



FUNDRAISE FOR US!



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

www.nelsonsjourney.org.uk

Your FUNDRAISING PACK contains...

Helpful Hints on what to consider when planning a fundraising activity

1. DATE AND VENUE

When and where will you hold your fundraiser? Book any venue or equipment needed. If it is a community event, a weekend or school holiday could be advisable. It is a work place event when will most people be in the office?

2. TIME TO DECIDE ON A THEME

Decide what to do. Whatever theme you choose make it fun and easy to participate in. The easier it is the more people will happily support you. Use our enclosed fundraising ideas to inspire you.

4. GIFT AID IT

Don't forget to ask for Gift Aid as it means more money goes to our charity.

5. PROMOTE YOUR EVENT

Use posters, emails, Facebook and Twitter. Use to put an article in your community magazine, photocopy the enclosed press release and send it to your local paper and radio station to publicise your event.

6. WHO ELSE CAN SUPPORT YOUR FUNDRAISING

Find out if your company will match the money you raise. There may be local businesses in your area that could offer support with extra prizes, refreshments or displaying information about your event.

7. KEEP IT SAFE

Charity fundraising is regulated by law. Please ensure you follow the enclosed guidance.

9. AFTER YOUR EVENT

Send the **Supporter Press release** to the local papers and radio stations, with some photos of your event and details of how much you raised.

Thank people for coming those attending your event and sponsoring you will have helped support bereaved children living in Norfolk, make sure they know that.

Send in your money raised with your completed paying in forms and sponsoring forms to Nelson's Journey, The Priory House, 4 Manders Way, Norwich, NR7 6TA.

Fundraising ideas to inspire YOU

Sometimes thinking of an event to do that will raise money can be quite a challenge. Here are some ideas that may inspire you!

Purple dress up day

Guess the teachers baby photo

Sponsored swim, walk, run or silence

Challenge your teacher

Quiz???

Sports Match

Non-uniform Day

Teacher Auction Day (each teacher promises to do something)

Tandem Sky Dive

Silly Games Day



Come to my fundraiser for Nelson's Journey!

I am

On

At

To see how your fundraising will help

Sponsor "Me" Form

Name

What I'm going to do

Every penny which we raise is invested back into Norfolk, we aim a charity that is available to support every bereaved child and family within the county. A Registered Charity No 1066775.

FULL NAME	HOME ADDRESS	POSTCODE	TOTAL AMOUNT	DATE PAID
Paul Dickson	2 Leonard Road, Norwich	NR2 4AB	4.30	2/12/13

TOTAL RAISED

Nelson's Journey Youth Panel and Consultation Group

Young Volunteers wanted!

Would you like to volunteer for our charity supporting bereaved children and young people?

Are you aged 11 - 17 years old and living in Norfolk?

We are looking for young volunteers to help us improve the way we work - could that be you?

Who are the Young Volunteers and what do they do?
YOUTH PANEL
Our Youth Panel started in 2012 and consists of 12 members living in Norfolk who have either received a service from Nelson's Journey or those who are simply keen to support children and young people who have suffered bereavement. The members are aged between 11 - 17 years old. They usually meet once a month on Friday evenings and have been involved in many projects giving their views and ideas to help improve our services and resources.

CONSULTATION GROUP
This group started in 2013 and hosts young volunteers (also aged 11-17 years old) who work alongside our Youth Panel. The young volunteers meet every 5 months (usually in school holidays) and give their views and opinions on our services and future events. They also give additional time to support the charity in lots of other ways and are invited to many of our community and fundraising events.

Email: enquiries@nelsonsjourney.org.uk
Call: 01603 431788
Web: www.nelsonsjourney.org.uk
Twitter: @nelsonsjourney
Facebook: facebook.com/nelsonsjourneynorfolk



Welcome to YOUR fundraising pack



As you may be aware, we are a Norfolk charity supporting children and young people who have experienced the death of a significant person in their life.

We have produced this fundraising pack to support young people in raising money for our charity. We hope that it has everything you need to set up an imaginative fundraising event. The contents of this pack has been put together by our Youth Panel (aged 11 – 17yrs), some of whom have used our service, it was at their request that this pack was introduced. As well as fundraising within their own schools, they hope to encourage other community groups to raise money for Nelson's Journey too. They also hope we can raise awareness of the work we do to support bereaved children and young people in Norfolk.

