

TWENTY-20

Norfolk businesses supporting bereaved children

CELEBRATING 20YRS
Happy Birthday!

LOOKING BACK
The Impact

LOOKING FORWARD
Join Us





Nelson's Journey is celebrating 20yrs of bringing back smiles to Norfolk's bereaved children. Our birthday year runs from November 2017 - October 2018.

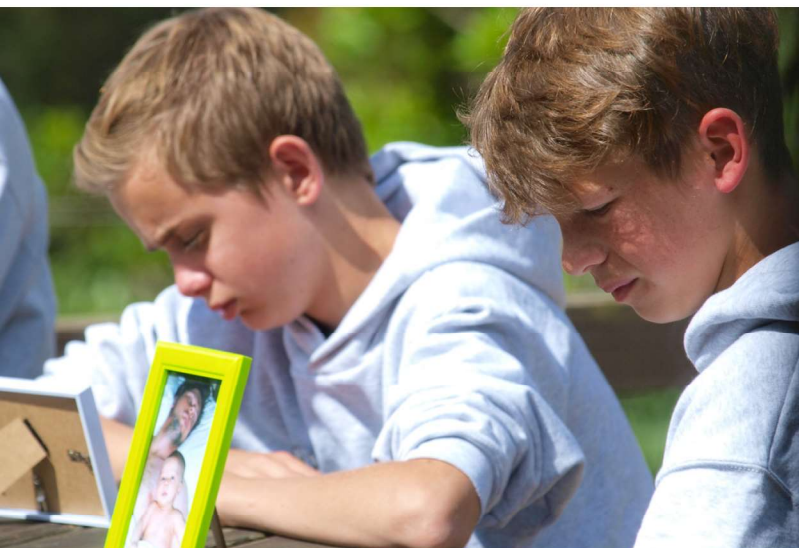
We are seeking 20 Norfolk businesses who collectively can raise at least £20,000. This amount would majority fund the salary of a Child Bereavement Support Worker, supporting over 100 children in a year and leaving a positive legacy in their lives.

@NELSONSJOURNEY

#NJTWENTY20

#BRINGINGBACKSMILES

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Thousands of smiles

BY SIMON WRIGHT, CEO

Few people could have predicted that the birth of Nelson's Journey in 1997 would lead to the lives of thousands of bereaved children in Norfolk being transformed for the better. After years of successful growth, our charity now supports several hundred children each year, helping each of them to see their lives and futures positively.

Whilst the number of bereaved children that we are supporting each year continues to grow, the complexity of the cases which we are supporting has also increased. As well as growing our capacity to help more children, an important part of our strategy is investing in the continuing professional development of our fantastic staff and volunteers and ensuring that our services are always based on need.

Throughout our 20th anniversary, we will be celebrating our impact in the community and the important milestones in our history, such as: moving into our own home in 2014; launching the world's first interactive smartphone app to support bereaved children in 2016; and the soon to be announced launch of another innovative project developed by our dedicated Youth Panel.

We are a forward looking charity, and we will celebrate our anniversary with our future impact in mind. The **Twenty20** initiative is a vital part of the next step on our journey, and throughout our anniversary celebrations we are looking forward to working with those who are seeking to leave a legacy of smiles.

I am extremely proud to lead Nelson's Journey during a period of growth and innovation. I'd like you to share that sense of pride too, and I hope you will accept my invitation to participate in our **Twenty20** celebrations.

“

I now know it is ok
to cry and that if I
do, I feel better

”



Over 90% of service
users said they felt
better after receiving
support from us



Since 2010, demand
has increased
by 520%



We are likely to
receive around 1000
referrals in 2017



Meet Hilltop



Hilltop Outdoor Centre is the location of our therapeutic weekends and activity days. The independent, family run company have been supporting Nelson's Journey for nearly 20yrs. Their supports enables us to direct as much of our funding as possible towards the our services for bereaved children and young people.

Hilltop were delighted to sign up to be part of the **Twenty20** and as part of their support they will be providing a very special day for all participating businesses! Further details will be released in the coming months.



Meet Harley

In 2015 Harley's Grandad died suddenly of a heart attack. The impact of his death had a significant impact on the whole family but particularly Harley. Sonya is his Mum and shares their story:

One of the hardest things I have ever had to do is tell my son that his Grandad had died. At that point, his heart broke, he screamed, he cried, he shook, he hit himself, he wouldn't talk and he didn't understand. And my heart shattered. The worst pain in life is seeing your child broken and not being able to put the pieces back together – I didn't even know where to start let alone how to. How on earth can you explain to the person you love most in the world something that you don't even understand yourself?

Harley received well meaning advice from close friends including someone saying "when you all die you will be together again, you will see him again then". Shortly after this Harley declared he "wanted to run out of school and in front of a car so he could die to see Grandad again".

