



Fundraise for Break

How to get started making a difference
for children and young people in care

break
Caring
differently



Thank you for supporting Break!

We're so excited to have you join us.

Whatever you decide to do, big or small, every pound raised means a young person in care will always have someone there for them when it matters most.

This guide is here to give you all the tools you need and show you how fun and impactful fundraising can be. Let's make a difference, together!

Caring differently since 1968

No young person should feel alone in the world. At Break, we make sure they don't.

We walk alongside children and young people in, around and leaving care when we're needed most. Through fostering, residential homes, wellbeing support, mentoring and our leaving care service, we help children and young people build their confidence, create strong relationships and experience new opportunities.

Simply put, we care differently.

More than support, we offer lifelong care, love and ambition so that young people can grow beyond what they thought was possible.

And it's you that help us make this happen.



On yer bike! Challenge yourself to ride a new distance for Break, or sign up to an existing cycling event and select us as your chosen charity.

Fundraise in six easy steps

Raising money for Break is easier than you think! Follow these six simple steps and you'll be on your way to making a real difference:

1

Pick your idea

Choose a challenge, event, or way to fundraise that excites you.

2

Set up your donations page

Get your JustGiving or fundraising page ready so people can start supporting you.

3

Grab your materials

Get your branded posters, collection tins, and everything else you need to get started.

4

Spread the word

Tell friends, family, and colleagues what you're up to and why it matters.

5

Capture it

Take photos, post updates, and share your progress along the way and celebrate after you've finished.

6

Send in your donations

Well done! Pay in what you've raised and celebrate the amazing impact you've made.

Kick start your fundraising!

There are so many fun ways you can get involved, whether you're hosting your own event, taking on a personal challenge, or rallying your colleagues for a team-building fundraiser.

We're here to make it easy and fun for you and we'll be by your side every step of the way - just like we do for the young people we support.

Hayley Malone,
Fundraising Events Manager



Here are some ideas to get you started:

Personal challenges

Classic sporting challenges

Sign up for a marathon, triathlon, or Tough Mudder-style obstacle course!

Step or distance challenges

Try to walk 100,000 steps in a month, or set yourself another similar goal.

Skill challenges

Bake 50 cupcakes, paint 10 canvases, or craft something to sell for donations.

Give something up

Want to kick a habit? Give up alcohol or coffee for a month and get extra motivation through donations!

Sponsored challenges

Take on a walk, run, swim or cycling event.

A photo finish at our annual Stody Trail Run!



credit: Alan Palmer

Social events

Bake-off or cook-off

Host a themed bake sale or recipe challenge with friends or colleagues.

Themed party

Fancy dress brunch, disco, or movie night with suggested donations for entry.

Quiz night

Run a pub quiz, virtual trivia, or a themed quiz night.

Talent show or open mic night

Showcase the talents of you or your friends for donations.

Online

Donations instead of gifts

Launch a birthday fundraiser on social media.

Stream it!

Host a livestream on Twitch, YouTube or Instagram where you play a game or take on a challenge.

Sell it!

Host an online auction or raffle.

Office and team fundraisers

Dress down day

Do a casual clothes Friday with a suggested donation.

Charity tournament

Football, netball, dodgeball or even mini golf!

Sponsored team challenge

Collectively cycle, run or swim a set distance over a month.

Seasonal and community ideas

Dress up days!

Have a Christmas jumper or Halloween costume day at work or school!

Gift it!

Have a Secret Santa or give donations as wedding favours.

Community events

Sell goods for good at a jumble sale, run a car wash or organise a summer picnic or winter fayre.



One day, three peaks! The Yorkshire Three Peaks Challenge is great for those who want a true fundraising adventure.

Top tips for success:

Keep it simple

You don't need a huge event - every effort counts.

Set a target

Giving yourself a fundraising goal helps you stay motivated - every milestone shows how close you are to making a difference!

Be personal

Share why fundraising for Break matters to you. Stories inspire donations.

Spread the word!