If you would like to seek publicity around your fundraising event then we would love to hear from you. We make use of Facebook, Twitter and also have an events and news section on our website, we are always happy to promote fundraising events that are supporting us. During the fundraising challenge, if you are able to capture photos of what is happening you could send these to us or with a post event press release (if you have consent from the parents/carers of featured children).

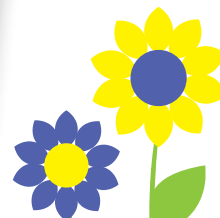
If you would like support in writing a press release then please contact enquiries@nelsonsjourney.org.uk and we can provide assistance with this. If you wish to write your own and require a comment from us then we are happy to provide this.

Your press release and photos can be sent to NewsDesk@archant.co.uk

If you would like any further information from us about our charity or fundraising then please do contact us and ask to speak with one of the fundraising team. Don't forget you can photocopy the pages in this pack or download them from our website www.nelsonsjourney.org.uk

Thank you for your support!

From the Nelson's Journey Team



Idea!
Wear a silly hat day...

Fundraising ideas to inspire YOU

Sometimes thinking of an event to do that will raise money can be quite a challenge. **Here are some ideas that may inspire you!**

Purple dress up day

Hold a
Bake Sale



Guess the teacher's baby photo

Sponsored swim, walk, run or silence

Challenge your teacher



Quiz???

Sports Match

Teacher Auction Day
(each teacher promises
to do something)

Non-uniform Day



Fancy Dress Day

Talent Show



Hold a Purple Picnic

-or you can look on the Internet
for some fundraising inspiration!

Case Studies: How does Nelson's Journey Help?

Name: Jeremiah

Special people who died: Grandpa, Great Nanny, Best Friend, Nanny, Grandad, Sister, Uncle and my Mum's best friend.

I helped to create this pack so I thought I would tell you my story...

Before I received help from the charity I bottled things up, I felt alone in my grief, having lost so many people so close to me. I feared that I would upset the people around me if I started to speak about how I felt so I stayed quiet. During this time my parents were going through a divorce so I was constantly going between two houses. My mum spoke to me about attending one of the Nelson's Journey camps, I was initially worried but I allowed her to book an appointment. I met Debbie and we spoke about Tamsin (who died when I was 7). I felt comfortable talking to her like I'd known her for a long time. They helped me prepare for the weekend which, even though I was nervous about going, really helped me talk about my feelings and start to deal with them – particularly my anger.

Towards the end of 2012, my mum suggested I join the Youth Panel – a group of 12, 11-17 year olds, who work on ideas to fundraise and raise awareness of the charity. I have loved every second on the panel and I have now been volunteering for 4 years and it continues to amaze me how they help so many children.

Jeremiah x



**Nelson's
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bringing back smiles to bereaved children

Meet some of our young fundraisers

Aidan

My best friend died when I was eight. Nelson's Journey helped me then and I decided I wanted to help them back, so I joined the Youth Panel. I love to make all sorts of things and I designed some soft toys for my family last Christmas. They all loved them, so I made some to sell at Nelson's Journey events. These are the 'Plushies', I have sold quite a few this year and will be making more for next year's events. 2017 will be last year on the youth panel, as I am 17 now, so I hope to make it a good one, before I move on to become an adult volunteer

Callum

Callum wanted to give something back after he was supported by Nelson's Journey following the death of his Nanny. He loves blackberry picking and came up with the idea of selling them to raise money for us! Once he told his friends about the idea he said 'they were eager to get involved'. Callum raised £275 for Nelson's Journey with this simple but creative idea.

Danny

Danny was supported by Nelson's Journey following the sudden death of his Dad. He wanted to give something back to say thank you and together with his Mum organised a coffee morning to raise funds. They approached local businesses for raffle prizes, sharing their story of why they wanted to support Nelson's Journey. In just over three months had gathered some amazing prizes, with support from others in the community they raised over £4,000

Aidan, Callum and Danny -
you are all amazing!

Helpful Hints on what to consider when planning a fundraising activity



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2. TIME TO DECIDE ON A THEME

Decide what to do. Whatever theme you choose make it fun and easy to participate in, the easier it is the more people will hopefully support you. Use our enclosed fundraising ideas to inspire you.

