

Your

My!

break

50!

Pack

Together  
we can make  
**amazing**  
things happen



**Break is a Norfolk based charity working with vulnerable children, young people and families in four main areas of work:**

- Young people in care and moving on
- Children and young people with disabilities
- Families in need of support
- Children at risk

**Break started in 1968 as a charity that provided holidays for young people on the autistic spectrum. Since then the organisation has grown significantly and we now have a range of residential and community services that include the following:**

- **10 Children's Homes** including short break services for children with disabilities and long term permanent homes for young people who are unable to be cared for within their family
- **The Moving on Team** supports young adults who have left care. The team also provides a volunteer mentoring programme
- **A Residential Family Assessment Service** that assesses parenting capacity with regard to young children at risk of harm
- **A Therapeutic Fostering Service** - offering a therapeutic approach to foster placements across East Anglia.
- **Break Family Centre** - a whole range of community based support services available to vulnerable children and families
- **Activity Breaks** provide themed specialist breaks, youth groups, Siblings group and community support for children with disabilities and their families.

My lol  
break  
501





**Hello!**

**Thank you so much for requesting/downloading your MyBreak50 pack celebrating Break's 50th Anniversary, 1968 - 2018.**

**In here you will find everything you need to start your Break journey. Whether you're embarking by yourself, with friends, involving a community group or taking part with your work colleagues, there's something for everyone!**

You'll meet the team, get pointers on how to organise an event, get top tips on raising the most money possible and even create your own collection pot! Don't worry if holding an event isn't your cup of tea, there are a variety of other ways that you can support us, all explained within this pack.

And most importantly, we will share with you the incredible work has been doing for the past 50 years, and how your support can make a difference and help to change young lives.

Thank you again for choosing to support Break. We look forward to hearing from you - and remember together we can do amazing things.

Keep in touch,

**The Fundraising Team**

Let's get  
started

A stylized sunburst graphic consisting of five teardrop-shaped rays in yellow, green, orange, and pink, positioned to the right of the text 'Let's get started'.

# Choosing your MyBreak50 event!



**Your MyBreak50 can be absolutely anything you like. All we ask is that to celebrate Break's 50th anniversary, your MyBreak50 features the number 50.**

This could be as simple as selling cakes for 50p or donating 50 items to a Break shop, or as challenging as walking or biking 50 miles - the choice is yours.

Take a look at our fundraising tips and ideas, and get in touch with our fundraising team to make sure your event goes smoothly and raises as much money as possible for the vulnerable children, young people and families that Break supports.



"I'm getting sponsored to walk 50 miles for Break"



Take the  
My  
break  
50  
challenge!

# Fundraising tips and ideas!

Here are a few ideas to help your MyBreak50 go as smoothly as possible.

- 1 Get online** - It's easy to set up a page on Virgin Giving at [uk.virginmoneygiving.com](http://uk.virginmoneygiving.com). You can write about your inspiration, why you're doing a specific challenge and include photos and videos of your progress.

Facebook, Twitter and blogging sites are all incredible ways to share your story. People love to hear about fundraising events, and these are easy ways to spread your story and gain supporters.

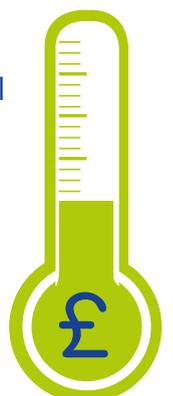
- 2 Use your pack wisely** - Raise a little bit extra by sticking the labels from the pack on to empty jam jars, to create customised collection pots for home and your desk at work. Pop in your loose change and watch the jar fill up, it'll make your purse or wallet lighter and your grand total bigger!



- 3 Give yourself a target** - Picking a target is vital when you fundraise. Everyone wants to raise ginormous amounts of money for charity, but sometimes it's not possible. Make sure you pick an amount that will motivate you rather than stress you out. Consider what you're doing, what your fundraising plans are and who your target market is, and remember, if you blow that target out of the water there is no reason why you can't increase it!

Don't forget that you can get to your target in a number of ways. Don't restrict yourself to asking people for sponsorship, get creative (nothing illegal of course) and make it fun! Hold a bake sale, a pamper or movie night, have a spring clean and sell unwanted items at a carboot or ebay. Invite friends and family to do the same, they'll probably be happy for the extra space!

We appreciate all money raised to help change young lives, big or small; your contribution will make an amazing difference.



**4 Get as many people involved as possible** - Your friends and family will probably want to help you, so get them involved. Ask them to share your social media posts, put up posters at their work, hold a collection pot for you, help organise an event with you and maybe, even challenge them a bit; ask them to give up their morning double shot, skimmed, extra foam coffee or afternoon chocolate bar for a week or two and donate the money they'd normally spend to you. If you're doing a sporty challenge invite them to be your training buddy - working out can be more fun with a friend.



