Summer 2025 will see not one, but FIVE majestic sculptures straight from the African Savannah herd their way into Norwich and Norfolk!

This roarsome safari sculpture trail will see elephants, giraffes, rhinos, lions and gorillas take to streets, parks and open spaces, as they stampede their way throughout the county.

They’ll not only be bringing communities together, but each sculpture represents the strength, resilience and hope of the young people from care that Break supports. By taking the trek to discover these magnificent beasts, trail-goers will not only be able to enjoy the amazing artwork on display but, just as we do at Break, they’ll also be journeying alongside our young people, empowering them to embrace their own unique path.

Read on to find out more about the project and the charity it supports, and how you can get involved.

Introducing the Mini G!

This is your opportunity to be involved in this spectacular safari trail, with your very own Mini G - a smaller version of our giraffe sculpture which will delight and excite young people of all ages!

The Learning and Community Programme is aimed to inspire creativity, imagination, nurture confidence and improve the artistic skills in those involved. We’re expecting over 12,000 young people to take part and, not only will your school or community group get to design and decorate one of these adorable sculptures, but once it’s finished its journey across our fine city, it will return back to you as a keepsake of your involvement in the iconic GoGo trails!

When your sculpture arrives, you’ll be provided with a cross-curricular resource pack to promote learning across all subjects and contains support in the form of lesson plans, templates and activities, as well as exclusive event invites for both staff and pupils. It’s a fantastic way to engage young people and puts their creations at the centre of this epic trail for everyone to enjoy.
We are delighted to be able to bring another sculpture trail to Norwich and Norfolk - and this time with an exciting new twist! This will be the fifth trail that we’ve delivered here and it’s wonderful to see just how loved they are by residents and visitors alike.

I’m looking forward to seeing the reaction to our magnificent tribe. Not only do they bring some spectacular artwork to our streets, they also have an important job to do – to help us raise the vital funds we need to make sure we can continue to make life better for children and young people who have faced incredibly difficult life challenges.

Many care experienced young people across the UK don’t get the right support or don’t get it for as long as they really need to make a lasting difference. This leaves them feeling alone, excluded and not doing as well as we would want.

At Break we believe that no young person should walk alone. That’s why we take that journey with them until they feel ready to take their own path - and our lifelong offer means that we’re always there for them.

As you look through this brochure you’ll see a number of reasons you should be part of GoGoSafari. It’s the fantastic businesses, schools and community groups who come forward that help us make them a reality, and by coming together as a community we can provide the stable foundation the young people in our region need.

Break makes life better for children and young people on the edge of care, in care and leaving care. Working across East Anglia, we firmly believe that every child, no matter their start in life, deserves a bright future.

Through our wide range of services including fostering, residential homes, family support, mentoring and leaving care service, we provide opportunities to enable young people who have faced difficult life challenges to thrive.

We walk alongside them every step of the way as they journey towards independence - and the support doesn’t stop there. A lifelong offer means we are there for as long as we’re needed.

“When I first came to Break at 15, I didn’t trust myself to leave the house on my own. But now I’m feeling more comfortable to do this by myself now. Break has helped me so much and I’ve really felt like I’m part of a big family.”

“It can be difficult to trust, but having someone there who wanted to make sure I was okay, helped me to understand there are people who care.”

Registered charity number 286650
We are thrilled to be returning to Norwich and teaming up with Break once again to create an exciting new art trail for the city.

Wild in Art has a long history in Norwich and the city has a special place in our hearts - indeed, it was the host city for one of our very first art trails in 2008! Since then, Wild in Art and Break have collaborated on 7 trails and we are proud that their legacy, through funds raised at auction, has helped Break to support disadvantaged young people across the region.

We hope you will support this new art trail which promises to be a captivating project which will make everyone smile. There are a range of sponsorship opportunities available, so please join us and together we can stage an unforgettable event.

Norwich BID is very proud to be sponsoring the latest GoGo trail, as it clearly aligns with our goals on connection, inclusivity and place. This successful event and established brand not only benefits the local economy and tourism, but also contributes to the improvement of the community and well-being of the city. We are excited to participate in this initiative for 2025.