3. MAKING MONEY

Setting yourself a realistic fundraising target can help motivate you and others to raise as much money as possible. Get sponsored, ask family, friends and colleagues to sponsor you. Set-up an online fundraising page to make raising money easier – such as Virgin Money Giving and let Nelson's Journey know about your web-page (contact details on the back of this pack). **Please do not collect money from door to door – this is illegal.**

4. GIFT AID IT

Don't forget to ask for Gift Aid as it means more money goes to our charity.

5. PROMOTE YOUR EVENT

Use posters, emails, Facebook and Twitter, request to put an article in your community magazine, photocopy the enclosed press release and send it to your local paper and radio station to publicise your event.

6. WHO ELSE CAN SUPPORT YOUR FUNDRAISING

Find out if your company will match the money you raise. There may be local businesses in your area that could offer support with raffle prizes, refreshments or displaying information about your event.

7. KEEP IT SAFE

Charity fundraising is regulated by law. Please ensure you follow the enclosed guidance.

8. COLLECT DONATIONS FROM YOUR GUESTS

People like to know where their money is going so why not tell them as you collect donations.

9. AFTER YOUR EVENT

Send the Supporter Press release to the local papers and radio stations, with some photos of your event and details of how much you raised.

Thank people for coming those attending your event and sponsoring you will have helped support bereaved children living in Norfolk, make sure they know that.

Send in your money raised with your completed paying-in form and sponsorship forms to Nelson's Journey, Bradbury Building - Smiles House, Octagon Business Park, Hospital Road, Little Plumstead, Norwich, NR13 5FH



Keep it safe guidelines

Charity fundraising is regulated by law.

Please ensure you follow this guidance.

Street collections

If you plan to do a collection in the street you need to obtain a license from the local authority. This is a popular method of fundraising and so you need to apply for a license well in advance. If you wish to collect on a private property such as a shopping centre you must receive permission from whoever is responsible for it.

Door to door collections are illegal without a license. Nelson's Journey does not permit you to carry out such collections.

Raffles

Small raffles held as part of a larger event are acceptable as long as tickets sales and the announcing of results takes place during the event and there are no cash prizes.

Larger raffles are where tickets are sold over a period of time before the draw takes place. This type of raffle must be registered with your local authority. A named promoter should be nominated to take responsibility for the raffle. If ticket sales exceed £20,000 you must register with the Gaming Board.

For more guidance please check the rules with your local authority or the Gambling Commission.

Alcohol

A license will be required if you are selling alcohol at your event. This issue can be avoided if you hold your event within licensed premises or by asking a local pub to organise a bar at your venue.

Food

Food safety laws apply when food is available, whether it is being sold or not. You should be aware of this and follow food hygiene guidelines which will be available from your local authority environmental health department.

Risk Assessment

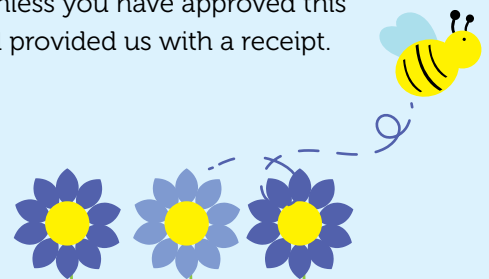
You should conduct a risk assessment to ensure that you have proper plans for the safety of participants. The Health and Safety Executive has further information (www.hse.gov.uk).

Nelson's Journey branding

All of your fundraising should make it clear that you are fundraising on our behalf, but that you do not represent our charity. You **MUST** include our charity name and the wording 'A registered charity' on all posters and advertisements that invite people to participate. Please contact Nelson's Journey for guidelines and permission to use our charity logo.

Transfer of funds

All funds collected should be sent to the charity within 4 weeks of collection. Expenses must not be deducted from the sums collected unless you have approved this with us and provided us with a receipt.



Most of this is common sense
so don't be put off



Dear _____



I would like to make a request that we raise awareness and money for **Nelson's Journey**, a local charity which supports bereaved children and young people living in Norfolk.