At this point I knew we needed additional support. One of the mums at school who had sadly been through the same suggested I contact Nelson's Journey. I rang them that day and spoke to a Child Bereavement Support Worker. It was an emotional phone call and I remember him saying something like "I promise you there is not one child who has been to us who hasn't been helped, it's what we do, it's what we are here for - we help children in these situations".

"Nelson's Journey gave Harley his future back"

And not only did he deliver what he promised and far, far more besides, but he gave me back the one thing I never thought I could have again, a son that smiled and laughed and had hopes and good dreams again. Nelson's Journey gave Harley his future back.

For all their time, their support, their kindness, the fun and the generosity I will never, ever, ever be able to thank them.



BENEFITS FOR YOU

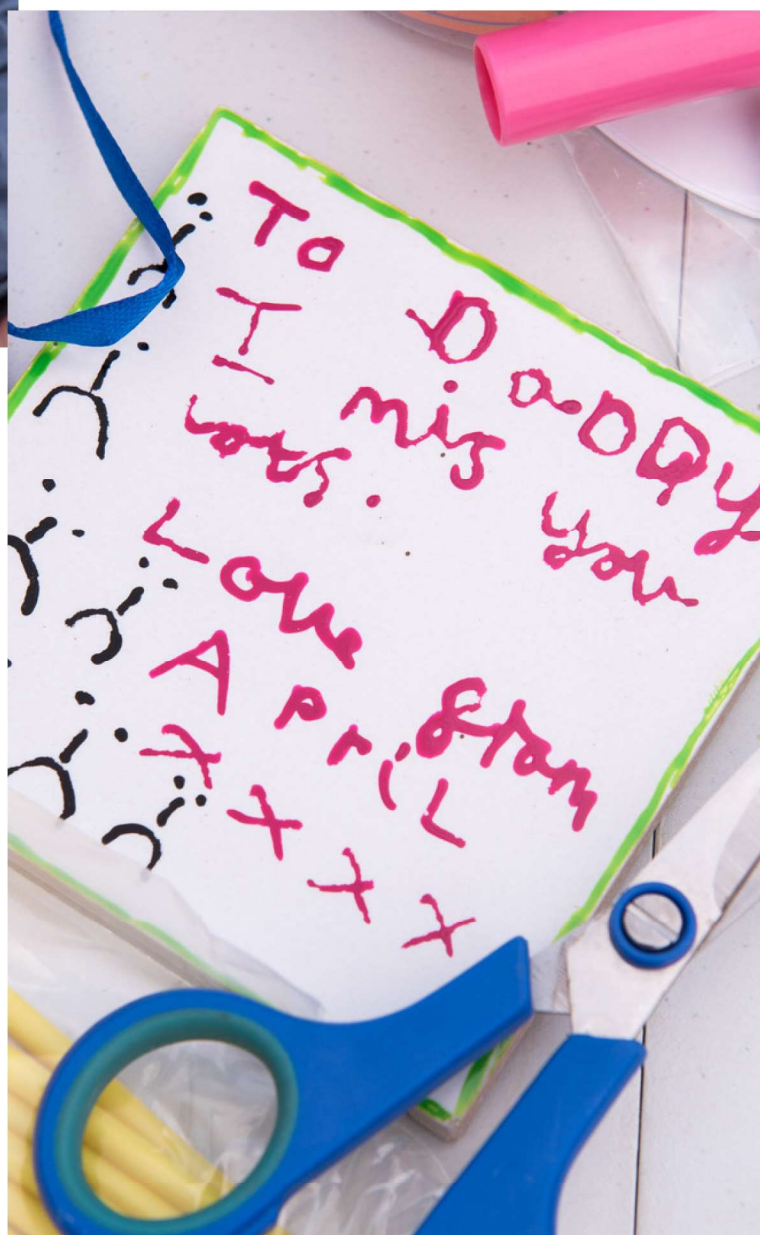
The **Twenty20** will be an exclusive group of businesses all working towards the same aim, of raising at least £1,000 each in support of bereaved children and young people.

Nelson's Journey will aim for a press launch of all 20 businesses in October 2017 helping to ensure your business gains maximum PR benefit.

Additional benefits include:

- Networking events helping you to connect with other local business who are also committed to making a difference in their community
- Access to our **Twenty20** News, helping you to keep in touch with progress being made
- Exclusive fun events being hosted by other participating business - details to be released soon!
- Exclusive discounts on tickets to our biggest events

Finally, in October 2018 we plan to hold a celebratory ball which we hope you are able to attend. **Twenty20** members will receive two complimentary tickets to this event which will commemorate the end of our 20th year and our achievements to date. We also look forward to reporting on the success of our **Twenty20** members.





HOW TO JOIN

To become part of the **Twenty20** and join other businesses like: Hilltop Outdoor Centre, **Westcotec**, East of England Co-Op Funeral Services and **Perfect Placement** simply contact Sophie Berry, our Funding & Marketing Manager:



sophie@nelsonsjourney.org.uk



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