

Join us in the Cookie Challenge



Are you ready to eat your way through the
ChildLine Cookie Challenge?



Yes?? Then just fill out the order form now
to receive your FREE Cookie Challenge Pack!!!

Free Prize Draw!!

Gather your funds and send them back
to ChildLine before the end of
February 2003 to be automatically
entered into our free prize draw for
£50 worth of book tokens!

About ChildLine

ChildLine is the UK's free helpline for children in trouble or danger. Trained volunteer counsellors comfort, advise and protect children and young people 24 hours a day, every day. Children call us for many reasons - from being bullied at school to suffering physical and sexual abuse to experiencing problems at home.

According to independent BT statistics, around 1,500 calls are attempted to ChildLine East Midlands & East Anglia every day. However, we can currently answer only a third of these due to a serious lack of funds. In order to answer more of these calls, we need to raise more money. It costs ChildLine £3 to answer a call and £32 to counsel a child. As we rely on voluntary donations for 90% of our income, **your support is vital to the on-going running of our service.**

Funds raised through your Cookie Challenge will come directly to our Nottingham counselling centre. This will help us to recruit and train more telephone counsellors and answer more calls from children living in your area who feel they have nowhere else to turn.

Please help ChildLine reach its goal... to answer every child's call - the first time they phone.

Thank you for supporting ChildLine.

**For more information on the Cookie Challenge
or any other fundraising opportunities
please call 0115 924 2544.**



Reg'd charity no. 1003758

ChildLine Cookie Challenge

Kids and adults all over the East Midlands & East Anglia are putting their baking hats on and rising to the Cookie Challenge!!



Find out how you can join in on the delicious fun...



What is the Cookie Challenge?

The challenge is fantastically simple and yet extremely yummy and fun...

Are you ready?

Get your apron on... bake some telephone shaped cookies... and sell them!
It's that easy!

How does ChildLine help you?

We will provide you with everything you need to have a successful Cookie Challenge:

- Telephone shaped cookie cutter (the same shape as our logo)
- Our special cookie recipe
- All the information you need to start baking
- Once you've completed your Challenge, we'll send you a certificate to thank you for the amount you have raised for ChildLine!

How are you helping ChildLine and your local children?

By raising as much as you can through the sale of your cookies, you are...

- Helping ChildLine answer more calls from children and young people in your area who desperately need our help and support
- Raising awareness of ChildLine and our free, confidential 0800 1111 helpline

And above all, you are bringing a smile to everyone who takes a bite out of your scrummy, yummy cookies!

The Cookie Challenge goes down a treat with children of all ages - at any time of the year, for any occasion!!

Perfect for the festive season!

Cookies just in time for Xmas... pierce a hole at the top, decorate them, string them and you have a perfectly edible Xmas tree decoration! Or why not get some orange icing out and make some spooky Halloween delights!

It's fun for big kids too!

Everyone loves cookies, at work or at play, so why not sell them at the office, in the staff kitchen or even down at the pub?!

Fit for any Fair!

Cookies are always a guaranteed hit at any type of fair - it could be a local community event, a school open day or even an annual carnival!



Cookie Challenge Order Form

Name:

Organisation/Company:

Address:

Post Code:

Daytime tel no.

Email:

No. of recipe sheets required:

No. of cutters required:
(Please share where possible)

No. of posters required to promote your challenge:

Please tick one of the following: I am a...

- | | |
|--|--|
| <input type="checkbox"/> Nursery | <input type="checkbox"/> Primary School |
| <input type="checkbox"/> Secondary School | <input type="checkbox"/> College/University |
| <input type="checkbox"/> Church | <input type="checkbox"/> Company |
| <input type="checkbox"/> Uniformed Youth Group | <input type="checkbox"/> Other, please specify |

Proposed date of your Cookie Challenge:

Have you taken part in the ChildLine Cookie Challenge before?
Yes/No (please circle)

Please fax this form to 0115 950 2570
Or email to midlands@childline.org.uk
Or post to ChildLine East Midlands & East Anglia,
Freepost 1111, Nottingham, NG1 1BR
www.childline.org.uk

- ☐ Please tick here and fill out your details above if you would like to be removed from the ChildLine database.