



Mending hearts, minds & families

**Join Team Embrace to help
children and families harmed
by crime to rebuild their lives**

Team Embrace Fundraising Pack



Fundraising Pack

Contents



3. Welcome to Team Embrace
4. Supporting a child's recovery
5. Our vision
6. Our mission
7. How you can help
8. Online fundraising
9. Offline donations
10. Sponsorship form
11. Fundraising ideas
12. Spreading the word
13. Fundraising materials
14. Posters
15. Thank you

Welcome to Team Embrace

Thank you for joining Team Embrace and supporting us with your fundraising. Every pound you raise will help to provide vital emotional and practical support to families whose lives have been torn apart by crime. Together we can help them understand their feelings and begin their journey to recovery.

The following pages will give you tips and advice on how to make the most of your fundraising.

We hope you enjoy your experience of fundraising for Embrace Child Victims of Crime. If you need any further information or support please contact us on 0345 60 999 60 or fundraise@embracecvoc.org.uk.



Our vision

Our vision is to provide the right services at the right time to support children and young people who have been traumatised or disadvantaged by crime.

Through our packages of support we help children to recover from their experiences and build a happy, healthy future. The 'Embrace Model' puts each child's own personal circumstances at the heart of their own recovery. We tailor our support to meet each child's specific needs, heal their hurt and build their self esteem and confidence.

Every child is different and no two Embrace packages are the same.

Some children need emotional support and one-to-one counselling. Others need practical help such as new school uniform, books, musical instruments or other equipment to help them follow their dreams. Some families are in financial crisis because of the crimes that have happened to them. We can provide food and clothing vouchers and other essentials to help make ends meet. Some families just need ways to replace their painful memories with happy ones through theme park days out or short breaks with their loved ones.

Every families circumstances are different. We know one size does not fit all. We have lots of options available to help children get the right support for them, at the right time in the way that suits them best.



Supporting recovery

Embrace Child Victims of Crime is the only national children's charity that provides vital support services to all young crime victims and their immediate families to help them recover from their trauma, rebuild their lives and reach their full potential.

“Without Embrace, my child would still be sitting on her emotions and fears without the knowledge or confidence to speak or act upon them. Embrace have been invaluable to the healing of not only my child, but for our family too.

From a mum

”



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Our mission

We prioritise the needs of children and young people to help them recover from the effects of criminal abuse, exploitation and violence by providing trauma-informed online, telephone and face-to-face counselling services and practical help.

Our support

Our one-to-one emotional support and counselling services are at the heart of our offer to families. We can provide face-to-face support in schools and colleges, and on-line and over the phone support. It means we can help children and young people no matter where they live in the UK.

In 2021/22 we provided 3,049 hours of emotional support to children traumatised by crime.

We take referrals from police officers, teachers, and anyone working in safeguarding roles. We also encourage families and young people to refer themselves through our website and Instagram account for young people @chat2embrace. We endeavour to build strong relationships with those responsible for victims services for young people and work with those services to reach as many children as possible to help ease their suffering. We believe support should be readily available to every child or young person who requires it.

How you can help

Every pound you raise makes a huge difference to families whose lives have been torn apart by crime. Here's a few examples of what your efforts could buy:

£500 buys

A course of 1-2-1 counselling sessions for a teenager whose life has been knocked off course by serious crime.



£250 buys

A weekend away for a family who need to spend time together to kick-start the healing process. Domestic violence can and does rip families apart.



£100 buys

A new school uniform and sports kit for a child who has had to change schools because of bullies.



£50 buys

A tablet for a child to enable them to do their homework online. A practical solution when the family finances really can't stretch.



£25 buys

New toys for a child who had to flee their home to escape domestic violence. Why should young victims of crime miss out because of the actions of adults?



Online fundraising

If you would like to start collecting donations online, we are listed on Just Giving – it takes just a few minutes to set up and your supporters can donate securely online, and the money comes straight to us.



