



Brighter Beginnings Appeal

Corporate Fundraising Pack



The Royal Society for the Prevention of Accidents

Why support our

Brighter Beginnings Appeal?

Every child deserves the best start in life. However, accidents involving children devastate lives, with under-5s particularly at risk. Every year, on average, half of under-5s attend A&E following an accident that didn't need to happen.

And our latest research shows that two thirds of parents don't feel they receive the advice they need to keep their children safe.

It doesn't have to be like this.

For the last 100 years, we've been striving to build a safer society for all. To mark our centenary year, we've launched our **Brighter Beginnings Appeal**, putting together a free **Keeping Kids Safe Pack**, containing safety advice, tips and practical tools.



Accidents
are the biggest
killer of children
and young people...

**Help us make
a difference**

We need your support to provide packs to as many parents as possible. It's simple. The more money we raise, the more life-saving advice we can provide.

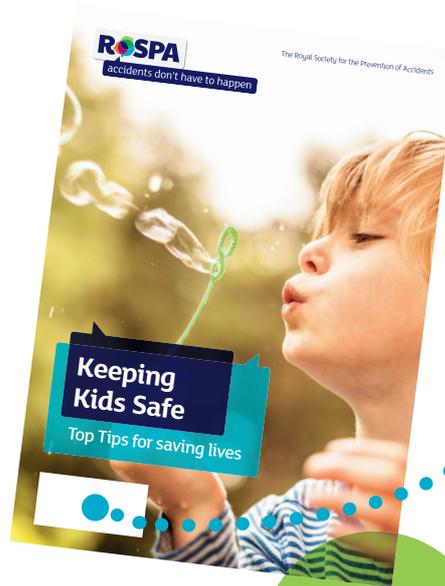


Benefits to your company...

Supporting our Brighter Beginnings Appeal is a great way to demonstrate your commitment to safety, both at work and beyond.

You'll receive a dual-branded Keeping Kids Safe guide, which can be emailed to staff, clients and suppliers.

You can also use an exclusive supporters' logo to highlight your support.



Your logo here!

We'll make sure you get the recognition you deserve by shouting about your support on our website and social media, in case studies, press releases, newsletters -and more!

 **3.6 million views** of our website every year

 **Twitter** – more than 21,000 followers

 **Facebook** – more than 4,500 followers

Involvement will give your organisation's safety culture a real boost by engaging and involving staff - whether by sharing their own experiences, taking part in a team fundraiser or making use of **Lifeline**, our free telephone advice line.

Lifeline

Child safety questions answered

**0808 801
0822**



We work with families

Maison's story

"My world fell apart because of a nappy sack. By highlighting the dangers, I hope to help prevent other families from suffering a similar tragedy."

- Beth Amison, mum of Maison, who suffocated when he got hold of a nappy sack.



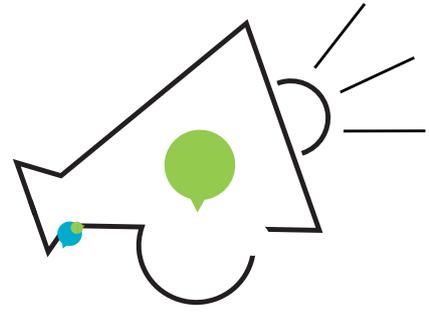
Harry's story

"It's very important to get the message across to other families. We have paid a very high price to get this knowledge."

- Michelle Patterson, mum of Harry, who was crushed by the family car on the driveway.



Ways to get involved...



Thank you so much for deciding to support our appeal! When you've decided what you'd like to do, please get in touch. From posters to activity sheets, we can supply resources to help your fundraising.

In the meantime, over the next three pages we're sharing some ways to help:

1

Make RoSPA your charity of the year!

Choosing RoSPA shows the world that your organisation is serious about safety, both in the workplace – and beyond!



When Wales YFC made RoSPA its charity of the year branches took on activities to raise funds, including carol singing and tackling the Three Peaks Challenge.

2

Cement your commitment to safety and staff welfare by running an Awareness Week. We can provide dual-branded resources for sharing child safety messages with staff.



