

September, 03

Dear Headteacher

ChildLine – the UK wide charity helping local children – and we need your help

ChildLine's counselling centre in Nottingham is dedicated to the children and young people of the East Midlands & East Anglia. And as 90% of our running costs are dependent on voluntary donations we urgently need your fund raising support to continue our vital service.

Every day over 320 children and young people from the region call us here in Nottingham for comfort, advice and protection. Due to lack of funds we can only counsel just under half of the children and young people that call; of those that we actually speak to around 20 are calling about bullying related issues. Every day.

Research has shown that 22% of ChildLine callers are 5 - 11 year olds, 61% are 12 - 15 year olds and 17% are 16 - 18 year olds. We could even be helping one of your own pupils as you read this letter and others in the future, thanks to your help. Consider for a moment the massive difference any money raised by your staff and pupils can make for our local children and young people:

£3	enables us to answer a child or young person's cry for help;
£32	covers all the costs of counselling a child or young person;
£330	covers the costs of all the telephone calls a volunteer counsellor takes in a year;
£1,375	pays for the recruitment and training of a volunteer counsellor.

Along with helping to develop your own fundraising ideas we can provide you with materials to take part in our own 'tried & tested' projects; such as Cookie Challenge (make, bake and sell), Dough 4 Dough (salt dough Christmas decorations), Alternative Christmas Card Appeal (for staff and pupils) and Wear to Scare (Halloween dress day) to name a few.

We can also supply support and literature to raise awareness of ChildLine in your school. These include our 0800 1111 posters and phone cards, details of our **CHIPS** (ChildLine in Partnership with Schools) project and various publications tackling issues such as bullying, teenage pregnancy etc.

I think it's important to demonstrate what children and young people call about, so I'd like to tell you about a recent call taken by one of our telephone counsellors from 'Andrew' an eleven year-old. I will let our counsellor tell the story...

“Eleven-year-old Andrew sounded desperate as he described how intolerable life had become for him at school and cried throughout his half-hour call.

‘Sometimes I feel so angry that I think I might just snap and do something stupid - hurt the bullies or myself,’ declared Andrew. ‘My little brother will be joining the school soon and I’m worried that he might be bullied too.’

Andrew was facing a daily torrent of cruel jibes from his classmates and the counsellor was concerned for his safety. Most distressingly, the boys teased him about his mother’s baldness, which was caused by treatment for cancer.

‘My dad’s got his own problems and told me to ignore it. Can ChildLine speak to my school for me?’

When ChildLine spoke to Andrew’s guidance teacher, she did not realise how serious the bullying had become, although she was aware he was being teased. She explored ways of stopping the bullying with Andrew and explained to the bullies individually how hurtful bullying could be.”

With your crucial support, either by raising funds or awareness of ChildLine, we will be able to help more children and young people than we can at the moment.

Thank you for sparing time to read this letter and I look forward to supporting you with any events, either on the phone or by visiting your school.

Best regards.

Yours sincerely

Courtney Borthwick
Regional Fundraiser

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E-mail: cborthwick@childline.org.uk

Yes, we want to take part !

ChildLine – a UK-wide charity
helping local children

- Cookie Challenge ☐
- Dough 4 Dough ☐
- Kit Out A Cow ☐

Please tick the fundraising project(s) you want to take part in!

Name: _____

Organisation / School: _____

Address: _____

Postcode: _____

Daytime tel no: _____ Email: _____

Dough 4 Dough

Number of children taking part: _____

Number of Dough 4 Dough recipe sheets required: _____

Proposed date of your Dough 4 Dough: _____

Cookie Challenge

Number of children taking part: _____

Number of Cookie Challenge recipe sheets required: _____

Number of telephone shaped cookie cutters required: (max 50) _____

Proposed date of your Cookie Challenge: _____

Kit Out A Cow

Number of children taking part: _____

Proposed date of your Kit Out A Cow: _____

Please post to:
ChildLine East Midlands & East Anglia
3rd Floor, 1c Brook Street, Nottingham NG1 1DY

Alternatively fax back on **0115 950 2570**
or email: rpatterson@childline.org.uk

From time to time we will send our supporters updates on projects and information about ChildLine. If you do not want to receive this please contact ChildLine East Midlands & East Anglia on **0115 924 2544**.



‘Four older boys have been picking on me,’ sobbed Tim, 12, when he called ChildLine. ‘They’ve been calling me names and pushing me on the way to school.’

Tim had only been at his new school for three weeks. His mother had left home and he felt embarrassed about telling his father.

The ChildLine counsellor encouraged Tim to ask his brother to walk with him, so he would not be on his own, and Tim now feels more confident about making friends.

ChildLine is the UK’s free, 24-hour helpline for children and young people. The service ChildLine provides is confidential, and many children contact us first before speaking to anyone else about what is happening in their lives.

Every day ChildLine’s counselling centre in Nottingham receives calls from approximately 320 children from the East Midlands and East Anglia region but due to lack of funds only 140 of them will get through to one of our volunteer counsellors for the support they so desperately need. This means that around 180 children will have to redial and many, unfortunately, will give up altogether. As someone who works closely with children, I’m sure you can appreciate how important it is that children and young people know there is always someone who will listen to them in their time of need.

