

YOUR BUSINESS CAN SUPPORT THE SALVATION ARMY TO EMPOWER WOMEN & GIRLS



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CONTENTS



INTRODUCTION

Thank you for downloading our guide to corporate fundraising for the 2025 Women's Euros.

Women's football has become a powerful symbol of inclusion and diversity, demonstrating how sport can break down barriers and inspire future generations.

At The Salvation Army, we've provided practical support to people in need across the UK for over 150 years.

From opening our first safe house for women in the 1800s to today's frontline work combating modern slavery and domestic abuse. through our network of **25 debt advice centres and specialist lifehouses**, we tackle financial insecurity and hidden homelessness, issues that disproportionately impact women, helping them rebuild safety and stability.

As we approach the 2025 Women's Euros, we're calling on businesses to stand with women across the UK by supporting The Salvation Army's vital work. **Together, we can turn crisis into hope.**

Last year, we supported **over 9,000 women** across the UK with essential, life-changing assistance.

This guide is designed to inspire and empower your organisation to get involved: celebrate the Women's Euros 2025, raise vital funds for transformative programmes, and champion women's strength — on and off the pitch.

HOST A WATCH PARTY

BETWEEN THE 2ND
AND 27TH OF JULY

Celebrate the power of women in sport — and stand with women facing hardship across the UK — by attending or hosting a Women's Euro 2025 watch party. A watch party brings people together to enjoy the match and provides a fantastic opportunity to raise vital funds.

Whether you join one of our community corps events or host your own at the workplace, it's a meaningful way to make a difference.



- 1 Speak with your Corporate Social Responsibility lead
- 2 Book a suitable space in your workplace
- 3 [Create a JustGiving Page](#) to collect and track donations for your event (optional)
- 4 Promote and share your event — invite colleagues, clients and partners to join
- 5 Set a discretionary donation to attend (eg. £5 or £10)
- 6 Boost fundraising efforts with snacks, drinks, or fun competitions
- 7 Collect funds through your own JustGiving page, or donate via our page [here](#)
- 8 Ask your workplace to match your donation and double your support

Maximise your fundraising efforts
"Wear Your Football Shirt to Work" day (page 6)
Double your impact through a matched gift (page 8)

This is an opportunity to champion women, foster team spirit in your workplace, and make a tangible difference in the lives of women overcoming domestic abuse, homelessness, modern slavery and other devastating challenges. Bring your team together to celebrate women — on and off the pitch — and help create lasting change.

Please note: All host venues within the United Kingdom must have a valid UK TV licence to show any matches broadcast on BBC, ITV, or via live-streaming services such as BBC iPlayer, ITVX, or YouTube. Additionally, The Salvation Army cannot accept donations generated from gambling-related activities or the sale of alcohol or tobacco products.

EURO 2025 WALL CHART

ADD IN THE SCORES
DURING EURO 2025!



GROUP A

	Iceland	vs	Finland	
	Switzerland	vs	Norway	
	Norway	vs	Finland	
	Switzerland	vs	Iceland	
	Finland	vs	Switzerland	
	Norway	vs	Iceland	

GROUP B

	Belgium	vs	Italy	
	Spain	vs	Portugal	
	Portugal	vs	Italy	
	Spain	vs	Belgium	
	Italy	vs	Spain	
	Portugal	vs	Belgium	

GROUP C

	Denmark	vs	Sweden	
	Germany	vs	Poland	
	Poland	vs	Sweden	
	Germany	vs	Denmark	
	Sweden	vs	Germany	
	Poland	vs	Denmark	

GROUP D

	Wales	vs	Netherlands	
	France	vs	England	
	England	vs	Netherlands	
	France	vs	Wales	
	Netherlands	vs	France	
	England	vs	Wales	

QUARTER FINALS

QF1 Wednesday 16 July

A - Winner	vs	B - Runner Up
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QF2 Thursday 17 July

B - Winner	vs	A - Runner Up
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QF3 Friday 18 July

C - Winner	vs	D - Runner Up
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QF4 Saturday 19 July

D - Winner	vs	C - Runner Up
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SEMI FINALS

SF1 Tuesday 22 July

QF1 Winner	vs	QF 3 Winner
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SF2 Wednesday 23 July

QF2 Winner	vs	QF4 Winner
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FINAL

Sunday 27 July 2025 5pm

SF1 Winner	VS	SF2 Winner
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05

WEAR YOUR FOOTBALL SHIRT TO WORK

Turn team spirit into real impact by hosting a fundraiser that encourages your colleagues to wear their favourite football shirt to work. Ask for participants to make a small donation. Why not make it a fun competition — get your teams involved and go head-to-head! Which team captured the best group photo?

