



**CELEBRATING  
25 YEARS OF  
BRINGING  
BACK  
SMILES**



**HOW TO FUNDRAISE IN OUR 25TH YEAR**

**@NELSONSJOURNEY**

**#CHALLENGE25**

**#BRINGINGBACKSMILES**



Raise £250 or more,  
to be entered into  
our prize draw

It's our birthday and you're invited to celebrate!

**Challenge25** provides the opportunities and ideas for you to fundraise in our 25th year. Your support means you join us in creating a legacy of bringing back smiles, as we have done for thousands of bereaved children & young people since 1997.

Our birthday year runs from November 2022 to October 2023. You can do whatever you like to raise funds, and we suggest a theme of 25 as a start. We'd love to see what you come up with!



# CONTENTS

2 25 YEARS OF BRINGING BACK SMILES

3 THE IMPACT OF OUR WORK

4 A WORD FROM A SUPPORTER

5 WORDS FROM A PAST SERVICE USER AND HOW WE HELPED THEM

6 FUNDRAISING INSPIRATION

7 ONLINE FUNDRAISING

8 HOW TO JOIN IN





## 25 YEARS OF BRINGING BACK SMILES

A quarter of a century ago, Nelson's Journey was established with a very clear purpose: to support children and young people in Norfolk affected by the death of a significant person. Since then, we've provided a unique service to thousands of families through their most challenging times.

Over the last 25 years, we're proud to have established ourselves as one of the most valued services by families in our county. Earlier this year, the Eastern Daily Press even listed our charity as one of the top 25 icons of Norfolk, alongside Colman's Mustard and Cromer Pier!

Charities like ours don't exist everywhere. In fact, Norfolk is one of the few counties to have an openly available, free, child bereavement charity providing 1:1 support and group activities for children. We're not funded by big government contracts and we can only exist because of the continued support we receive from the community we serve.



ONE OF THE  
MOST VALUED  
SERVICES BY  
FAMILIES IN OUR  
COUNTY



All charities are reporting that their income has been affected over the last few years by the pandemic. Despite this, Nelson's Journey is more determined than ever to grow and develop, and to build an even better service for Norfolk's bereaved children.

We hope that you will have a fun time taking part in whatever challenge you decide to take part in. You can feel proud knowing that your support means we can continue to help bereaved children & young people in Norfolk at one of the most difficult times of their lives.

With thanks and best wishes,

Simon Wright, Chief Executive of Nelson's Journey





65%

OF SERVICE USERS  
HAVE SEEN AN  
IMPROVEMENT IN  
COMMUNICATIONS  
WITH A  
PARENT OR CARER

820+

REFERRALS  
EXPECTED IN 2022

70%

OF SERVICE USERS  
WE HAVE SUPPORTED  
HAVE SEEN AN  
IMPROVEMENT IN  
FEELINGS OF ISOLATION



Lynne has been a volunteer with Nelson's Journey for 18 years, supporting us at therapeutic interventions and working directly with children & young people. Lynne also attends community events to provide assistance at stalls, chatting to the public about the work we do and how they can help.

"I have seen first-hand on many occasions just how much Nelson's Journey helps Norfolk's bereaved children and young people. To see how they grow in confidence and self-esteem over a therapeutic weekend is just wonderful and a real privilege; this is why I volunteer and fundraise for them."

Lynne is also a fantastic fundraiser, often supported by her Husband John. Over the years they have raised over £14,000 through organising fundraisers such as Purple Picnics, Christmas tree festivals and selling hand made crafts at the local church and outside their house, for which we are immensely grateful.

Small or large, your contribution in our 25th year will allow us to provide much needed support to bereaved children and young people in Norfolk.



*good  
luck*

from Lynne & John





NELSON'S JOURNEY  
HELPED HIM TO  
COME TO TERMS  
WITH WHAT HAD  
HAPPENED

## NICKY & DANNY'S STORY

It has been a long and difficult journey since August 2014 when my son Danny and I came home from a short visit to my mum's on the other side of the village. Danny ran in to tell his Dad all about it only to find that he 'wouldn't wake up'. Danny was only five and three quarter years old at the time, too young to have to watch his mum try to resuscitate his Dad.

What happened after that is a bit of a blur. We moved in with my mum for a few weeks and were just in a daze. After a while a few people suggested Nelson's Journey to my mum and she made the call. Mark's passing was completely sudden and unexpected and I was totally unprepared. I had no idea how to answer Danny's questions or explain to him why this had happened when I didn't know the answers myself. Nelson's Journey did have the answers and gave me wonderful advice, support and guidance.

