

Bromley
Brighter Beginnings

BBB Corporate Fundraising Pack

Thank you for choosing to support Bromley Brighter Beginnings!
Here is how your business can make a big difference to our small charity.

Registered Charity Number 1210626

What impact will your fundraising make?

Bromley Brighter Beginnings (BBB) is a registered charity which works to help families living in **financial hardship** across the London Borough of **Bromley**. We provide items such as buggies, cots, toys and clothes to families in need. Whilst at BBB we champion **recycling** by passing on excellent condition **pre-loved** items where we can, we do buy many items new including nappies, wipes, formula, children's beds, mattresses and school uniform.

Did you know 1 in 5 children in the borough of Bromley are living in poverty?

Bromley Brighter Beginnings' vision is of a world where children are not disadvantaged by growing up in poverty, and their parents and caregivers do not have to struggle to provide them with the most basic items.

Your support could help raise vital awareness of the difficulties facing so many families across our borough.



£50 could buy a blazer for a secondary school pupil

£300 could pay for a brand new single bed, complete with in-built storage, mattress, bedding, delivery and installation for a child who may be sleeping on a sofa or floor, or sharing with a sibling

£100 could pay for a Newborn Pack, which provides essentials for a new mum and her baby

£550 could pay for a bunk bed so two children can have their very own safe, secure, new beds

Written by a parent supported by our 'A Bed for Every Child' project.

Sam's story

Sam's needs first started appearing around 12 months old. His first birthday came and went with no words. By 18 months he developed PICA syndrome (obsession with non-food objects – Sam's was threads and fluff). He was still non-verbal, and on top of everything else we discovered that he had undetectable levels of IGF-1 hormone (essentially, he was not growing at all).

He was continuously trying to kick and bang his head on everything. Walls, his cot, baby gates, the floor, basically anything. These were sensory seeking behaviours, as well as his only form of communication to show us he was upset or to get our attention. He would wake 5-7 times a night, slamming his head into his cot without any other noise. Most of the time there was no calling out or crying to alert us he had woken.

Quickly we realised that we had to change something. We got baby monitors, my husband stayed up till 2am to watch for him to wake. Me, being the early riser at 6am, I had to start sleeping in his cot with him to try and prevent further injuries. Unfortunately, he was still silently waking, and I was unable to prevent it 100%.

Our options were limited. We could not switch to a floor bed because he would shred and eat the carpet, or hurt himself on the walls, radiator, and door. We couldn't replace the carpet with hard flooring, or he would hurt himself on that as well. We couldn't wrap his cot with material and padding because he was still the size of a 12-month-old and unsafe. Our most viable option was to find a specialist bed with soft walls.

Our Bromley Children's Project case worker found two charities who could possibly help. Bromley Brighter Beginnings, and another called New Life. Unfortunately, BBB did not have enough funding to cover such a costly bed at the time. We thankfully secured a loaned bed from New Life. We approached the end of our 6-month loan, the bed was collected, and our life instantly changed back to a nightmare. The injuries, the sleepless nights, worrying about how to afford one of these beds ourselves.

A few weeks went by, and the most amazing thing happened; I got a call from Bromley Brighter Beginnings. They had been gifted enough funds and wanted to cover the cost of his bed. The relief was overwhelming. There was finally a long-term, permanent solution. The gift of this bed has been the lifeline our family needed. It's provided a safe space for our son to sleep.

Sam is now approaching 3 1/2 years old. Since the bed was delivered, he has not had a single night-time or nap-time injury.

"Bromley Brighter Beginnings has been our light at the end of the tunnel. We are even more grateful to those that have donated to them, in order to make a life changing difference in other children's lives and ours. Thank you is such a small phrase compared to the emotions we have behind it."



How can you help?