Getting people to note your event is half the fun - and the more who know, the bigger the impact you can make! **Here are some ideas:**

Social media

Share updates, photos and countdowns to keep people excited.

Event pages

Create a Facebook event or online invite so friends and family can RSVP and share.

Email and messaging

Send a personal message to your friends, family, colleagues and community groups.

Local community

Put up posters in local shops, cafes, or community centres (with permission) or share in local online groups.

Don't be shy! People want to support you and love to see your fundraising journey. The more you share, the more impact you can make.

Get friends and family involved

Sponsored events are a brilliant way to include others. Why not make it fun by making a sweepstake?

Celebrate milestones!

Big or small, every donation brings you closer to your goal and helps young lives thrive.



“

I fundraise for Break because their work truly resonates with me. From running marathons to crafting wreaths, I've loved every moment thanks to the continued support from the Break team.

”

DON'T FORGET TO GIFT AID IT!

If your supporters are UK taxpayers, they can add Gift Aid, boosting their donation by 25% at no extra cost to them. Every little bit helps make an even bigger difference for young people.

giftaid it

MATCH IT!

Check if your employer offers **match funding** - many companies will happily match the money you raise. It's a simple way to make every pound go further!

The power of social media

Want to make your fundraiser even more fun and reach more people?

Sharing your journey online is a brilliant way to keep friends and family engaged, inspire donations, and celebrate every step of your fundraising.

Social media doesn't have to be scary

We know posting online can feel nerve-racking, embarrassing or intimidating - but you don't need to be a pro to make an impact.

@hj_wellbeingdonewell did a dance on Instagram for every donation for her fundraiser - could you put on your dancing shoes?

Here are some playful ways to get people involved through social media:

Training vlogs

Doing a challenge? Share videos and photos of your training so friends and family can feel part of it.

Donate to dare

For every donation, pick a surprise dare from a hat. Get friends or family to write them, then share a photo of you completing it.

A dance a day

For every donation, do a little dance to thank them! No skill needed - just a fun way to give a shout-out and inspire others to donate too.

Raise your years

Got a birthday before your challenge? Skip the gifts and raise £40 for your 40th! Set up a Facebook fundraising page and share it with your friends.

Keep it simple:

- Even small posts can inspire people, celebrate your journey, and bring in donations.
- People donate because they like you and want to support you. They'll enjoy seeing you having fun!
- Share only what you feel comfortable with.

Find the right balance:

- Around 2-3 posts a week is plenty.
- Make posts varied and fun. People will feel part of your journey rather than just being asked for money.

Remember your impact:

- Every post is a chance for someone new to see your story.
- Each £5 or £10 brings you closer to your target.
- You're not pestering anyone - you're giving them the opportunity to make a difference.

Every pound means something

Your fundraising directly helps Break provide vital support, safe spaces and opportunities for young people to thrive.

Did you know that:

£55

will help a care leaver make their new house feel like home with their own personal furnishings.

£150

can fund new skills and qualifications as a young person works on our CoffeeBreak van, preparing them for the world of work.

£284

means a young person can have a dedicated mentor for an entire year - someone to offer guidance, support, and encouragement.

£370

will give a group of care leavers an unforgettable day of confidence-building activities, sharing experiences and growing together.

£522

can create a sensory room - a calming, safe space where young people with complex needs can relax, engage, and develop vital skills.

Didi's path to independence

Didi, now 18, came to live at a Break children's home when she was 14. After moving in, she immediately found a sense of belonging.

"I loved everything about it. The house was gorgeous, everyone knew what they were doing, and the young people all got along. It felt like a family environment and that helped me feel settled and safe, because I could talk to anyone."

That feeling of safety was strengthened by the support and care around her.

"Lots of staff made a big difference to me. They always cared, not just because it was their job, but because it was who they were. I could talk to them about my worries."

Didi was matched with a mentor through Break and has also taken part in opportunities like working on the CoffeeBreak van, gaining hands-on experience and learning new skills.

"When I think about my journey, I feel part of a bigger family. I wouldn't have had as many opportunities if I hadn't been with Break. Break has supported me while I've grown up, and I'm really grateful for everything they've done."

