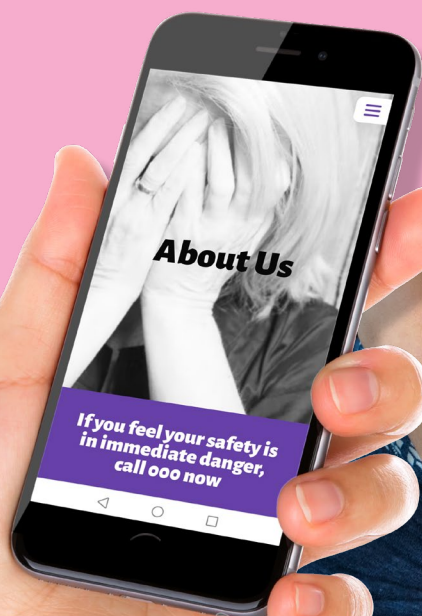


Give a lifeline TO DOMESTIC VIOLENCE VICTIMS

Donate your old phone at **Fernwood**

CHARITY PARTNERSHIP OVERVIEW & TOOLKIT



FITNESS
fernwood®



CHARITY & PARTNERSHIP OVERVIEW

Did you know that your old phone can literally save a life?

DV Safe Phone was founded in April 2020 by Ashton Wood after he learned that the mobile phone is often one of the first items to be thrown, broken, or stolen during domestic violence. This leaves victims cut off from the outside world, with no way to call emergency services or helplines for assistance.

Fernwood has partnered with DV Safe Phone on an ongoing basis to aid in collecting phones, which are then repurposed and gifted to victims of domestic violence (DV) through registered charities, safe houses and authorities serving this vulnerable community.

These phones are provided as part of an individual's 'safe' or 'escape' plan' offering a lifeline to call for help when it's needed most. With reports of DV skyrocketing during the pandemic, this service is necessary now more than ever.

We can all work together to make a difference with our ongoing partnership with this amazing organisation. Ashton's hope is that one day if we all do our job well, there will no longer be a need for DV Safe Phone at all.

WHAT IS A DV SAFE PHONE BOX?

DV Safe Phone has partnered with Fernwood and several other amazing businesses to receive old phones at participating sites. All Fernwood clubs are registered as participating sites to receive phone donations.

Phones are to be deposited into a cardboard DV Safe Phone branded drop-off box, which clubs will now have received via post. They are easy to assemble and should be placed in a spot where it's noticeable to maximise donations. These boxes have come at a cost to Fernwood NSO, so please display them with pride and look after them – we should be proud of being part of this initiative.

Each DV Safe Phone box came with an A4 Poster that can be displayed in club, and on the back is all the information required about sending the phones back to DV Safe Phone's head office on the Sunshine Coast.



People wishing to donate can look for their closest drop-off point via DV Safe Phone's interactive map, which includes all Fernwood clubs: <https://dvsafephone.org/donate-phones>

Phones are checked to ensure they've been reset and data removed prior to sending across to people in need.

DONATION/COLLECTION GOALS

While DV Safe Phone don't place any mandatory collection goals for donation on any of their partners, it's recommended to try and aim for 10 each month.

DV Safe Phone runs two key campaigns in the first and second halves of the year – May and October – with the hope of receiving 1,000 phones from each campaign.

Any collected phones can be held in club until the next relevant campaign and sent to DV Safe Phone during that month. This toolkit goes into these key campaigns in more detail below.

HOW TO SEND DONATED PHONES TO DV SAFE PHONE

Please note DV Safe Phone is a not-for-profit organisation, and its activities are supported by fundraisers and cash donations from the public.

Donated phones will need to be posted back to the organisation at the club's cost in order to support the initiative.

Collected phones can be posted directly to:

**PO BOX 1440
MOOLOOLABA QLD 4557**

Please carefully pack them with any excess packing material you may have from other deliveries, e.g. bubble wrap, tissue or packing paper, or packed air.

For assistance in finding the most cost-effective option for postage, speak to your local post office or LPO. Clubs located within close vicinity of each other are encouraged to send their phones together as a collective to save on postage – so if you have any other clubs nearby, get in touch with each other!



DONATING YOUR OWN PHONE

Some things to keep in mind before donating your own phone, or if members are asking how to donate theirs.

DV Safe Phone will ensure each phone has been erased, however, it's important to **sign out of devices** the correct way and erase its data, to save the organisation time and give donators peace of mind.

Ensure your phone is prepared first...

iPhones

IMPORTANT

Sign out of iCloud and the iTunes and App Store (instructions below).

If you're using iOS 10.3 or later:

- Tap Settings > [your name] > Scroll down and tap Sign Out > Enter your Apple ID password and tap Turn Off.