Make a donation

All monetary donations are hugely appreciated and help to support our vital work in the community





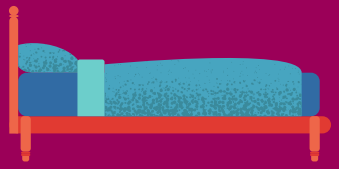
Fundraise for us

Run a business-wide fundraising event, or encourage your employees to host their own fundraisers; the possibilities are endless

Group challenge

Perhaps you could gather up your most competitive or thrill-seeking employees to climb a mountain or jump from a plane (stay safe!), or simply host an office bake-off



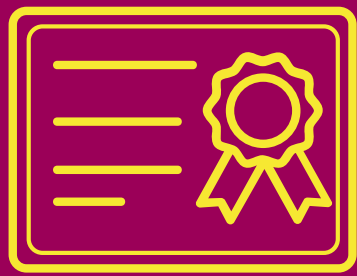


Sponsor a set number of items

A single bed, mattress, bedding, delivery and installation costs around £300 – you could give 10 children, a safe, warm, comfortable place to sleep by pledging just £3,000

Charity of the year

Make us your charity of the year, and help to raise awareness of our work whilst fundraising for us all year round



How can you help?



Host a collection tin

Do you have shops or offices frequented by the public who may pop their change in a collection tin? If so we would love you to host one, or more, of our tins

Collect items for our campaigns

Could your employees collect items for our Newborn Packs or Christmas campaign? Please do get in touch and we can advise you on what we require

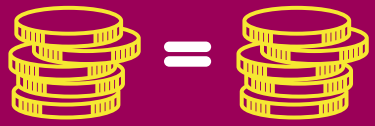


Donate a percentage of sales

Do you have a top-selling item, maybe a T-shirt or collectible that you could generously donate a small percentage of each sale from?

Match-funding

Does your organisation provide match-funding if your employees take part in a fundraising event for us?



Payroll giving

Encourage your staff to make a tax-free monthly donation to charity. If you don't already have a Payroll Giving Scheme, find out more here gov.uk/payroll-giving

Event sponsorship

Please do get in touch if you think your business could sponsor a BBB fundraising event



Fundraising Ideas



Bake-off



Coffee Morning



Raffle



Walk, Run or Cycle



Sports Tournament



Quiz Night



Skydive

Climb A Mountain





Book Sale



Endurance Event



Auction

For more ideas visit our website:

www.bromleybrighterbeginnings.org.uk/index.php/fundraising-pack/a-z-of-fundraising-ideas/



Why should you support us?

Because you care

Help to support those who are struggling to afford the most basic essentials within your local community

Because you can

Because you have the resources and means to make a real difference to those who need it most

Because it really does matter

You can make a practical and positive impact on the lives of local children and their parents or carers, and show them they are not alone in their difficulties

Because it’s good for your staff

Inspire and motivate your employees by showing them what they can achieve. Let them develop new skills and experience by taking on new challenges, and encourage team building activities

Because it’s good for business

Meet any corporate social responsibility goals you may have set. Partnering with a trusted charity can help your business strengthen its brand and promote its products. Associate your brand with goodwill, generosity and compassion, and get some great PR

Can your staff volunteer?

We are currently working on ways that businesses can get hands-on to help at BBB. If you would like to discuss opportunities for volunteering or working more closely with BBB, please contact us at info@bromleybrighterbeginnings.org.uk.



Things to remember!

Bromley Brighter Beginnings is accountable for any funds raised and received in our name and we ask that any organisation fundraising on our behalf does so responsibly, follows the law and protects the charity's reputation at all times.

Branding – Please get in touch if you would like to use our logo. We will be able to provide you with the correct artwork.

Costs – Unfortunately we cannot pay fees, expenses or cover any fundraising costs relating to any activities whilst you raise money for Bromley Brighter Beginnings. However, with our agreement for some larger activities costs may be covered by funds raised (please contact us in advance for more details).

Data protection – It is important to ensure you comply with the Data Protection Act 2018 when collecting any personal information during your fundraising.

Be clear - Always state clearly if all funds raised will go directly to charity, or if funds will be used elsewhere. You must also always make it clear that you are fundraising 'in aid of Bromley Brighter Beginnings', and not acting as a part of the charity.

Fundraising with children – Please be vigilant if your fundraising activities involve children. Events must have proper adult supervision, and if children are to be photographed or appear online in your event you must have permission from their parent or guardian.

