Fundraising Pack

How to get started making a difference for vulnerable children, young people and families.
About Break

First and foremost, thank you for choosing to fundraise for Break! The money we get from fundraisers like you makes a world of difference and we can’t wait to see what you’ll get up to.

**We at Break give vulnerable children and young people the time, support, and care they need to achieve their full potential.**

Whatever a child’s start in life, we believe that with the right support there is no limit to what they can achieve. Through innovation, lifelong relationships, and keeping our young people at the heart of what we do, we are transforming futures and changing lives.

By establishing trusting, positive, and caring relationships with our young people, we can work with them to offer experiences and support beyond what’s expected of us. Whenever the help they need is missing, we are there for them. Whether that’s through therapeutic services, respite breaks, or providing a resilient home, we are committed to supporting them through whatever life has in store and walking alongside them every step of the way.
What your money will do

Our fundraising income is used to change the lives of children and young people – the donations from people like you mean that we at Break can do as much good as possible.

The money you raise will go directly to helping care-experienced children and young people and families in crisis, helping them get on a brighter and happier path to achieve things they never thought they could.

Here’s how your money will change lives:

<table>
<thead>
<tr>
<th>Amount</th>
<th>What it will fund</th>
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<tr>
<td>£10</td>
<td>would fund over a week’s electricity/gas for a young person leaving care.</td>
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<tr>
<td>£40</td>
<td>would fund a 2 hour session with a ‘Leaving Care’ Transition worker.</td>
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<tr>
<td>£250</td>
<td>would buy a selection of reading books and play therapy toys for a fostered child.</td>
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“Although some of the rules (in the Children’s Home) felt hard at the time, I thank them for it now as I wouldn’t have been able to budget – to live on my own, to pay for driving lessons. If I could go back and talk to myself as I came into the children’s home at Break I would say “work with Break, not against them. Listen to their advice as they are there to help”.”

Curtis, 21, lived with Break for five years and is now moving on from care.
Fundraising ideas

There are loads of ways in which you can get fundraising for Break. If you’re stuck for ideas, here are a few we’ve come up with:

**Sports**
- Run the distance of a marathon! It could be in a day, a week, or a month.
- Cycle the equivalent of Land’s End to John O’Groats.
- Walk the equivalent of Hadrian’s Wall.
- If you play any team sports, why not organise a charity match?

**Social**
- Why not hold a yard sale? You could get your neighbours involved and anything that doesn’t sell on the day could be donated to your nearest Break charity shop!
- Cake is never a bad idea - why not hold a ‘Coffee Break’ morning?
- Gather your musical friends and put on a concert!

**Work**
- Organise a dress down day – or, even better, a fancy-dress day!
- Choose Break as your company’s Charity of The Year and support us continually.
- Ask your employer if they would be interested in match funding your donations – this way you’ll raise twice as much for Break!

Have a look at our website and see what events we have that you can get involved in, plus find more inspiration and ideas. Go to [www.break-charity.org/charity/get-involved/events](http://www.break-charity.org/charity/get-involved/events)

**Some fundraising top tips**

Sponsored events are a brilliant way to get your friends and family involved in what you’re doing. Why not make it interesting by letting them place bets?

The internet and social media have never been more useful – why not host an online auction or take part in a social media challenge?

You might have a talent you can use, or you might want to build some new skills! Fundraising is a great way to challenge yourself to do something you’ve never done before.

Setting yourself a target is a brilliant way to stay motivated; make sure to keep your JustGiving page updated with your progress!

If you can, ask those who donate to you to Gift Aid their donation – this means their donations will be increased by 25% without costing them a thing.
How we can help

Whatever it is you choose to do to raise money for Break (or even if you’re stuck for ideas), we are here to help in any way we can.

We can provide:
- Collection tins and buckets
- Banners and posters
- Template letters to send out asking for prizes or collection licenses
- Advice, equipment, and support with organising events
- Moral support!

If there is anything at all you are unsure about, be it equipment you need or tips on planning an event, do not hesitate to give us a call on 01603 670109 or send us an email at fundraising@break-charity.org
Fundraising guidelines

There are a few things to bear in mind before you get going to make sure you're keeping your fundraising safe and legal.

Cash donations 🍀
- When handling cash it is good practice to have someone with you when both counting and carrying cash and always use a safe route.
- If you’re collecting on the street you will need a license from the local authority.

Printed materials 📝
- You’ll need to ask us before using the Break logo on any materials and you’ll need to use our charity number (286650) on all materials you produce.

Data protection 📄
- GDPR means you must be careful with how you handle people’s data – make sure it is kept in a safe location, is recorded properly, only shared consensually, and is not held for any longer than is needed. If you would like to have a read through Break’s Data Protection Policy, please get in contact.

All very simple – please use your common sense as Break cannot be held responsible for anything unsafe or illegal. Make sure you have the necessary permissions, assessments, and insurance for any event you hold.

We’re always here to help! If you are unsure of anything or need advice do not hesitate to get in touch.
How to donate

Now you’ve done all the hard work, all that’s left to do is send in your donations! There are a few ways you can do this:

**Set up a JustGiving page**
This is a really easy way to donate to us, as the money donated on your page will automatically come to us – you can also add any offline donations to it. This is also a brilliant way to fundraise as it’s very easy to share on social media and get your friends, family, and followers involved! Log on to [www.justgiving.com/break](http://www.justgiving.com/break)

**Donate through our website:**

**Donate via cheque**
Make your cheques payable to ‘Break’ and sent to Break, Schofield House, Spar Road, Norwich NR6 6BX.

**Cash donations**
We ask that you don’t post any cash to us, instead get in contact with us, as we can give you what you need to deposit the money to us at your bank. Alternatively, you can send us the money via online donation, bank transfer, or cheque.

**Ask for online donations**
It can sometimes be tricky to collect cash donations as people carry less cash these days – a way around this can be asking your friends and family for the donation via bank transfer to you. Once everyone has chipped in, you can forward the total on to us however you’d like.

*If you have any questions at all, please get in touch and we’ll be happy to help. Please send your money to us as soon as possible, along with a copy of any donation or sponsorship forms (either via post or email) so we can make sure they’re Gift Aided.*

**Donate via bank transfer**
Contact us at [fundraising@break-charity.org](mailto:fundraising@break-charity.org) for more information and full details.
People like you are the reason why our young people are achieving incredible things and have bright futures ahead of them. You are making a huge difference.