

befriend a child



turn a frown upside down

Befriend a Child Fundraising Pack

November 2021



Thank you for choosing to fundraise for Befriend a Child!

Your fundraising will help us in our mission to support children and young people growing up in difficult life circumstances across Aberdeen City and Aberdeenshire to help them achieve their full potential and develop into confident and competent young adults.

At Befriend a Child we offer 1:1 and group befriending and mentoring programmes and projects for school aged children and young people.

Through providing a positive adult role model and positive life experiences our volunteers help children and young people build confidence and self-esteem as well as develop new life interests and skills. In time this can have a transformational effect and allow the child to deal positively with their challenges and realise their full potential. Children like Katie...



Katie's story

Katie is a prime example of the type of child we support, a child facing difficulties in her day-to-day life through no fault of her own.

When we first met Katie 3 years ago, she was living with her mum and two younger sisters. Her dad was in and out of prison, and as well as being unsettled by his absence, her mum had a substance addiction which meant sometimes Katie would have to care for her sisters. Times were tough and it was clear the family needed support.

It was felt having a befriender would allow Katie to form a positive relationship with an adult she could trust. It would also give her a chance to experience a childhood she otherwise wouldn't have had.

Since having a befriender, Katie has grown in confidence and has discovered a passion for football. She has been to Pittodrie several times with her befriender and was even offered the chance to be a 'Director for the day' and meet the players which was amazing for her.

Katie's befriender will be there for her as long as she is needed; their time together continues to give Katie a chance to be listened to, and her sisters now also have befrienders.

Each year we support over 250 children but there are an estimated 8,000 children across Aberdeen City and Aberdeenshire alone who benefit from our help. It is only thanks to kind-hearted fundraisers like yourself that we can continue to grow and expand our services to continue supporting more children and young people.

This fundraising pack was designed with you in mind. Read through it and allow it to inspire and help you in your fundraising journey with Befriend a Child and remember the team are here to support you every step of the way.



How would you like to fundraise?

Choosing how to fundraise can be a difficult decision. Fundraisers can range from setting up a birthday fundraiser on Facebook to hosting a quiz night or signing up for a sponsored event. They can be as big or as little as you like depending on your time and budget. You can fundraise as an individual or as a group with your family, friends, or colleagues.

Fundraising as an individual

It is important to choose something that you enjoy when setting up your fundraiser.

Amy was inspired to fundraise through her love of baking...

"I've always enjoyed baking, however, lockdown gave me more time to practice and be more adventurous with new designs and recipes. I thought it would be perfect to sell them, give other people a treat and put the money to a good cause.

Befriend a Child is an incredible charity so I found people were delighted to support my baking. I started with my family and immediate neighbours and then sent leaflets to my neighbouring streets and then orders began to come in.

After completing the fundraiser I felt amazed, through all the support got from everybody and how much I was able to raise. I loved being able to help a wonderful local charity."



Our incredible long term supporter Craig told us what inspires him to hold his annual coffee morning...

"Befriend a Child have been part of my life now for over 20 years. The difference the staff and volunteers make to young people's lives is immeasurable. Being a volunteer to several young people has added so much colour and depth to my life. I also feel proud that I may have made a difference to the wellbeing of those young people whom I've looked after.

I chose to do a coffee morning/fun day not only to raise funds but to highlight the charity to the wider community. It is also a great event to bring many people together to support our local young people and have a lovely day at the same time.

My lovely dad always refurbished furniture and made items to sell on the day. The event includes many local stall holders, raffles, auctions, games and of course coffee and cake! The actual day itself brings the community, staff, volunteers and children all together under one roof.

What could be better?"



Louise went on an adventure through the West Highland Way...

"I chose to fundraise for Befriend a Child as I wanted to ensure my efforts went towards supporting local children and young people in the North East. Through my prior work with young people as part of Sport Aberdeen's SPACE project, I met a number of children and young people who were supported by the charity and spoke so highly of the activities that they were able to do with their befrienders.

Therefore, I wanted to ensure this support could be continued and to allow more young people to benefit through this work.

The West Highland Way was a tough 96 mile walk and no two days were the same which led to excitement for the fantastic Scottish views on each day of the walk. After completing the West Highland Way, I felt both a massive sense of achievement and a massive sense of relief.

I certainly felt very proud of both me and my dad for completing the challenge having done very little walking prior to lockdown. I sat at the finish point for about 45 minutes reflecting on the walk and feeling very happy to have raised over £700 for Befriend a Child. I was also very humbled by the generosity of others on the trip who asked about the cause and were able to make a donation."



