

**Welcome to
Team ChildhoodFirst!**

A photograph of a child's play area. In the foreground, there is a black tray containing several pieces of grey clay and a colorful paper flower made of orange, yellow, and purple strips. In the background, there are clear plastic bins filled with various toys, including yellow and blue containers and colorful blocks. The background is slightly blurred.

Fundraising Pack

**Thank you
for supporting
Childhood First!**

You will be
making a real impact
on the lives of the children and
young people in our care by raising vital
funds on behalf of Childhood First.

Your support enables us to build more beds and
develop our services in order to meet the increasing demand
from children and young people in need of our specialist support.

About Us

We provide class-leading 24/7 residential care, treatment and therapeutic education for 5-18 year old children; all of whom have experienced severe abuse, neglect and early life trauma. We have five residential homes (two in Norfolk and three in Kent) as well as a special school.

Our approach is unique in children's residential care. No other provider has, as we do, a clinically recognised staff training programme (accredited by the UK Council for Psychotherapy - UKCP - and Middlesex University). This means that all the staff working directly with the children are qualified psychotherapeutic clinicians, or are training to become so.

Norfolk Communities



Earthsea



Merrywood

Kent Communities



Greenfields



Gables



Oakwood

Every £ you raise makes an **impact**

Remember to Gift Aid it!



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Your £1 donation → results in → £1.25 donation to us

£5

will cover the cost of a nutritious meal for a child in our care, cooked by our in-house therapeutic chef

£10

could help us to buy new books for our community libraries

£20

could buy games and toys for our youngest children, aged 5+, as they take their first steps with us towards the healing of their trauma

£50

will buy educational resources for the children and young people, and enable them to unleash their full potential

£70

could buy a bicycle for a child in our care, helping them to stay active

£100

can help to fund theatre and cultural trips for the children and young people at our communities

£500

contributes towards the costs of one family receiving support from our Placement & Family Support Team; helping the family while a child is in our care

Children's Outcomes

78% of children referred to us **improve** on their **social psychological functioning** during their placement compared to 65% in other NHS clinics, mental health charities and CORC members (Child Outcomes Research Consortium).

100% of our CYP improve in at least one aspect of their emotional, behavioural and psychological wellbeing during their stay.

Our children have long and stable placements with us with stays averaging **2.8 years**.

Average school attendance during a child's placement with us is **86%**.

78% of placements end in a positive, planned move.

Fundraising Tips

Make it personal: Whether it's your profession or personal life that has motivated you to help heal severe childhood trauma; people are more inclined to donate if you explain **why** you are raising funds for Childhood First.

Visuals are your friend: Following a compelling story; people are more likely to donate if there are photos/videos on your page! If you do not want to take a photo or short video of yourself, why not use one of our infographics?

Fitness apps: Connect your Strava/Fitbit account to your enthuse page to share your training progress. This proof of your dedication motivates people to give more!

Break it down: A four-figure target can seem very daunting! So, break it down week-by-week or month-by-month to set yourself small goals and plan events around these.

Keep sharing: Throughout your marathon training, keep sharing with friends, family, and colleagues through word-of-mouth, email, or posting on social media. Don't be afraid to post multiple times - it's a sign of determination!

Fundraising Ideas

Sweepstake!

Have friends, family and colleagues guess your time for the big day, and whoever gets the closest wins a prize!

Ask your employer!

To maximise your fundraising, why not approach your line manager or HR department to see if they offer match funding?

Question time!

Whether you're a Forsyth fan or more of a Paxman person; put your quiz master hat on and host a quiz with friends, at work, or even in your local pub!

Declutter!

Feel more 'zen' in your life and fundraising efforts by selling off your unwanted stuff. Carboot sales and eBay work wonders for this!

Run-draise!

'Hit two birds with one stone' as they say and find some local running events and share your training!

Master class!

If you or colleagues have a well-honed skill to share, why not get the team together on a lunch break or after hours to host a class in return for a donation?

Playlist roulette!

Get people to donate £10 to add a song of their choice to your playlist on the day of the marathon!

Raffle!

This is a classic, and works especially well at festive times in the year, in work/school and at fêtes. Just gather some goodies - or make up a hamper as a grand prize!

Casual wear!

Ask for a small donation and hold a dress down day at work or a non-school uniform day for a school!

Email signatures!

Why not include the link to your fundraising page in your email signature?

You never know if a colleague or external contact might donate!

Culinary creations!

Are you a keen homecook? Cater a lunch for the office; host a dinner party for friends; or get the kids involved and whip up some treats for a bakesale! All your delicious delights can be exchanged for a donation!

Give something up (for a bit, at least)!

Ask family, friends and colleagues to sponsor you to abstain from your favourite treat or vice for a set amount of time!

Be a daredevil!

For you adrenaline fiends, why not be bold and do the extreme with a sponsored skydive or firewalk to get the blood pumping?!

Games night!

Whether you're a video gamer or more of a board games/card player, why not get a group together and have a sponsored match?

Martin's* Story

Martin lived for four years in an environment dominated by drug use, domestic violence and suicide attempts by both parents. He was sexually abused by his father. He developed emotional and behavioural difficulties, including extreme physical aggression.

Martin was moved into foster care at the age of four, but was repeatedly reunited with his parents, only to be sent back to foster care. Martin came to us aged seven, when no foster carer could safely manage him any more. By then he had moved home 16 times in his short life.

Our initial experience of Martin was a very angry and physically aggressive little boy. He was unable to conform to any boundaries and would break his toys repeatedly. Our first challenge was to keep Martin, and everyone else in the home, safe.

On the basis of our developing relationships with Martin, as part of the structured daily round of community life, we were then able to begin the painstaking work of piecing together an understanding of his inner world and working therapeutically to heal him.

As a result of sustained and expert therapeutic attention, Martin was gradually able to integrate his experience of himself and others, and to articulate and process what had happened to him. In a loving community, he began to develop the capacity for trust and for hope.

Martin's physical violence diminished as his ability to put feelings into words increased. He began to be able to accept adult reassurance and praise.

Martin left us at age 10, ready and able to cope in a residential special school, where he could mix with a wider group of children and be looked after and educated in a less intensive environment. Martin is 15 now and is working towards his GCSEs.

*Based on a true story

How to pay in donations

Fundraising page: we recommend using **Enthuse** to host your fundraising. All payments made on here will come through to us automatically so all you need to do is share your page with friends/family/colleagues!

For the below payment methods, please can you inform us once payment has been made at fundraising@childhoodfirst.org.uk

Bank transfer: for BACS (UK) or wire payments (International) please use the following details:

Account Name: **Childhood First**

Sort Code: **18 00 02**

Account Number: **00622761**

For International Transfers: **BIC COUT CB22 IBAN GB76 COUT 1800 0200 6227 61**

Credit/Debit: You can pay using credit or debit card on our donation website:
<https://www.childhoodfirst.org.uk/donate/>

Cheques: please address to Childhood First and send to our London Office:
Fundraising
210 Borough High Street
London
SE1 1JX

Paypal: to make a payment on paypal, please click on the following link:
<https://www.paypal.com/uk/fundraiser/charity/208713>

Cash: We do not accept cash donations. However, you can transfer any cash-funds you have raised using any of the methods above.

CAF: If someone wishes to donate using a Charities Aid Foundation (CAF) voucher they can do this online or send to our London Office.

Thank you again for your support!

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<https://www.childhoodfirst.org.uk>



<https://twitter.com/childhoodfirst>

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