- 1 Pick a date between the 2nd and 27th of July
- 2 [Create a JustGiving Page](#) to collect and track donations for your event (optional)
- 3 Promote your event at work and put it in everyone's calendar as a reminder
- 4 Wear your football shirt, or your team's colours on the day of the event and donate
- 5 Collect funds through your own JustGiving page, or donate via our page [here](#)
- 6 Ask your workplace to match your donation and double your support



Let's raise funds, celebrate women in sport, and support those who need it most — together.

Share your photos with us on social media using the hashtag:
[#TeamSallyArmy](#)
[#WearitforWomen](#)
[#Footballshirtday](#)

Please note: Remember to get permission to host this event, and ask for colleague consent before posting images on social media.

HER STORY: NICOLA'S JOURNEY TO HOPE AND BELONGING

Nicola's journey has been one of extraordinary resilience. She has faced relentless challenges—bullying, domestic abuse, financial hardship, and even homelessness. A survivor of domestic violence, she made the courageous decision time and again to protect her children, often sacrificing everything for their safety.



“THE PERPETRATOR STAYS, BUT AS THE VICTIM, YOU HAVE TO LEAVE YOUR FRIENDS, FAMILY AND BELONGINGS AND GO WITH JUST THE CLOTHES ON YOUR BACK.” - NICOLA, MUM OF SIX

When Nicola had nowhere else to turn, The Salvation Army was there—with compassion, dignity, and unwavering support. They provided more than just practical help like food, school uniforms, and financial assistance. They offered her something she had never known: **a sense of belonging and hope.**

Thanks to The Salvation Army, Nicola is not just surviving—she's rebuilding her life with strength, purpose, and pride. Her story is a powerful reminder of what's possible when people are met with care, not judgement.

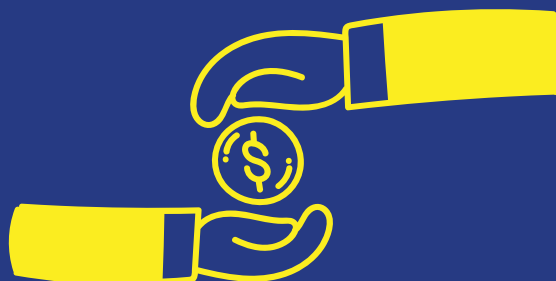
If you or somebody you know needs support from The Salvation Army, please visit our website where you can find your local Salvation Army church and community centre who will be able to assist you.

Alternatively, you can call us on 0207 367 4500 or visit salvationarmy.org.uk

DOUBLE YOUR IMPACT! CORPORATE MATCHED GIVING

WHAT IS IT?

Matched giving is a powerful way for your business to double its impact—matching employee donations or fundraising efforts to create lasting change.



Demonstrate your company's commitment to social impact with a Matched Giving Scheme.

Support your employees' generosity by matching their charitable donations—either pound-for-pound or with a set contribution that works for your business.

By matching your team's financial gifts, you're showing genuine support for the causes that matter most to them.

Matched Giving contributions can be a tax-efficient way to give, with the potential to reduce your corporation tax.

1 SET THE TERMS

Match limit

Giving period

2 CHOOSE A PLATFORM

Track donations through a [JustGiving Page](#) and match the final amount raised.

Set up a Matched Giving Scheme with [Charities Aid Foundation](#)

3 SPREAD THE WORD

Share your Matched Giving Scheme across your website, fundraising pages, and internal channels to inspire action and boost engagement.



**BE A BUSINESS
THAT CHAMPIONS
CHANGE.**

**STAND WITH
WOMEN AND
GIRLS DURING
EURO 2025**

Visit our website for more information about how to partner with us.



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salvationarmy.org.uk/corporate-partnerships