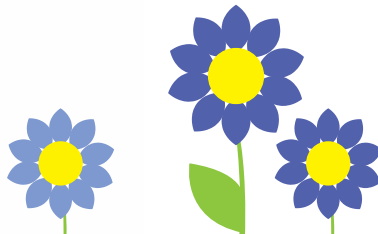
If we are able to hold a fundraising event e.g. non uniform day, cake sale or football match then the money we raise can be donated to **Nelson's Journey** which will help them support more of Norfolk's bereaved children and young people.

Nelson's Journey have provided me with a fundraising pack which includes lots of helpful information so you can read more about them and we can use it to promote a fundraiser.

Please let me know if you think we could raise money for Nelson's Journey, it would be great to support a charity that I am involved with.

Thank you for your support!

_____ sign here



Fill this out with details for the adult who needs to give you permission to hold a fundraiser.

Come to my fundraiser for Nelson's Journey!

I am _____

On _____

At _____

To see how your fundraising will help
visit www.nelsonsjourney.org.uk

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



Here's how we helped Jack

Nelson's Journey supported me after my Mum died. They came to visit and talked to me about my memories, feelings, how she died and what the funeral was like. Then I went away with Nelson's Journey for the weekend and met other children who had all lost someone special. I was very angry that Mum had left me and Nelson's Journey helped me to talk about my feelings which made me feel better. I didn't feel so alone anymore as I thought I was the only child who didn't have a Mum.

Jack, aged 9 yrs.



"Nelson's Journey has helped me to be more confident and it's helped me to see that what I felt at the time was normal. Also I've been able to talk more openly"

"I now realise that it isn't just me going through a hard time"

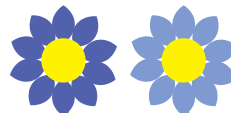
**Nelson's
Journey**
bringing back smiles to bereaved children

Every penny which we raise is invested back into Norfolk, we are a charity that is available to support every bereaved child and family within the county.

**For further help
and advice please
contact us anytime!**

**www.nelsonsjourney.org.uk
01603 431788**

**Nelson's Journey,
A Registered Charity**



**I know we keep saying it...
but your support really **will** help
bereaved children!**

NELSON'S JOURNEY

Nelson's Journey is a charity that supports children and young people aged 0 – 17 inclusive, living in Norfolk who that have experienced the death of a special person in their life e.g. Mum, Dad Brother, Sister or someone else who they are close to.

Bereaved children are not alone: every 22 minutes a child is bereaved of a parent in the UK.



Nelson's Journey has bereavement workers who go to visit young people who are referred to them for help. During their visit they find out more about the person who died and how the young person is feeling. Nelson's Journey then suggests a service that might help them cope with their feelings better, the young person might get more help on a 1:1 basis with the bereavement worker, or they might be invited on an activity day or weekend where they can meet other children who have had a special person who has died.

If you have a friend or someone who has someone important in their life who has died, there are many things you can do to support them. If they are upset, ask them if they are ok, give them a hug or make your teacher or an adult aware of why your friend is upset. Just talking to your friend can help them feel less alone.

For further help and advice please contact us anytime!

www.nelsonsjourney.org.uk
01603 431788

Nelson's Journey,
A Registered Charity

Thank
you...



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

Supporter Press Release



Date of event:

Event name:

Name of fundraiser/s:

For further information contact:

Hopes to raise/has raised £ for children's charity Nelson's Journey

by (eg cake sale, sky dive, 3 peaks challenge etc):

Fundraiser explains (ie More information about your event. Why you chose to raise money for Nelson's Journey? Why choose this type of fundraising event? (continue on a separate sheet if necessary)

Notes to the editor

The online sponsorship page (eg Virgin Money Giving, Justgiving) for:

is:



About Nelson's Journey

Nelson's Journey is a registered charity providing a service for children and young people aged 0-17 years inclusive, living in Norfolk, who have experienced the death of a significant person in their life. We aim to improve the emotional wellbeing of bereaved children by: increasing their confidence and self belief, providing education about the causes of death and enabling families to talk openly about their bereavement. We also provide opportunities to remember those who have died and help children to express and understand their emotions.

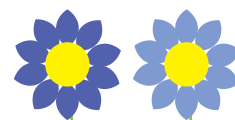
Nelson's Journey endeavours to 'Bring back smiles to bereaved children. For further details about the charity please contact Nelson's Journey on **01603 431788**.

School/Youth Group contact details:

Main contact:

Email:

Area school/youth group based in: (e.g. Norwich):



For some great fundraising ideas
look on the NJ website!