Get your work involved, but check with your boss first, of course. Things you can do in the office: include a link in your email signature directing people to your fundraising page, put posters up around your desk and communal areas with a collection pot, share your story on the intranet and even hold an event at work. Bake sales go down a treat, but maybe organise a pancake breakfast or a dress down Friday for a bit of fun.

**5 Match funding and Gift Aid** - Lots of companies do match funding for their staff as part of their corporate responsibility to the community. Some will match all of the money raised, whereas others will only match a certain amount, either way it's worth asking your boss if they do it and you may double your fundraising efforts in an instant!

Gift Aid is an incredibly easy way to raise an extra 25% by simply filling out a Gift Aid declaration or ticking a box on a sponsorship form. If you are using an online fundraising page your supporters will be asked automatically about this, but if someone fills out a paper sponsorship form, firstly make sure they fill out the form correctly i.e. full name and address, and if they haven't already ticked the box, ask if they are able to Gift Aid their sponsorship and then tick the box.

If someone gives you an individual donation (of any size), ask them to fill out the Gift Aid declaration and then send it to us to process. Not everyone will be able to do this, so don't disheartened if not everyone ticks the box.



**6 Be prepared** - We appreciate that it can be a bit scary organising a fundraising challenge, but it doesn't have to be. Sit down, by yourself or with a helpful friend, and work out what you need to do in preparation to achieve your goal. It might be really simple; if you're doing a 5km cycle at your gym, you will need to work out how you're getting to the gym, when the best time to go is and then invite people to visit your online fundraising page.

If you're doing a physically taxing challenge, like 5 marathons in 5 days, you will need to work out a training programme so you don't injure yourself and if you're holding a bake sale you will need to think about a budget, what cakes you want to make, who else you can get to make cakes and when the best time to hold a bake sale is.

We will always give you advice if you need any, so feel free to drop us a line and talk your ideas through with us.

**7 You can be subtle** - If you're worried about bombarding people with your message or if you're a bit shy and don't know how to bring up your awesomeness in conversation, be subtle(ish) and display a poster on your fridge or near your desk, wear a printed tee with your challenge on and let people come to you!



**8 Are you on e-mail?** - Don't exclude people who don't use the World Wide Web. The internet is amazing, but we can guarantee that there are still people out there who would rather fill out a paper sponsorship form and give you cash or a cheque. So make sure you keep your sponsorship form with you and tell people you meet face to face about your challenge, if they do sponsor you be sure to encourage them to tick the Gift Aid box so we can claim an extra 25% on top of their sponsorship. Update your online fundraising page with your "offline" total so everyone can see how well you're doing and pay your money in once you've finished your challenge.

**9 Make sure you thank those who support you** - Thank your supporters, let them know how much their generosity means to you and what their money will go towards (you will find this information in the pack).

**10 Stay in touch** - And finally, keep in touch with us! We want to hear about your fundraising, so send us updates either on social media or by email, if you send us photos and stories we can share them, along with your online fundraising page, on Facebook and Twitter. We can also give you advice and provide you with more posters, sponsorship forms etc.



## Tom's Story

**When Tom was 10 his mother and alcoholic father separated.**

The separation made Tom anxious and he would hit out at his classmates.

His behaviour suffered so much that he was close to exclusion from school. To try and prevent this the school referred him to Jan, a Specialist Therapeutic Practitioner at Break.

Jan used drama therapy to help Tom explore his feelings. He is now happy and helpful rather than disruptive in the classroom.



# Meet the Team



Michael

Jeni

Helen

Martin

Danielle

Sarah

Pete

We are a small team based in Norwich and are on hand to help with any queries around fundraising, and offer support to anyone interested in supporting Break.

If you are looking to fundraise for Break, please get in touch with the team so that we can support you with your activities.

## **Fundraising team:**

**Michael Rooney**

**Martin Green**

**Jeni Lawes**

**Danielle Gravestock**

**Sarah Bunn**

**Helen Dingle**

**Peter Marron**

**Ellie Edge**

Head of Commercial Services

Fundraising Manager

Fundraising Administrator & Legacy Officer

Senior Fundraising Officer - Community

Senior Fundraising Officer - Corporate

Senior Fundraising Officer - Individuals

GoGoCreate Coordinator

Fundraising Officer

# How to pay in the money you raise



**Pick the payment method that suits you best, or get in touch to discuss any other ways you might like to make your donation.**

## **Pay by cheque**

Please post your cheques, postal order and CAF vouchers, all made payable to 'Break' to us at this address:

### **MyBreak50**

Break  
Schofield House  
Spar Road  
Norwich  
NR6 6BX

Please make sure to include your donation form and all your sponsorship forms so we can claim the additional Gift Aid on your behalf.