How to get started:

- 1 Visit: <https://www.justgiving.com/cvoc> and click the 'Fundraise for us' button.
- 2 Follow the instructions to set up your page.
- 3 Choose your fundraising target (the higher it is, the more children we can help), add page title and team members if you have them.
- 4 Tell people why you are fundraising for Embrace and how their donation can make a difference to the lives of children and families harmed by crime.

- 5 Now your page is set up, share it far and wide! Facebook, Twitter and Instagram are great places to start asking for donations and remember to tag **@EmbraceCVoC**.

Don't forget about emails. Add detaild of your fundraising efforts to your email signature for your colleagues to see.

Be sure to use WhatsApp and texts too - send personalised messages to your friends, families and groups.



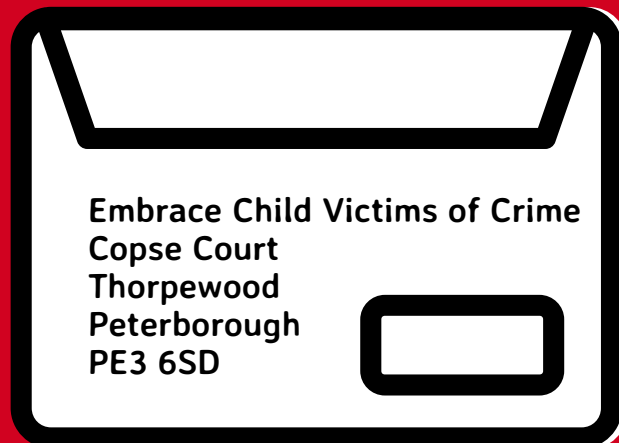
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Offline donations

If you'd prefer to collect donations offline you can use our sponsorship form on the next page.

Please bank any cash donations and send in a personal cheque to cover the amount. Or, if you have an online fundraising page it may be easier to donate to your own page to pay in any offline sponsorship.

Cheques can be made payable to Embrace Child Victims of Crime and sent to our head office at:





Using Gift Aid means for that for every pound you give, we get an extra 25 pence from the Inland Revenue, helping your donation go further.

Note: You must pay an amount of income tax &/ capital gains tax at least equal to the tax that the charity reclaims on your donations in the tax year (currently 25p for each £1 you give). You can cancel this declaration at any time by notifying the charity. If you pay tax at a higher rate you may be able to claim further tax relief in your self-assessment tax return.

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giftaid it

SPONSORSHIP & GIFT AID DECLARATION FORM

Please sponsor me.....

To (event)

In aid of Embrace Child Victims of Crime Registered charity no. 1166103

We who have given our names & addresses below and have ticked the box headed GIFT AID (✓) wish for the charity to reclaim tax on my donation detailed below given on the date shown. We understand that each of us must pay an amount of income tax or capital gains tax equal to the tax reclaimed by the charity on the donation.

*** This information is required to claim Gift Aid from the Inland Revenue**

FULL NAME (first name & surname) (Please print)	HOME ADDRESS Not your work address (this is essential for Gift Aid) (Please print)	POSTCODE	AMOUNT £	DATE PAID (please ensure you complete the date)	GIFT AID? (✓)

This form can be photocopied

REMEMBER: Full name + Home address + postcode + ✓ = *giftaid it*

Easy fundraising ideas

There are many different ways you can raise money for Embrace. If you don't know what you want to do, we have lots of charity fundraiser ideas, sporting events and challenges to help inspire you. Whatever you choose to do, we'll support you the whole way.

Here are a few ideas:

Birthday fundraiser - This year, instead of asking for loads of presents make a real difference by getting your nearest and dearest to give a donation to Embrace. Facebook makes it super easy for you to use your birthday to raise money for a cause that's important to you.

Organise a pub quiz - Charge each person a fee to enter. Recruit teams and have a raffle on the night to boost the amount raised.

Hold a bake sale - this is a great way to raise donations at work! Don't forget to ask your friends and family to donate cakes to help too.

