

# The Elms: A Campaign to Build the UK's First Women-Only Detox Centre

## Our Vision

To create the UK's first psychologically informed, women-only detox centre, The Elms. A place that gives women across the UK a safe space to start and continue their recovery journey.

## Our Goal

We're launching a major crowdfunding campaign to raise £500,000 to help build The Elms in Gloucestershire. This funding will go directly toward creating a dedicated space designed specifically for women to safely detox from drugs and alcohol, with access to wraparound care and recovery support.

## Why This Matters

Women face unique barriers to accessing detox services, including mixed-gender environments that can be unsafe or retraumatising.

There is currently no dedicated women-only detox centre in the UK. This gap leaves many without the help they need at their most vulnerable point.

It has also been identified as a specific barrier to residential rehabilitation, as detoxification is often required before women can access these services.

The Elms will be a first-of-its-kind service, co-designed with women who have lived and living experience, ensuring safety, dignity and a clear path to recovery.

## Who It's For

- Women from all over the UK over the age of 18.

## Campaign Timeline

Campaign Launch: Sept/Oct (*exact start date tbc*)

Sept is Recovery Month

Core Campaign Period: 5-6 weeks, with a major push in weeks 2-3 (*opportunity to extend timeline dependent on interest and momentum*)

## How You Can Help

- Share key messages with your networks

- Amplify the campaign on social media (*once campaign is live*) and in conversations
- Use your voice and relationships to help open doors to funders and influencers

**Together, we can build The Elms and give more women the chance to heal and thrive.**

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## Campaign Contact:

For funding / partnership/ donation leads:

- Jan Carruthers | Head of Strategic Partnerships & Funding | [Jan.Carruthers@viaorg.uk](mailto:Jan.Carruthers@viaorg.uk)

For marketing & press enquiries:

- Claire Coutts | Marketing Manager | [claire.coutts@viaorg.uk](mailto:claire.coutts@viaorg.uk)

Donation Page: Link to come once campaign is live

Follow the campaign:

<https://www.linkedin.com/company/viaorg/posts/?feedView=all>

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