## **Online fundraising pages**

If you've set up a Virgin Giving page you don't need to worry about your sponsorship as they will take care of the money you've raised and make sure it gets to us.

Anything you've raised offline can be paid directly to your page and it will be included in your online total and paid to us.

## **Visit our website**

Visit [www.break-charity.org](http://www.break-charity.org) and hit the 'donate here' button.

Select 'sponsorship' as the reason for your donation.

## **Pay over the telephone**

If you would like to pay your sponsorship money by debit or credit card, but can't get to our website, then give us a ring on 01603 670109 and we can take your payment over the telephone.

## Don't forget



- Send or email your donation form
- Send or email your sponsorship forms so we can claim Gift Aid
- Share your stories and photos with us on social media and let everyone know how amazing you are!



## Charlotte's Story

**Charlotte was a resident in one of our children's homes, and is now supported by our Moving on Team.**

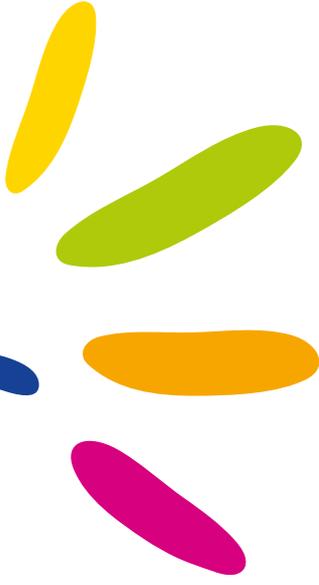
“ I absolutely love Break, it was the best thing for me. After spending over three years in one of your residential homes I was able to 'find' myself again.

I wouldn't be the person I am if it wasn't for you guys. I honestly have to say if I hadn't spent the time I did at Primrose House I wouldn't be where I am today. I would have gone completely off the rails.

Now I'm expecting my first baby, at the fairly young age of 18, and passed assessments so no social services will be involved.

I really am proud of myself and I'm so happy that I was lucky enough to spend the time I did with Break. ”

# Charity of the year



## Could you make Break your Charity of the Year?

With Break as your company or group's charity of the year our Fundraising Team will work closely with you. They will share their expertise and help you decide on your objectives for the year.

These can be monetary targets, to be achieved through fundraising or by involving your team in volunteering or skill-sharing within Break. We can support you in all areas - administration, PR, marketing, online fundraising and support at events.

Throughout the year you can take part in events organised by Break or we can help you organise your own. There will also be opportunities to provide volunteers to assist at events or help complete tasks at our units, such as gardening work or fence painting.

Donating your time to complete tasks like this you are saving Break £1,000's, so we can put our funds to much better use for our young people.

We can also offer online promotional support. We currently have over 21,000 followers on Facebook, Twitter and Instagram, where we will thank you for your support, and promote your work. We can also add your logo and information to our website to help promote your support of Break.

Our past Charity of the Year supporters found that focusing on Break is extremely rewarding and less stressful than trying to support multiple charities throughout the year.

Taking part in our events, as well as organising their own, they achieved their corporate responsibility goals and showed their local community a more caring side to the company. Within the companies it brought out the creativity of the teams, gave them a chance to learn more about the people they saw almost every day and overall made the team stronger, almost like a year long team building exercise, but more fulfilling!

If you'd be interested in making Break your Charity of the Year, please get in touch.

# Volunteering for Break



**Volunteering for Break is rewarding and fun, and we feel like we can offer a volunteering position for anyone.**

**Office Volunteer** - This role will mainly cover administration duties, such as helping with mailings, research, making phone calls, counting money and a whole host of other tasks. This role can vary in time from a morning once a week to a day once a month.

**Fundraising Volunteer** - Break manages a wide range of events throughout the year from Clay Pigeon Shoots, Running Events, Charity Balls right through to the forthcoming GoGoHares! project. There is an event to suit everyone, and we are always looking for new volunteers. Roles at these events include things like marshalling, helping to set up or clear away, registration tasks, manning raffles or helping to collect donations.

**Retail Volunteer** - Working in a Break charity shop is about more than the jobs needing to be done. It's also about meeting new people, gaining friends and working as part of a team, raising funds to support Break's work. As a valued member of our Break Retail team, you will be entitled to 20% off donated goods. For more information, an application form, or to sign up for a taster session in store, please do pop to your nearest Break shop.

**Volunteer Mentor** - Mentoring is a one-to-one non-judgemental relationship in which an individual gives their time to support and encourage another. As part of the mentoring service, Break is looking for committed individuals who have a few hours to spare every couple of weeks over a sustained period of time to support young people in care, young people leaving care, young people with disabilities, young people in foster placements and young parents in the community.