If you're using iOS 10.2 or earlier:

- Tap Settings > iCloud > Sign Out > Tap Sign Out again > Tap Delete from My [device] and enter your Apple ID password.
- Then go to Settings > iTunes and App Store > Apple ID > Sign Out.

Finally, for all iPhone models:

- Go back to Settings and tap General > Reset > Erase All Content and Settings.
- *NOTE:* if you turned on Find My [device], you might need to enter your Apple ID and password.
- If you've switched to a non-Apple phone, de-register iMessage.

Android or Samsung



IMPORTANT

If you're running Android 5.0 "Lollipop" or later:

You first need to remove the screen lock.

- On an Android go to Settings > Security and Location > Screen Lock and select None.
- On a Samsung Galaxy go to Settings > Lock Screen and Security > Screen Lock Type and select None.

Remove your Google account (or accounts if you have multiple ones installed):

- On Android go to Settings > Accounts > Google and choose Remove Account.
- On Samsung Galaxy go to Settings > Cloud and Accounts > Accounts and then choose Google, then select Remove Account.

There's a final step on Samsung Galaxy smartphones, which is to delete the Samsung account:

- Go to Settings > Lock Screen and Security > Find My Mobile.
- Enter your password, tap on your account, and then choose More > Remove Account.
- Go to Settings > Security > Encrypt phone to begin the process.

On Samsung Galaxy hardware:

- Go to Settings > Lock Screen and Security > Protect Encrypted Data.
- You will be guided through the process. Set a strong password. Don't bother encrypting the SD card because you can pop this out and keep it rather than wipe it. This process can take a long time, so be patient and make sure you have the time.

Finally, it's time to factory reset the hardware.

- On Stock Android you do this by going to Settings > Backup and Reset > Factory Data Reset and select Reset Phone.
- The data is now gone, take out your SD card (if you had one) and it's now safe to get the phone over to DV Safe Phone.

For more on erasing or resetting your relevant phone model, Google search your phone model and 'erase' or 'factory reset'.



MARKETING COLLATERAL & RESOURCES

Fernwood x DV Safe Phone branded assets are available for all clubs via Canva:

<https://www.canva.com/folder/FAFSKmrNHu>



A1, A3, A4 POSTERS // CHARITY PARTNERSHIP



EDM // CHARITY PARTNERSHIP



EDM // CHARITY PARTNERSHIP



FB COVER // CHARITY PARTNERSHIP



COMMUNICATIONS

Clubs are encouraged to share this initiative with members and their online audiences (email, social media) to drive donations.

Look at your communications plan for the month – is there space for an email or social post?

We understand that club activity is often jam-packed with events, classes, and more, but if you have the opportunity to share the initiative that would be great for the cause.

If you don't have space for DV Safe Phone comms, ensure posters are up around the club and your donation box is in a prominent position.

ANNUAL DV SAFE PHONE CAMPAIGNS

Each year, DV Safe Phone lead two key 'One Phone, One Life' campaigns within their organisation – one in May and one in October. The goal of these campaigns is to raise 1,000 working mobile phones in one month to support another 1,000 victims in need.

One phone + a \$15 donation = 1 LIFE supported with a safe phone and phone credit to call for help when they need it most.

The more phones we help raise, the more lives we can support.

May

Coincides with Domestic & Family Violence Prevention Month – campaign kicks off on May 1st.

Domestic and Family Violence Prevention Month (Qld) is held during May each year to raise community awareness and promote a clear message that domestic and family violence will not be tolerated in our communities.

October

Coincides with Sexual Violence Awareness Month – campaign kicks off on October 1st.

Sexual Violence Awareness Month is held each year in October to encourage Queenslanders and beyond to show their support for ending violence of this nature and inform those affected about the help available.



How to get your club involved

You can join DV Safe Phone for the entire month, attend one of their events, or pick a day to show your support.

1. Sign up and set your phone and fundraising goals.
2. Spread the word to your networks and get collecting.
3. Share the love and celebrate your impact!
4. Sign up [HERE](#)

Example copy for social media and email

Fernwood is proud to get behind the DV Safe Phone 'One Phone, One Life' campaign this [May/October]. Our goal is to gift one phone and a \$15 dollar donation (for phone credit vouchers) for up to [insert #] of victims of domestic, family and sexual violence.

Your support will directly translate to providing [insert #] FREE safe phones to victims in need. Please help us reach our target by pledging your support today at [insert URL link of your fundraising profile] or visit us in club for more info.

#OnePhoneOneLife #BetterTogether #youoldphonecouldsavealife

Don't forget to tag @dvsafephone in your social media posts!

ANY QUESTIONS?

Find out more about the DV Safe Phone initiative by exploring their About Us page and website:

<https://dvsafephone.org/aboutus>

If you have any further questions or require assistance with your comms, please contact

aimee.goder@fernwoodfitness.com.au