As a charitable organisation, we recognise the significance of the GoGo trails and their positive social impact on the entire region. The trails align perfectly with our charitable objectives, and the 2025 safari themes provide a unique opportunity to further promote our mission - allowing us to actively contribute to inspiring and engaging the public in matters pertaining to the living world and the environment.

We are thrilled to partner with Break on the GoGoSafari 2025 trail, fostering a shared commitment to making a positive difference within our community and providing a platform to promote, contribute, and support conservation programmes both in the UK and internationally.

Chantry Place has been supporting Break’s sculpture trails for many years as they give locals and visitors alike an incredible day out across our city and county as they discover the amazing art on offer. The quality of artwork is always exceptional, and they continue to generate smiles. Not only do they increase our footfall but ultimately, they help Break raise the vital funds needed to continue their fantastic work for young people from care, and we're delighted to be part of GoGoSafari.

Our Partners

**What’s gone before?**

Our Partners

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**How does the trail work?**

**Businesses, community groups and educational establishments** are invited to sponsor a blank sculpture – the 3D canvas! Read more about this on the next few pages.

**New and established artists** are invited to submit designs that will transform the blank sculpture with individual and unique artworks. Design ideas are presented to sponsors who each select their favourite. Successful artists are commissioned to apply their designs – ranging from traditional to new media, fine art to illustration, graffiti and mosaic – to the sculptures.

**Schools, nurseries, colleges and other community groups** will join in the fun taking part in a county-wide Learning and Community Programme with their very own Mini G.

After getting creative in the classroom, their masterpiece will be on the art trail and afterwards it’ll go back to its home as a lasting memory of their involvement.

Once all the sculptures are decorated they will appear in our streets, parks and open spaces in summer 2025 to form a 10-week art trail.

**Residents and visitors, young and old**, will explore the trail using a bespoke GoGoSafari map and mobile app. These help them navigate the city and county, discover new places and unlock exciting rewards and discounts provided by the sponsors.

The legacy of GoGoSafari continues as many of the sculptures will take centre stage at a glittering charity auction to raise vital funds for Break.

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This covers all three journeys required for your Mini G.

£745* + VAT

Mini G Package

What’s included?

• A blank giraffe sculpture
  Your very own Mini G to keep measuring 142cm high by 88cm long by 40cm wide.

• Official sculpture plaque
  with space for your logo and inspiration behind your design.

• A cross-curricular creative resource pack with lesson plans, templates and activities.

• Invite to our online welcome sessions.

• Exhibition of your sculpture on a high-profile city-wide art trail.

• Inclusion in our trail map, on our website and on the associated app.

• Commitment to fundraise to support Break.

*Optional delivery cost if unable to collect: £95+VAT

Your safari journey!

From February 2024
Schools and community groups will be invited to get involved.

October 2024
Participants receive their Learning Resource Pack and Mini G sculptures.

October 2024 – February 2025
Sculptures decorated by schools and groups.

November 2024
Online welcome sessions for all participants.

July – September 2025
GoGoSafari is live!

September 2025
Mini Gs will be returned to you to keep as a legacy of your involvement in the project.

October 2025
Programme evaluation available to you.

Come on a safari with us!

October 2024
Mini G Package

£745* + VAT

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"It is a challenging experience, but it is 100% worth it! It helps bring out everyone’s creative side and shows how much progress can be made when working as a team!"

"An excellent opportunity to showcase skills, raise awareness of a charity, promote your organisation/school, become part of something massive (the trail) apply skills to an abstractly shaped canvas."

Here’s what others have said about being part of GoGo!

GoGo for Break!

How your school can make an extra difference.

GoGoSafari will be raising vital funds to help us continue the important work we do for young people who have faced difficult life challenges, and we love to work closely with our partner schools and community groups to help with your fundraising efforts.

Here are just a few tall ideas to help get you started...

• Choose us as your nominated Charity of the Year.
• Non-uniform day – why not theme your day as a safari?
• Break for Cake – always a favourite at breaktime!
• Get Breakfit – sponsored physical activity and great for wellbeing!

Don’t take our word for it!
Please get in touch with us to discuss how you can sign up today.

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