Your logo here!

3

Stand out from competitors and champion your safety credentials by making your support a USP.



Stocksigns donate money from the sale of every safety sign to our Brighter Beginnings Appeal. They also raised awareness by 'cycling' from their Surrey offices to Lapland. Go Stocksigns!

4

Encourage staff to come up with fundraising ideas and if possible, arrange for your organisation to match funds raised. Physical activities are great for building team morale!



Securitas staff got on their (static) bikes to raise funds for RoSPA.

Staff clocked up an impressive 2,667 miles across a week, raising vital funds along the way.

5

Inter-company challenges go down well, and you can't beat a cake bake for raising dough! If you're holding an event, you will need to think about a range of issues including safety, insurance, permissions and first aid cover.





6

Let's get physical!
 RoSPA staff and friends took on the Wolf Run, tackling waist-high sludge, freezing streams and challenging obstacles, all for a good cause.



7

We've got lots of videos, stories and advice that will help staff buy into the appeal and help keep their kids safe. **Visit www.rospa.com/keeping-kids-safe** and use your internal communications channels to spread the word.



Keeping kids safe...

Odd bumps or scrapes are part of growing up. They are how we learn about the world around us. As parents we accept this: but we won't accept the tragic consequences of life-changing accidents...

Sadly, accidents involving children continue to devastate lives with those under-5 particularly at risk. On average, half of under-5s attend A&E every year following an accident that didn't need to happen.

It doesn't have to be like this though.

By getting down to our kids' level and seeing the world through their eyes, we can spot dangers, and help to keep them safe.

Click on the links below for more ideas to keep under-5s safe. Don't forget to share these, and add your own.



Bedtime



Bath time



Meal time



Out and about



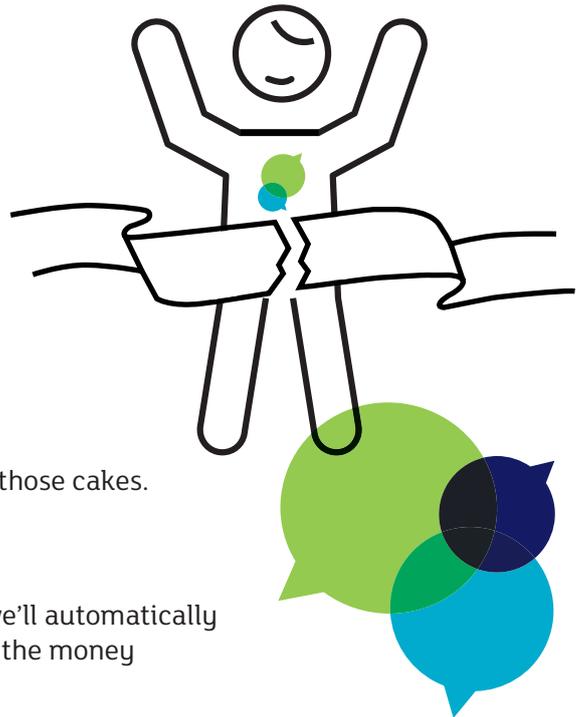
Playtime



Baby proofing?

Ways to pay

You've done it!



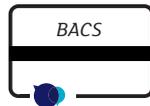
You've run that half marathon, organised that quiz, sold those cakes.

Well done – and thank you!

If you set up a JustGiving page linked to RoSPA's, then we'll automatically get any sponsorship and Gift Aid. But if you've collected the money yourself, there are several ways to pay:



www.justgiving.com/rospa



Contact fundraising@rospa.com for details



Cheque made **payable to RoSPA**



Over the phone – By credit or debit card **0121 248 2016**. Please say that the money is for the **Brighter Beginnings Appeal**.



accidents don't have to happen

RoSPA Head Office

28 Calthorpe Road
Birmingham
B15 1RP
+44 (0)121 248 2000

General Enquiries

+44 (0)121 248 2000
+44 (0)121 248 2001
help@rospa.com
twitter.com/rospa
facebook.com/rospa
linkedin.com/rospa

www.rospa.com

Registered Charity No. 207823
VAT Registration No. 655 131649