

Thank you for
choosing to
support Nelson's
Journey by holding
a Purple Picnic

Nelson's
Journey
**Purple
Picnic**
bringing back smiles to bereaved children

We are pleased to have you taking part in the fifth year of our annual Purple Picnic week.

Over the years we've seen an array of different ways to hold a Purple Picnic pass through schools, homes and workplaces. From bake off competitions, dress down days, mini festivals, raffles, sporting challenges and even activities to remember someone special, you keep surprising us with your creative ideas and enthusiasm, for this we are truly thankful.

Our Purple Picnic provides an opportunity to create memories with friends, family and colleagues whilst raising vital funds for our charity, enabling us to continue providing a free service to bereaved children and young people in our county. Since we first started, we have supported thousands of children. We know offering the right help gives these children the best chance of avoiding long-term mental and emotional health issues and the opportunity to move forward positively with their grief.

Sarah Dodge
Community
Fundraiser

470

children in Norfolk
will experience the
death of a parent
in 2019.

1 in 29

children attending Norfolk schools have experienced the death of a parent or sibling. This equates to approximately 3825 children.

Helpful hints

Invite as many people as possible.
If they can't attend, why not ask for a donation in lieu of attendance.

Kate Barmby has created some
yummy new recipes to try.
They are easy and really tasty too.

Remind people how their
donation will help
A little really does go a long way.

If you are remembering someone
special at your Purple Picnic
You can download a special
remembrance poster on our
website to decorate however
suits you best.

for planning your Purple Picnic



"Nelson's Journey listened.
They gave me hope.
I mattered again. And most
of all they gave me my
smile back."



"Nelson's Journey supported me
after my Grandad died, which
made me hit an all time low.
If it wasn't for them I don't
know where I'd be."

It's good to share!

If you feel able to share any element of your Purple Picnic with us on social media, please include #NJPurplePicnic with your post or tweet. Sharing encourages open communication, we want children to know it's ok to talk about their special person and they are not alone.

#NJPurplePicnic

Your participation in our Purple Picnic makes our work possible!

Inside this pack you can
learn more about how your
support helps bring back
smiles to Norfolk's
bereaved children.





We thank the many schools and businesses that have supported Purple Picnic before including:

Martham Academy, Watton Westfield, Marsham Primary, Rackheath Primary, Cantley Primary School, Neatherd High School, Magdalen Gates Primary School, HUGHES Electrical, Heritage Will Writers, Mills & Reeve, Blue Sky Leisure, Forest Park, Virgin Money Giving, 3 Sun Group Ltd, Larking Gowen, Crown Commercial.

Businesses involved for 2019 include:

SPONGE cakes are donating 25% of their proceeds from whole cake sales between 24th June – 14th July enter **PURPLEPICNIC2019** at checkout.

Boots are holding Purple Picnics in stores across Norfolk.

BeWILDerwood are holding a Picnic on 9th June which we will be at too.

Benedicts, the Norwich based restaurant, are donating for every slice of Nanny Bush's Trifle that is sold during 8th – 14th July.

Check out our website to see what Archers Butchers, Mustard Coffee Bar & The Last Wine Bar are doing to support us too.



How to send your money in...



Online:

You can pay your fundraising in via our official Purple Picnic Virgin Money Giving site.



BACS:

Please contact us for details.



Send a cheque:

The Bradbury Building – Smiles House, The Octagon Business Park, Hospital Road, Little Plumstead, Norwich NR13 5FH.

You can also make a donation online anytime:

Simply search for 'Nelson's Journey' on uk.virginmoneygiving.com and make a single or regular donation.

Nelson's Journey is a Charitable Incorporated Organisation; Registered Charity 1170605