



Take part in the Aviva  
*Lip-sync battle!*



*2023*

# Wait... what?



Yes, a lip-sync battle! It was originally scheduled for 2020... and then 2021. So now we're aiming for "third time lucky"!

The purpose of the event is to raise funds for Aviva and to create community awareness about who we are, and what we do. Our logic is that if people can convince their friends to support them in their lip-syncing efforts, we can then reach out to a captive audience and tell them about the work we do and why.

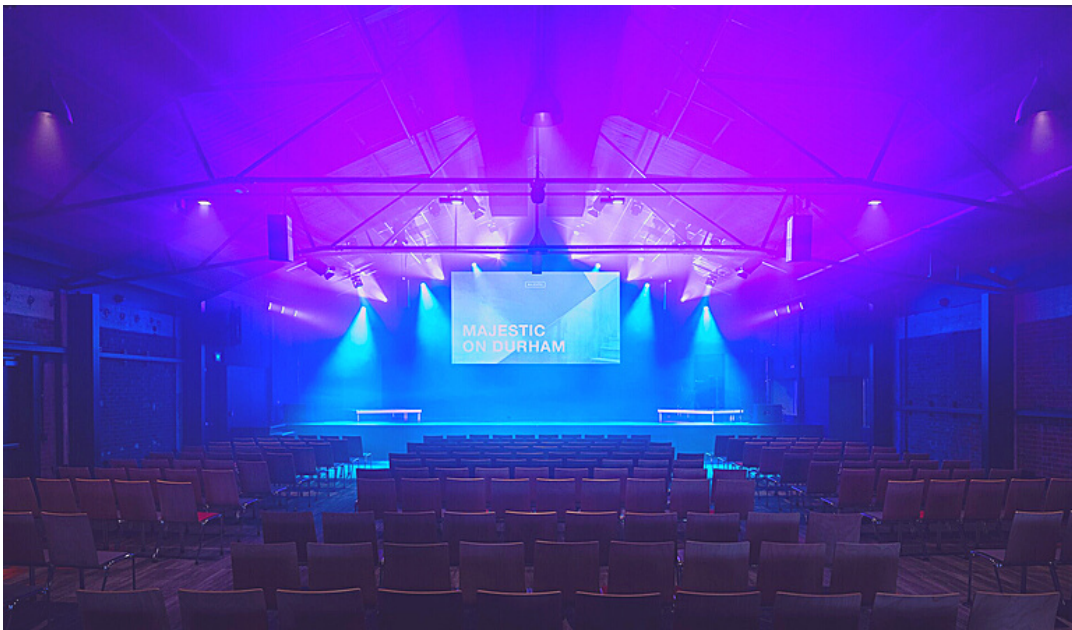
For businesses, the evening is also an opportunity to raise their profile and network, and a fun team-building exercise.

To make it happen we need participants. And that's where you come in!



# *What, where, when?*

Our Lip-Sync battle will take place at Majestic on Durham Street, on Friday 13 October 2023.



## *What are the aims of the event?*

- to raise \$30,000 for Aviva
- to reach an audience of 250 people
- to increase community awareness of Aviva and the work that we do
- to build an iconic event which can be replicated as a regular fundraiser
- to inspire kindness through a joyful event
- for every lip-syncing participant to have a fun experience, whilst helping others

# Tell me more...



## How many people can be in a team?

There's no set number – if you fancy giving a solo performance, you can! Larger groups are allowed too. We recommend teams of 2-6 people.

## What are the fundraising expectations?

We would like each team to aim for between \$2500 and \$5000 in sponsorship, and encourage friends and contacts to buy tickets to the event.

## How much will tickets cost?

We'd like to keep this an accessible event. Tickets will be \$30.

# F.A.Q's

*But I (or we) have never fundraised before!*

We will provide you with a fundraising toolkit, a template letter/email to send to potential sponsors in your personal and professional networks, and be on the end of the phone to help. We'll also support you by making collateral you can use to encourage donations.

*Are any songs off-limits?*

The event itself will be R16. A bit raunchy is fine! However Aviva is a family and sexual violence charity, so nothing which promotes violence, is by an artist known for using violence, or uses offensive terminology.

*How long should the performances be?*

We recommend about 2.5 minutes, but we're not going to police it.

*Do we provide our own music track?*

If you can, yes. But, if you've never edited a music track before (eg. to shorten it), we can help with that.

*Do we provide our own costumes?*

Yes, but we can arrange hair and makeup on the night

# Monica's story

**“What brought me to Aviva was I’d hit rock bottom like never before. I was scared for my life, always.”**

Monica’s\* first encounters with violence were when she was a young girl, witnessing her mum being abused by her boyfriend, and experiencing physical violence from her dad. By the time Monica was in her early 20’s, she was homeless and in her own violent relationship.

“Because I’d experienced violence when I was a child, my defence mechanism towards males was to fight. But when I realised what I was doing was wrong, the roles reversed; he started beating me.”

What kept Monica in those cycles with her partner was empathy.

“I knew my partner was only behaving the way he was because he had his own pain. We’re always the victim of a victim, and I think that was what stopped me for a long time from doing something about what was happening to me. One day I realised, ‘I’m not responsible for you.’”

Monica decided to join Aviva’s ReachOut programme. It was this that gave her the self-esteem to put an end, not only to her own use of violence, but to it happening to her.

**“If I hadn’t come here, then I wouldn’t be sitting here. It’s really thanks to Aviva I was able to break the cycle. They were the ones that instilled the voice in my head that I’m good enough.”**

“When you get into a violent relationship, you’re afraid, and you stay in a stuck position. I blamed myself, I felt so guilty. But I’ve come to learn that ending it was the right thing to do. You don’t have it all figured out straight away... but time tells.



“I didn’t expect to be starting a course, having a roof over my head, and feeling stable by now. I didn’t expect any of that. You make decisions in the darkness, not knowing where they’re going to lead but if you make the right ones, they end up leading you to the light. And the right one isn’t staying with a partner who is going to keep diminishing your self-worth.

“What I’d say to others is, ‘You can’t fix it, not if the other person won’t change with you.’ I tried to get my partner to come here with me and he self-sabotaged. He beat me up the morning we were meant to come in here together. He wasn’t ready. But I was, so I did what I had to do to help him, but in the end, it helped me more, because I’m free.

“People just need to start getting help ... because trauma gets passed down and it grows. And that’s what my mum said to me – that the reason she broke the cycle was because she saw how it was affecting us and she didn’t want that anymore. And I said to her, ‘But you’d already passed it down. You stopped it when you did, but I still have trauma.’

**“That’s why my main goal is that when I have kids, that trauma is no longer there, so that there’s no violence.”**

*Six months after contacting Aviva, Monica is embarking on studies to become a social worker.*

# Our Impact

## Last year we...

supported **1839** people to live free from family or sexual violence



answered over **5000** calls to our 24/7 crisis line



worked with **195** tamariki and rangatahi who had experienced family violence



supported **70** people to overcome their use of violent behaviour



supported **529** people to overcome sexual assault



held **165** financial wellbeing conversations



provided over **\$33,000** worth of emergency funds, vouchers and other essentials to families







THANK YOU!

WE HOPE YOU CHOOSE TO TAKE  
ON THE CHALLENGE!

To find out more, contact Eve

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 **aviva**  
live free from violence