Fundraising as a group

You do not have to go it alone. We are extremely grateful to have had a range of groups fundraise for us in the past including nurseries, schools, university societies and sports teams, music groups, dance groups, performing arts groups and local businesses to name a few.

These groups have gotten involved in a huge range of different activities to raise money for Befriend a Child, from sport and fitness challenges to baking and selling items to fundraise. We even had a school take on a challenge where each pupil aimed to do 175 of an activity of their choice as long as it was a challenge to complete, from baking 175 cupcakes to walking 175k the pupils were so creative with what they got up to. We would love to come along to your event or activity to tell you a little more about the work we do in the local community.



To book a speaker for your next event simply email fundraising@befriendachild.org.uk

Sign up to a sponsored event

You might prefer to sign up to a sponsored event and take the stress out of organising a fundraiser. There are a range of sponsored events held throughout the year, we would be delighted if you signed up to raise money for Befriend a Child!

The Kiltwalk:

It's the perfect walking challenge – The Kiltwalk takes place every year in Aberdeen, Dundee, Edinburgh and Glasgow around spring/summertime. You can choose to take part in The Mighty Stride (22 Miles), The Big Stroll (14.9 Miles) or The Wee Wander (6.3 Miles). One of the best parts about the Kilt Walk is that all the money that you raise will be topped up by 50% thanks to Sir Tom Hunter. Registrations for The Kiltwalk 2022 are now open – check out their website to sign up! www.thekiltwalk.co.uk

Ride the North:

We're calling on all keen cyclists to Ride the North and help to turn frowns upside down for children across Aberdeen City and Aberdeenshire! Take on the Ride the North challenge and cycle 58 or 100 miles through the beautiful Scottish countryside on Saturday the 27th of August. By choosing to ride for Befriend a Child you will be supporting children and young people growing up in difficult life circumstances in Aberdeen City and Shire. Both routes start and finish in the North-East town of Elgin. Simply click the link below to sign up to take part and raise money for Befriend a Child:

<https://www.ride-the-north.co.uk/registration/?ixd=10&sxd=8w48r6mc&cxd=100>

Open water swimming:

Swimmers we have the perfect challenges for you, during Summer why not take on Go Swim Loch Tay, Go Swim Loch Lomond or Go Swim Loch Morlich. You can choose to swim 250m, 750m, 1500m, 3000m, 5000m or 10000m. For more information simply visit the Go Swim website and keep us updated. www.go-swim.uk

If you don't want to take part in an organised sponsored event, you could plan your very own sponsored challenge! All you have to do is decide on your challenge, inform Befriend a Child, set up your fundraising page and get your training shoes on. There are a variety of different sponsored challenges you could do. A number of fundraisers have done this in the past, including Grant.

Grant took on the incredible challenge of running 4 miles every 4 hours for 48 hours...

"Through no fault of their own, many kids never get to experience what many of us took for granted as a kid; simple things like love and affection, fun and adventure, someone to open up to, and positive role models. These are things that every child deserves — and needs. And I believe that a positive childhood is a key contributor to success in adulthood — without Befriend a Child, many kids would become victims of their environment.

I found the challenge very humbling — it was fantastic to experience so much generosity from friends, family, and colleagues. And when I began to see the donations steadily increase throughout my 48-hour challenge, I felt so much gratitude towards those who had contributed — this was my motivation when the going got tough.

Looking back, I feel proud that by pushing myself a little further, I've managed to make a contribution towards a worthy cause — a cause that has a positive impact to children that grow up in difficult circumstances. It's also been an eye opener for me; having originally set out to raise a few hundred pounds, I've been amazed at what's possible when you share your fundraising efforts across social media."



Grant originally set himself a target of £100 but thanks to the support of his family, friends and colleagues raised an amazing £2,853.92!

Befriend a Child sponsored events

5K a day for the month of May:

Join the Befriend a Child team by walking, jogging, running, skipping, hopping, silly walking or cycling, and take on a 5K every day in May. You will be supported along the way by local fitness experts and the 5K A Day In May Facebook community.

5K solo for an individual fitness challenge, with your family for fun or digitally with friends or colleagues and make a competition of it.

For more information on alternative sponsored events please email fundraising@befriendachild.org.uk.

More fundraising inspiration

You could pop a birthday fundraiser onto Facebook and ask your friends to donate, or you could host a party and ask for donations instead of presents. It can be as simple as hosting a games night or even having friends over for a garden party.

Get sponsored to climb your stairs the equivalent number of steps as the Empire State Building.

One of the best and easiest fundraisers to hold is a quiz

Have a chocolate bake off or even a chocolate party. Need to give up chocolate? Then why not be sponsored to have a chocolate detox.

Why not pop open your boot and attend a car boot sale or you could even host a carwash.