GET SPONSORED!



You will find a sponsor form on the opposite page which you can photocopy as many times as you like - the form is also available for download from our website, just visit the Fundraising section

Virgin Money Giving

Nelson's Journey is registered with this online sponsorship website. The site enables you to create your personal sponsorship page, upload photos and set a fundraising target (if you wish). To set up your online fundraising page visit www.virginmoneygiving.com/charities/nj and select the 'start fundraising' button. It is simple to set up and once active you can email all your contacts the link and they can sponsor you using Paypal or a debit/credit card.

What's Stopping YOU?



Nelson's
Journey
bringing back smiles to bereaved children

What I'm going to do:

TICK TO GIFT AID

If you pay UK tax* and tick the Gift Aid box the government will give us 25% on top of your donation. It won't cost you a penny! **Remember to put your full name and home address.**

Nelsons Journey, Bradbury Building, Smiles House, Octagon Business Park, Hospital Road, Little Plumstead, Norfolk, NR13 5FH. A Registered Charity.

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TOTAL RAISED



Nelsons Journey, Bradbury Building, Smiles House, Octagon Business Park, Hospital Road, Little Plumstead, Norfolk, NR13 5FH. Registered Charity No 1065775

How to send us your fundraising money

Thank you for raising funds for Nelson's Journey, we are extremely reliant on donations from the local community enabling us to continue offering our services. The money you have raised will help us to continue supporting bereaved children.

Please find below your paying in slip which you should ask an adult to complete with all requested details and forward to Nelson's Journey together with your fundraising cheque.

Name:

Address:

Post Code:

Email:

Fundraising Event:

Event Date:

Total Collected: £

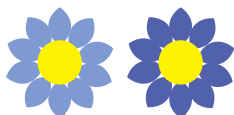
Checklist

Please send the following to the Nelson's Journey office as soon as possible:

1. Completed paying-in form (this page)
2. All sponsorship forms (so we can claim gift aid)
3. Cheque(s) made payable to Nelson's Journey for the money raised, with your name and address on the back (if you receive cash, or cheques made payable to yourself, please bank them and write a cheque to Nelson's Journey).

Send your completed forms to:

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



Don't delay **pay-in today!**

Look what WE RAISED!

£

TO HELP
SUPPORT
BEREAVED
CHILDREN IN
NORFOLK



Thank you

for helping us raise lots of money for
Nelson's Journey. To see how your
fundraising will help visit our website!

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www.nelsonsjourney.org.uk
A Registered Charity



Nelson's Journey Youth Panel and Consultation Group

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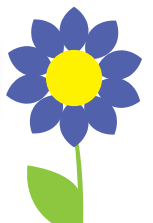
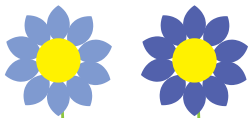
Email: enquiries@nelsonsjourney.org.uk

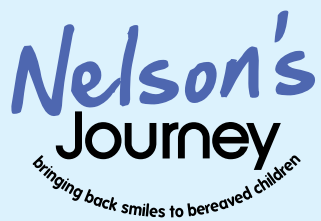
Call: 01603 431788

Visit: www.nelsonsjourney.org.uk

Twitter: @nelsonsjourney

Facebook: facebook.com/nelsonsjourney.norfolk





Tel: 01603 431788

www.nelsonsjourney.org.uk

Nelson's Journey

The Bradbury Building - Smiles House

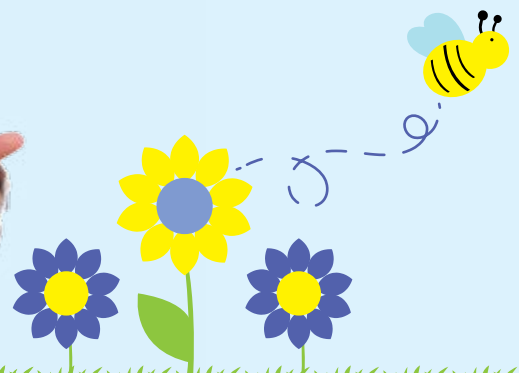
The Octagon Business Park

Hospital Road

Little Plumstead

Norwich NR13 5FH

A Registered Charity



Thank you!