Didi, Break care leaver



Fundraising Guidelines

Before you get started, it's important to make sure your fundraising is **safe, legal and effective**.

Following these five key guidelines will help you raise money with confidence - and we're always here if you have any questions.

1

Always use the Break logo on any event posters or marketing material and make sure to include our charity number, 286650.

2

Make sure you have any necessary permissions, risk assessments and insurance for events you hold.

3

Handle personal data responsibly - keep it safe, share only with consent, and don't keep it longer than needed.

4

For cash donations, always have someone with you when counting or carrying cash, use a safe route when paying in.

5

It is illegal to collect money in public spaces without a license from your local authority.

Break is a member of the Fundraising Regulator. You can find out more about the Code of Fundraising Practice here:

www.fundraisingregulator.org.uk/code

Registered with



In it together

We're here to make your fundraising journey easier, fun and impactful.

From collection buckets and forms to guidance and encouragement, Break provides everything you need to celebrate your efforts and make an impact.

Just get in touch! We can provide collection buckets, sponsor forms, event equipment, T-shirts - and, of course, plenty of moral support to cheer you on every step of the way.

fundraising@break-charity.org

How to donate

Now you've done all the hard work, the final step is sending in your donations.

Here are the easiest ways to do it:

1

JustGiving

Set up a page at www.justgiving.com/break.

Donations come straight to us, and you can also add any offline cash donations easily. It's perfect for sharing on social media and getting friends and family involved.

2

Online via our website

Donate directly at break-charity.org/donate.

3

Cheque

Make cheques payable to Break Fundraising and send to:
Break, Schofield House, Spar Road, Norwich, NR6 6BX

4

Cash

Please don't post cash. Contact us and we can advise how to deposit it safely, or suggest alternative methods like bank transfer or online donation. You'll need to send us your sponsorship forms as well.



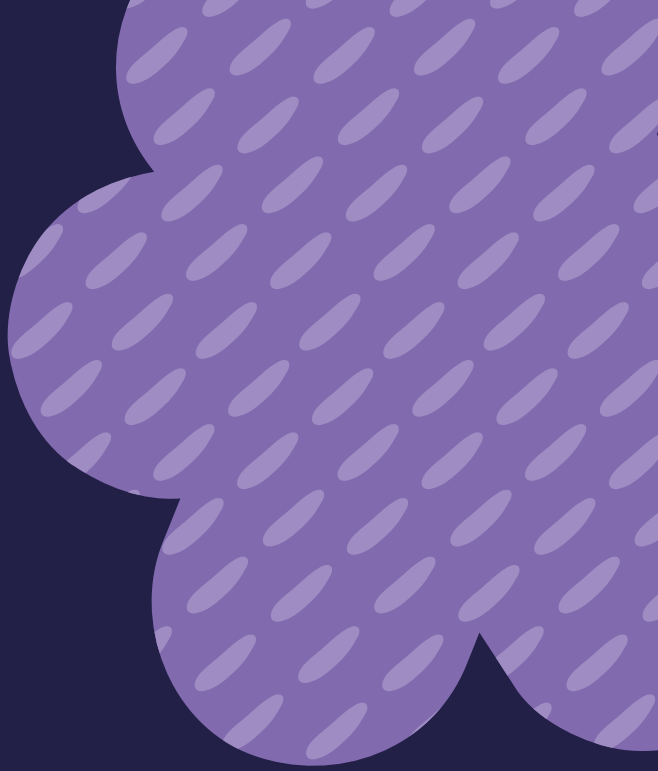
Thank you!

We're so grateful for your support in helping us care differently.

And don't forget - our **upcoming charity events** are also a perfect chance to get involved, have some fun, and make a real difference. Come join the action and be part of something amazing!

break-charity.org/events

The team from Keeler Recruitment took to the water, paddleboarding their way to fundraising success!



break-charity.org/fundraise



Registered charity no. 286650
Schofield House, Spar Rd, Norwich, NR6 6BX