You could hold a classic 'guess the teddy bears birthday' or a 'guess the number of sweets in the jar' or even a 'guess the weight of the cake!' Anyone can get involved in these easy fundraisers.

You could create your own cookbook to sell. We would love to share your recipes!

Do you love to sing? You could get your friends together and organise some Christmas carolling, or hold a themed cabaret concert, or even host a karaoke night!

Hold a themed party and tell your guests to get dressed up to the nines.

You could host a swap and sell and donate the proceeds

Host your very own Befriend a Child Ball. We host an annual ball and can offer advice on how to raise lots of money whilst creating a memorable night.

Why not hold a craft fair? Lots of local crafters would love to get involved.

Set yourself a swimming challenge. You could ask your friends to join in and swim the distance of the North Sea, that's 600 miles!

Do you know a hairdresser who would like to take on a 24-hour hairdressing challenge?

Are you a keen baker? You could bake treats to sell to family, friends, colleagues or neighbours and donate the money raised to Befriend a Child!

Why not host your own dramatic spectacular Murder Mystery.

You have decided how you would like to fundraise, what happens next?

We are here to support you on your fundraising journey every step of the way through these simple steps:



Step 1:

Once you have decided how you would like to fundraise for Befriend a Child or even if you would like more information, simply get in touch with us by emailing fundraising@befriendachild.org.uk or give us a call on 01224 210060.

Step 2:

Sign up/set up your event. We'll provide you with our Fundraising Toolkit to kickstart your fundraising event/challenge. The toolkit will provide you with information on setting up your Just Giving Page, marketing your fundraiser, requesting materials for your fundraiser, information on how we can support you on the day and most importantly the fundraising code of practice.



Step 3:

On the day have fun and enjoy your challenge and remember that you really are turning frowns upside down for children and young people across Aberdeen City and Aberdeenshire.

Step 4:

Following your fundraiser, we will send you a big thank you and assist you with the transfer of funds. After you have completed your fundraiser, we will also provide you with the option to join our supporter mailing list, this is a fantastic opportunity for us to show you through our quarterly newsletters exactly how your fundraising has helped support the work that we do.



How your fundraising can help Befriend a Child?



£15

Could pay for a fun and memorable outing for a child

£30

Could pay for a month of fun and memorable outings for a child



£50

Could pay for a child's place at our seasonal playschemes

£120

Could pay for 4 months of outings for a child



£1250

Could pay for a child to be befriended for a whole year



£6250

Could pay for five children to be befriended for a whole year



Other ways to donate

Don't have time to organise an event or take part in a challenge, then why not contribute through one of the following options:

Collection Cans:

We are always looking for businesses to take our shiny yellow collection cans, once dropped off we will monitor them regularly and pick them up once they are full. Money can be donated through coins, notes or contactless through the text donate instructions which are clearly highlighted on the side of the can.

Gifts in will and in memory:

Leaving a gift to Befriend a Child in your will or in memory of a loved one can help ensure we can continue supporting children and young people across Aberdeen and Aberdeenshire. To request an information pack please email fundraising@befriendachild.org.uk and we will talk you through the process.

Nominate us for charity of the year:

We would be delighted to be nominated for charity of the year, this may be through your workplace, your rotary club, your gym, a university society or you may even be part of a sports or performing arts group, there are many community groups who choose to fundraise throughout the year. Once selected as your chosen charity we of course would love to meet you all and provide a presentation about Befriend a Child to help inspire your fundraising and offer support.

Regular giving:

By donating £5 a month for a year you can support a child's befriending outings for two months. Donating £15 a month for a year can pay for outings for a young person for 6 months. By donating £30 a month can support a child's befriending outings for a whole year. Setting up a regular giving account is very quick and easy, simply visit <https://www.justgiving.com/befriendachild> and hit the purple donate button. Select the monthly tab and add in the amount of money you would like to donate. Please opt in to hearing from a Befriend a Child, this will enable us to send you our supporter newsletter so you can see exactly where your money is going. We know that circumstances change, and you can cancel your regular giving at any point.

Take part in our Giving Tree Appeal:

The Giving Tree Appeal ensures that the children Befriend a Child support have a present to open on Christmas morning and fun experiences to look forward to throughout the year. It is a very simple idea that has an extremely powerful effect on local children and their families. You can support our Giving Tree Appeal by displaying our Giving Tree Tags in your workplace or sharing our Virtual Giving Tree Site. On the tags/site supporters can choose to buy a Christmas present for a child or make a donation towards an outing for a young person. It is never too early to sign up to take part.



Thank you!

On behalf of the team and the children and young people we support, we want to thank you and wish you the very best of luck in your fundraising journey with Befriend a Child.





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