Food and drink – Ensure you follow food hygiene guidelines if selling food or drinks at your events by visiting food.gov.uk. Make sure you have the correct licence if selling alcohol.

Raffles, auctions or lotteries – Please be aware there are strict laws relating to running lotteries, raffles and auctions. For more information visit gamblingcommission.gov.uk.

Insurance - If your promotion or activity involves the general public we advise you to seek advice regarding public liability insurance, and ensure all relevant protections are in place.

Health and Safety – Always carry out a risk assessment prior to an event, and consider having First Aiders on hand if necessary.

Bromley Brighter Beginnings cannot accept any responsibility for your promotion or activities or for anyone who participates in them.

How can we support you?

The BBB team are here and happy to help. Please do get in touch if there is anything you would like to discuss, if you have any questions, or require any support.

Or just let us know what you have planned, we would love to hear from you!

Email us at fundraising@bromleybrighterbeginnings.org.uk

For more fundraising ideas, poster templates and other fundraising resources, please visit our website: www.bromleybrighterbeginnings.org.uk/index.php /fundraising-resources



Social Media

Don’t forget to share the news of your fundraising efforts far and wide on social media.

Let us know what you have planned, and we can promote your event, share your posts, and most importantly, say a big thank you at the end.

www.facebook.com/groups/BromleyBrighterBeginnings/

@BrighterB

www.instagram.com/bromleybrighterbeginnings/

www.linkedin.com/company/bromley-brighter-beginnings

Find out more:

www.bromleybrighterbeginnings.org.uk

fundraising@bromleybrighterbeginnings.org.uk



How to pay in your funds

Set up a **JustGiving page** for any events or sponsored challenges:

- Log on to www.justgiving.com/bromley-brighterbeginnings
- Click on the 'Fundraise for Us' box in the top right hand corner
- Choose which event you are organising, or select 'doing your own thing' and click on 'start'
- Fill in the form with the details of your event
- Click on 'create your page'
- You should be ready to start raising money.

Send a cheque (including all your details so we can say thank you) to:

Treasurer of Bromley Brighter Beginnings, PO Box 1302, Bromley, BR1 9PF



Pay directly into our Bromley Brighter Beginnings account:

Please email us at fundraising@bromleybrighterbeginnings.org.uk, with details of your fundraising and bank transfer so we can say thank you publicly!

Bank: Metro Bank
Account name: Bromley Brighter Beginnings
Account number: 56022503
Sort code: 23-05-80

Thank you

Thank you so much for supporting Bromley Brighter Beginnings!

We are incredibly grateful and delighted you chose to raise funds for, or donate to, our charity.

Please do send a huge THANK YOU to everyone involved from all of us at Bromley Brighter Beginnings.

Your support, hard work and all the funds you have raised will help us to help more and more families in our local community.

If you would like to please add your fundraising total, print off and share our thank you poster, found here, with all those involved.

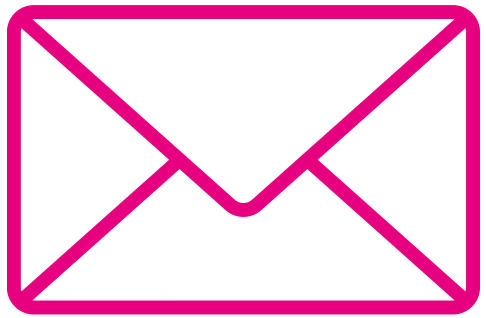




Get in touch!

For any questions, requests, to tell us about your fundraising plans, or to discuss anything within this pack, please do get in touch. We would be delighted to hear from you!
fundraising@bromleybrighterbeginnings.org.uk.

For more fundraising ideas, poster templates and other fundraising resources, please visit our website:
www.bromleybrighterbeginnings.org.uk/index.php/fundraising-resources



Find out more:

- www.bromleybrighterbeginnings.org.uk
- info@bromleybrighterbeginnings.org.uk
- /groups/BromleyBrighterBeginnings
- @BrighterB
- @bromleybrighterbeginnings
- bromley-brighter-beginnings

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