Coffee morning - Decide when and where to host your coffee morning and ask friends and family if they'd help you bake some cakes. You could also have a tombola to raise additional donations on the day.

Sporting and physical activities - Join Team Embrace and take part in a sporting event. Whether you're a thrill seeker looking to do your first bungee jump, or a runner looking for a muddy, mountainous or marathon challenge, we have a packed fundraising events calendar ready for willing volunteers!

From muddy obstacle courses to half marathons and marathons, bungee jumps to an 100km ultra marathon through hills and mountains – we have plenty of events for anyone looking to challenge themselves.



Spreading the word



Social media is a great way to let people know why you're fundraising for Embrace and boost your donations. Our tips will help you make the most of social media throughout your fundraising.

Share regularly - Share photographs and videos capturing your journey and explain why you're supporting Embrace. Also, remember to always include a link to your online fundraising page so your supporters can easily donate.

Use hashtags - Communicate with people outside of your followers by using a hashtag. Make hashtags relevant and feel free to use our **#TeamEmbrace** hashtag too!

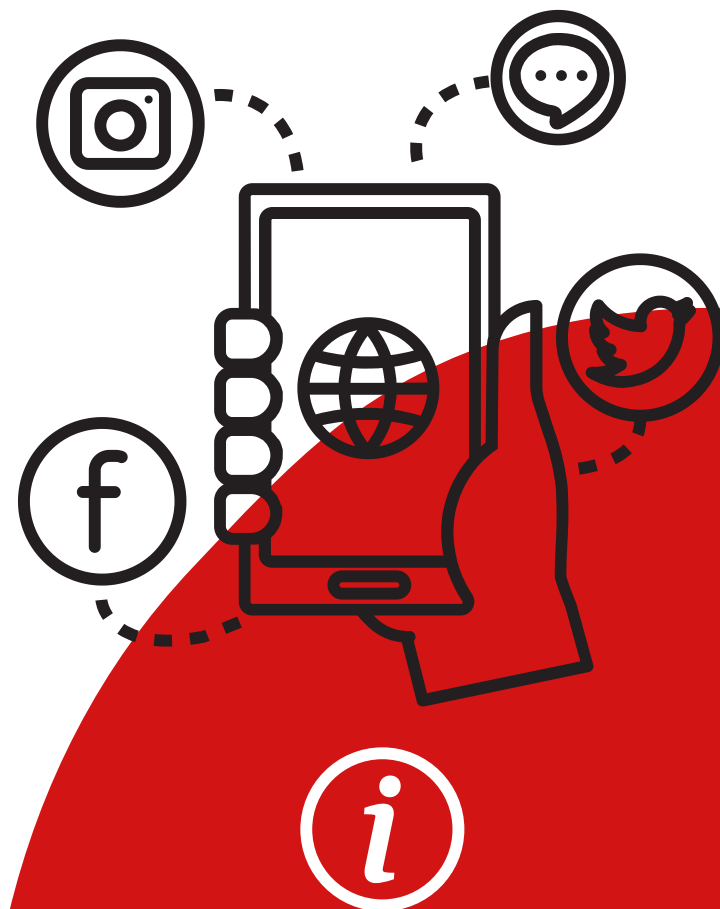
Upload photos & videos - You want to make sure your posts stick out on people's social media news feed. A top tip for that is to always include a photo or video when you post. It doesn't need to be anything fancy, a simple training selfie is ideal.

Ask your friends and followers to share - One way to reach more people is to ask your friends and followers to also share your fundraising.

Add a link to your fundraising page in your bios - help make it quick and simple for people to support your fundraising. One way to do this is by adding the link to your online fundraising page to your Twitter and Instagram bios.

Update your Stories - Make sure you're using the Stories feature on channels like Facebook and Instagram. This feature is really popular and is another way to reach more people - you can also add a direct link to your fundraising page from your Stories making it quick and easy for your supporters to donate.

Thank your supporters - This one is a biggie! Say thank you to all the generous people who have donated and let them know how much you've raised.