ChildLine’s aim is to answer every child’s call first time. But to achieve this we need to raise more funds. It costs ChildLine...

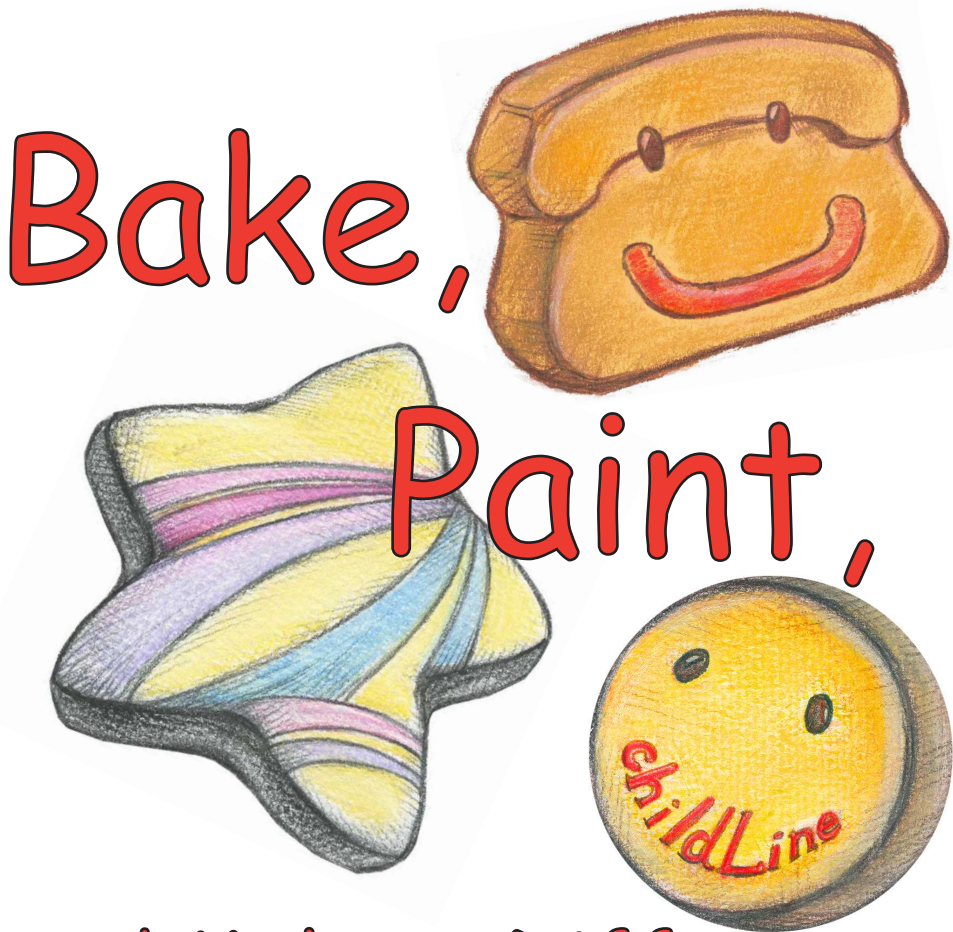
- £3 to answer a child’s call
- £32 to counsel a child
- £330 to cover the cost of all the calls a telephone counsellor will take in a year
- £1,375 to recruit and train one volunteer counsellor

As we rely on voluntary donations your support is vital to the on-going running of the service and to help ChildLine reach its aim of helping every child who calls. Funds raised through these projects will come directly to the Nottingham counselling centre. This will help us recruit and train more volunteer counsellors and answer more calls from children living in your region.

Thank you for supporting ChildLine!



Reg'd charity no.1003758



Bake, Paint, And Make A Difference !

ChildLine is offering schools and uniform groups the opportunity to make a real difference to the lives of many children by taking part in three fun and exciting children’s fundraising projects.

- **Dough 4 Dough**
- **Cookie Challenge**
- **Kit Out A Cow**

Prizes, Prizes, Prizes

You can take part in any of the projects, or all three, and when you send in the funds you’ve raised you will be automatically entered into one of our three fantastic prize draws.

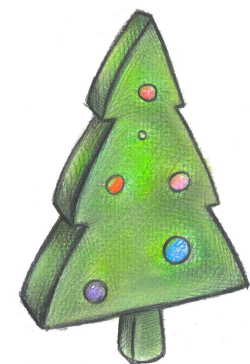
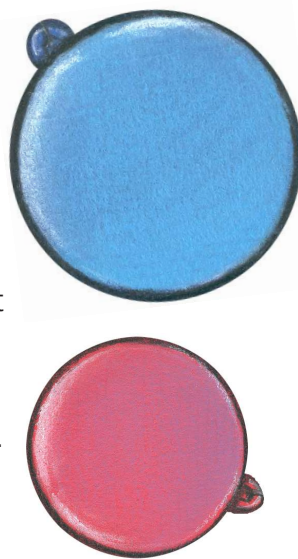
Find out how you can start Baking, Painting and Making for ChildLine!



