

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



### Thank you so much for taking part in Nelson's Journey's Purple Picnic campaign!

There are so many different places and ways that you can hold a Purple Picnic - including at schools, in gardens and at workplaces. You could even hold a virtual picnic and invite others to join you over a video call!

From bake off competitions, dress down and non-uniform days, mini festivals, raffles, sporting challenges and activities to remember someone special, you keep

surprising us with your creative ideas and enthusiasm and we are truly thankful!

Purple Picnics provide an opportunity to create memories with friends, family and colleagues whilst raising vital funds for Nelson's Journey's vital service to bereaved children and young people in Norfolk.

**Since 1997, thousands of children have been supported by the charity.** Offering the right help gives children the best opportunity to move forward positively with their grief.

**470**

children in Norfolk experience the death of a parent in an average year

## Helpful hints

### Invite lots of people to your picnic!

If someone can't attend, you could ask if they'd like to make a donation, and maybe include people on a video call for a virtual Purple Picnic?

Download recipes and resources from the Nelson's Journey website

Set up a fundraising page so donations can be made online (see overleaf)

Remind people that their donation will help Norfolk's bereaved children and young people

If you are remembering someone special at your Purple Picnic then you may want to include memorable items, foods or photos at your event

for planning your Purple Picnic

**1 in 29**

children attending Norfolk schools have experienced the death of a parent or sibling - approximately 3825 children in the county



"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."

### Your participation in our Purple Picnic helps to make our work possible!

Nelson's Journey relies on fundraising in our community, without which we simply wouldn't exist.

**Thank you for helping us to bring back smiles to Norfolk's bereaved children and young people**

### It's good to share!

Please share any photos or elements of your Purple Picnic with us on social media and 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

POTATOES GOLD





## What other activities can you include at your Purple Picnic?

Entertain everyone by including games and activities as part of your event and help take your fundraising even further! Ask for a donation and raise a smile.

Guess the name of the bear? How heavy is the cake? Can you balance a coin on the lemon floating in water?

Check our website for inspiration at [www.purplepicnic.org.uk](http://www.purplepicnic.org.uk) and let us know on social media what you have planned!

#NJPurplePicnic



## How to send us your raised funds



The simplest way is to pay online through our JustGiving Purple Picnic page. Visit [www.purplepicnic.org.uk](http://www.purplepicnic.org.uk) and scroll down to the payment details for the link



You can also pay us by BACS direct to our account. Please contact us for details at [enquiries@nelsonsjourney.org.uk](mailto:enquiries@nelsonsjourney.org.uk) or phone 01603 431788



Please send cheques payable to 'Nelson's Journey' to us at:  
The Bradbury Building – Smiles House, The Octagon Business Park, Hospital Road, Little Plumstead, Norwich, NR13 5FH

## Or... set up your own JustGiving fundraising page

Simply set-up your own Purple Picnic fundraising page and encourage guests to donate easily and safely online. It's easy to do and you don't need to worry about paying over donations at the end. Please see our website page for more info.

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