**"Danny's biggest fear was  
that I would die too"**

Danny had to be in the same room as me all the time because he believed that I would die if he couldn't see me. Lorna, a Child Bereavement Support worker at Nelson's Journey, visited him at home and at school and talked to him about how I'm still quite young and healthy and that if I feel poorly I would go to the doctors, to try and relieve his worries. It was hard for him to believe I wouldn't die too as his Dad was also young and healthy.

Lorna showed us many different techniques to help him cope with these worries including a worry box that they made together and a worry eater that she gave him. These were great for both of us because as well as Danny being able to 'offload' his worries to the box or the worry eater, it also allowed me to see which worries were getting to him the most so they helped me to help him too.

As time went on, Nelson's Journey took us on some trips which helped him to realise that he could still enjoy his life, that he could still feel happiness and that he didn't have to feel guilty about doing that.

We will still have our sad times but we have no reason to feel lonely when we are surrounded by such caring people.



# FUNDRAISING INSPIRATION

As it's our 25th birthday - how about raising funds with a 2.5 or 25 theme?

HOLD A RAFFLE WITH  
**25** ITEMS



HULA HOOP  
**25** TIMES



GET CREATIVE  
& SELL ITEMS FOR **£2.50** EACH



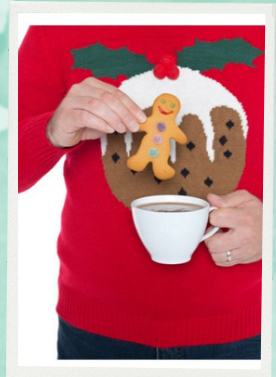
**25** MILES, **25** HOURS...  
WHAT'S YOUR SPORTING CHALLENGE?



HAVE FUN ... WITH A  
SPACE HOPPER CHALLENGE



GET **25** PEOPLE TO JOIN A  
CHRISTMAS JUMPER DAY



GUESS THE NAME OF  
THE TEDDY  
**25**P A GO



HOST A BAKE SALE  
ITEMS FROM **25**P TO **£25**





# FUNDRAISING MADE EASY

Thank you for choosing to support us with your fundraiser!

Without amazing people like you, we simply wouldn't be able to continue to offer our service, free of charge, to bereaved children and young people in Norfolk, thank you!

Collecting sponsorship has never been easier than using an online giving page like Just Giving.

Just click the link below to start setting your Challenge25 fundraising page

<https://www.justgiving.com/campaign/NJchallenge25>

Start fundraising with  
**JustGiving™**

## Here are some top tips on setting your page up:

- 1 Add a profile picture of yourself, so your page becomes more friendly and people that sponsor you will recognise it's your page immediately.
- 2 Include text about Nelson's Journey so your supporters know who you have chosen as your charity and why that's important to you. Also let them know in this section, about the challenge you have taken on and just how HARD it is going to be for you to complete, to encourage more donations.
- 3 Set a target so sponsors can see you reaching your goal. If you meet it, increase your target, often, people like to help you reach it! It can be a good idea to ask friends and family to donate first so they set the bar for future donations.
- 4 Let your friends, family & colleagues know just how much their donations will help support bereaved children in Norfolk, by adding in a 'what your donation could fund' poster, which we can send you. Add pictures of you in training and any other related photos you feel will help tell your story.
- 5 Share your JustGiving page on Social media, such as Facebook, Twitter and Instagram. It's been recorded that 60% of donations are given on Facebook. They can also be easily shared!

£2

Could fund a  
memory jar

£15

Could fund a  
Worry Eater to  
support children  
with anxieties

£50

Could fund a  
wide range of  
resources to be  
used in 1:1  
sessions



## HOW TO JOIN

To become part of Challenge25 and help bring back smiles to Norfolk's bereaved children & young people, simply contact **Sarah Dodge, Funding & Marketing Officer**, using the following details:



01603 431788



[sarah@nelsonsjourney.org.uk](mailto:sarah@nelsonsjourney.org.uk)



Got an idea, or need help on where to start?  
Let us know so we can support you.

**CLICK HERE**

Nelson's Journey, Bradbury Building - Smiles House,  
Octagon Business Park, Hospital Road, Little  
Plumstead, Norwich, NR13 5FH

Twitter: @nelsonsjourney

Facebook: [facebook.com/nelsonsjourney.norfolk](https://www.facebook.com/nelsonsjourney.norfolk)

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