Dough 4 Dough

Dough 4 Dough is a new, fun and creative fundraising project designed to get children into the Christmas spirit, by modelling Christmas tree decorations from salt dough, then painting and decorating them to sell to family and friends.

Children can have lots of fun taking part in this great project - kneading and squashing the dough and using their imagination to create lovely Christmas tree decorations for their family and friends to keep. And they'll be helping other children in the region who need help from ChildLine.



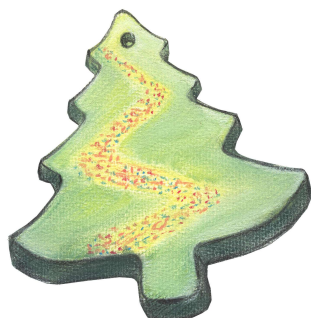
What do you need to get started?

ChildLine provides a great information pack which includes template sheets for children to cut out and use to make their very own Christmas tree decorations, a recipe and instruction sheet, tips on making salt dough decorations and ideas on ways to sell them. All you need to provide is salt, flour and water, the paints and some creative input.

Try something different!

If you're feeling really creative why not make a Christmas wreath, angel or Santa Claus from your salt dough? Or if you want to work in a group how about making a nativity scene that can be displayed, and ask people for a donation to ChildLine?

But remember it's not just about Christmas decorations. You can make all sorts of fabulous things from salt dough, including name plaques, garlands, figures, flowers and fruit - the list is endless. If it's someone's birthday, anniversary or wedding you could make a gift they will treasure and ask family and friends to make a donation. Whatever the occasion, there is always something you can make that will help raise vital funds for ChildLine.



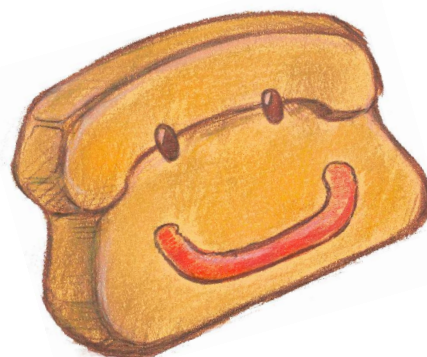
Fantastic prize draw!

Any group that takes part in Dough 4 Dough and sends in funds will be entered into a prize draw to win a fantastic craft pack worth £50. So tell everyone you know all about salt dough!

Cookie Challenge

If you fancy making something that's yummy to eat, how about getting your baking hats on and rising to the Cookie Challenge?

It's simple! All you have to do is make telephone-shaped cookies using our lovely cookie recipe, and then sell them to friends and family. The Cookie Challenge is a great way to get children interested in baking and can also be used to teach children about hygiene and safety in the kitchen.



What do you need to get started?

Each group will be sent a comprehensive pack containing everything you'll need to get started, including a fantastic recipe and instruction sheet, ChildLine's special telephone-shaped cookie cutters, creative ideas on how to sell your cookies and different ways to decorate them.

Try something different!

You can decorate your cookies to suit any occasion. They are ideal for Christmas – simply pierce a hole in them, tie a piece of ribbon through the hole, decorate them and you have edible Christmas tree decorations. You could also ice them in your favourite football team's colours or use different shaped cookie cutters to make whatever designs you want, such as pumpkins for Halloween or Easter Eggs.



Fit for any fair!

If you want to take part in both the Cookie Challenge and Dough 4 Dough why not organise a 'Cookie and Craft Fair' and sell them at a school open day, a Christmas play or at a local community event?

Fantastic prize draw!

Could your school or uniform group do with a great selection of recipe, educational or reading books? Everyone who sends in money for the Cookie Challenge will be entered into a prize draw to win £50 worth of books.

Ideal for big kids too!

Everyone loves cookies, at work or in school. So why not make some and sell them to work colleagues?

Kit Out A Cow

Kit out a Cow is a fun, educational and 'moo-tastic' fundraising project for children of all ages, which encourages them to use their imagination to design and decorate their own cow work of art. They can use paint, pencils, crayons, chalk, glitter and fabric – it's entirely up to them.

What do you need to get started?

Each group will be sent a series of mini cow templates. Once participants have chosen their favourite cow picture and paid their entry fee, it's time to get decorating!

You could choose a class or group theme linked to an area of study or work that the group is doing. The cows could be decorated seasonally, wearing shorts and T-shirts in the summer or coats, hats, scarves and gloves in the winter. You could even take the opportunity to learn about the importance of cows in farming or religion. You can be as creative and as imaginative as you wish in your cow decoration, the wilder and wackier the better!

After everyone has decorated their cow each group will be asked to choose their favourite design and submit this back to ChildLine along with the entry fees for taking part.



Fantastic prize draw!

Towards the end of the school year a local artist will judge all the submitted cows, pick the best one and then recreate this cow on a larger scale with the help of its original creator. The recreated drawing will be presented to the school or group as its prize.