**Don't forget to tag Embrace
we love seeing your posts!**

**Instagram: @embrace_cvoc
Facebook: @EmbraceCVoC
Twitter: @EmbraceCVOC**

Fundraising materials

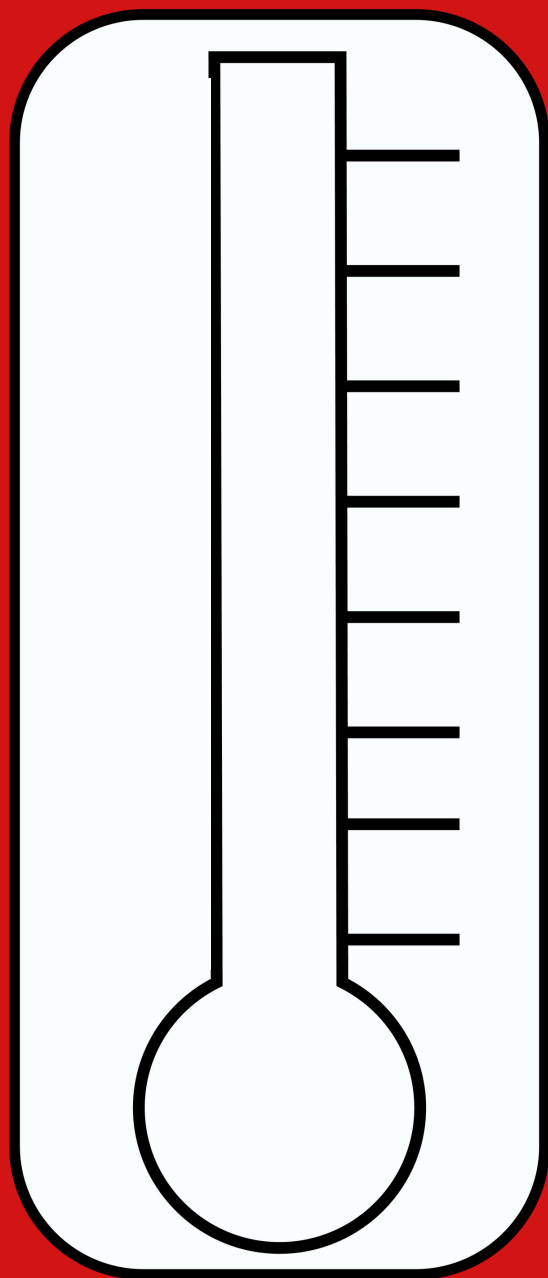
Get all the materials and resources you need for your fundraiser.

From paper sponsorship forms, to fundraising posters, collection buckets and leaflets, we've got everything you need to make your fundraising a success.

Download our fundraising resources such as a fundraising pack, event poster templates, and sponsorship forms, or request fundraising materials, such as leaflets, collection boxes, stickers, and balloons.

Request fundraising materials

To request additional fundraising materials like leaflets, collection boxes, stickers and balloons, please email:
fundraise@embracecvoc.org.uk



embrace

Child Victims Of Crime



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Help me reach my goal!

£ _____

Thanks to your support Embrace is able to provide the right services at the right time to support children, young people and families whose lives have been torn apart by crime.

Registered Charity Number: 1166103.

Embrace Child Victims of Crime, Copse Court, Thorpe Wood, Peterborough, PE3 6SD



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YOU'RE INVITED TO

DATE:

TIME:

LOCATION:

Registered Charity Number: 1166103.

Embrace Child Victims of Crime, Copse Court, Thorpe Wood, Peterborough, PE3 6SD

THANK YOU SO MUCH!

Thank you for supporting our work and helping us to raise vital funds to help support children and young people whose lives have been torn apart by crime.

If you have any further questions please email us at fundraise@embracecvoc.org.uk or call us on 0345 60 999 60.

We receive no direct funding from Government but with support from wonderful fundraisers like you we aim to help more young people turn their lives around.