**Volunteer Speaker** - Our volunteer speakers help us to spread the word on the amazing work of Break. Awareness is not only important for us to raise income but also to make people aware of the services that we provide; you never know who you might reach out to in a talk. We provide speaker training and up to date key messages and statistics for you to use when delivering your talks. We provide talks to a range of audiences and they can vary in length from five minutes to an hour.

**Volunteering as a Group** - We have lots of group volunteering opportunities, which can vary from maintenance work, such as painting and decorating or garden work, at some of our children's homes or shops, right through to helping to pack Christmas Hampers or supporting at an event.

**Pop up Volunteer** - Sometimes we have tasks that just pop up and we need help at short notice; these can include things like helping to pick up a collection pot or raffle prize, delivering posters for an appeal, baking a cake for an event, or helping at a community event. It is always helpful for us to have volunteers that we can call on to help us on an ad-hoc basis.

# Where your money is going



## The Building Futures fund

To celebrate our 50th Anniversary, we aim to raise £50,000 to set up a new Building Futures fund to invest in our young people, our communities and our future.

The fund will support:

### Our Young People

**This part of the fund will help support the aspirations of the children and young people we work with.**

This could be support with entry into employment through apprenticeship or further education, help with driving lessons or to nurture talent and independence

### Our Communities

**This part of the fund will support children, young people and the communities they live in.**

This could be projects like a 'support when you need it' drop-in service, a community fund to help vulnerable young people and families set up a home or making all our Break shops dementia friendly.

### Our Future

**This will be a fund to kick start a commercial enterprise which will invest in and provide sustainable funding for our children, young people and families and their communities.**

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# Other ways **YOU** can support **US**



**Regular giving** - Show your support by signing up to be a Regular Giver and making a monthly donation direct to Break. Request a form from the team or pick one up from one of our charity shops, fill it in and send it back to us and we will get in touch with your bank and ask them to set up a standing order on your behalf.

**Gift in kind** - At most events we will hold a raffle or an auction to raise extra money for our services. If you have an item or an experience that you think would make a wonderful prize the Fundraising team would love to hear from you. In the past we have been donated lovely things from bottles of bubbly, handmade jewellery and hats to boat trips on the Norfolk Broad, chef in your own home experiences and original paintings, all in a bid to support our work.

**Items for our services** - We know that there are some people who would rather donate physical items rather than money and at Christmas we become inundated with the generosity of amazing people wanting to donate toys to our Children's Homes. If this is something you would be interested in please get in touch because our other services have a "wish list" of items they require. Arts and craft materials go down a treat, as do book tokens and digital equipment. Our Moving on Team are always on the look out for 'first home' items for our young people who have had to leave our Children's homes and move out on their own.

**Come to a Break event** - Take part in a Break event. We have something for everyone including a duck race, a clay pigeon shoot and a cross country run and dog walk, plus many more! So get involved, its loads of fun - see our website for more information.

**Celebrate with Break** - Involve Break in your birthday, christening, anniversary or wedding celebrations by asking your loved ones to make a donation instead of buying you presents. We can provide you with posters, case studies, leaflets, collection pots (or labels so you can make your own collection jars) and even Break bunting.

**Become a Mentor** - We are always on the look out for amazing individuals who would like to become volunteer Mentors. Our Mentors give their time to develop a non-judgemental and trusting relationship with a child or young person to help them make positive changes. We recruit Mentors from across East Anglia who have a few hours to spare every couple of weeks. Mentors support young people in a variety of settings including: Children in Care, Care Leavers, Therapeutic Foster Placements, Young Parents, Children with Disabilities and Young Carers.

Please visit our website for more information.





# We are raising money for

# My break 5011

**What:**



**Where:**

**When:**



# My **break** 501 paying in form

## Online

You can make your donation online by setting up your own donation page on **VirginMoneyGiving.com**, where your friends families and colleagues can sponsor you.



You can also visit the donate page on our website.

## Over the phone

Please call Jeni Lawes on 01603 670109 to make a payment over the phone, using your credit or debit card.



## By debit or credit card

Name: ..... Name of Event: .....

Company/Group Name: .....

Amount: £.....

Visa  Mastercard  Switch/Maestro/Visa Debit  CAF Card

Card No.

Issue No:   Valid from:   /   Expiry date:   /

Security Code:

Please send your payment forms to us by stapling this form together and mailing to us using the address on the back.

**If you would like to pay in your money another way then please email Jeni Lawes ([jeni.lawes@break-charity.org](mailto:jeni.lawes@break-charity.org)) to discuss other options available to you.**



Staple here

Stamp  
here

**MyBreak50**  
Schofield House  
Spar Road  
Norwich  
NR6 6BX

My  
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MyBreak50 is your event to raise  
money for Break in any way you like  
and celebrate Break's 50th anniversary!