to get out.

2. Stay safe.

Identify the easiest path out of the water in the case of emergency and have someone on dry land who can call for help. If you're in the ocean, be wary of tides and conditions.

3. Take it slow.

On the big day, immerse yourself in the water gradually. Float for a couple of minutes and waiting for the cold shock to pass before moving around. It's recommended you keep your exposure time under 20 minutes.

4. Remove wet clothes straight away

As soon as you get out of the water put on dry clothes (bring along some snuggly blankets!) and re-hydrate. Eat a sugary snack and sip a hot drink to get your internal body temperature back up. If you're still feeling chilly, have a nice soak in the bathtub.



How your money helps

Our work is only possible thanks to amazing fundraisers like you! Your support makes a huge difference.

10

£10 could help us put a woman in touch with her nearest refuge.

50

£50 could enable us to have 5 life-saving conversations with survivors.

90

£90 could ensure a woman is given ongoing support by our expert caseworkers.

120

£120 could help run our online community space for survivors for a whole day.

“In the past, Women’s Aid have shown my family and I kindness and hope when we needed it the most.

I now live a life where I thrive, not just survive. Fundraising for the charity has been an incredible journey which I would recommend to anyone.”

Ali*, Women’s Aid Fundraiser



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Women’s Aid Federation of England is a registered charity in England & Wales (1054154)