

Barnardo's Midlands Video Script

Pre-title sequence (skydiving)



Voice-over (V/O):

Some people put their spare change in a collection tin.

Some people give part of their wages every month.

Some people sponsor their friends and relatives (to raise money).

And some people chuck themselves out of planes.

All of these people support Barnardo's to help around 19,000 children a year in over 60 local projects (*in this region alone.*)

Titles

Vox Pop: "For thousands of children across the Midlands, their childhoods are blighted by poverty, abuse and discrimination. We have to raise that £3 million to keep our services going."

West Midlands region

V/O: Many people are surprised to find that Barnardo's no longer run traditional orphanages. Today, they provide projects, in West and East Midlands and Oxfordshire, helping babies and children to deal with problems at home, school and in the community, right through to adulthood.

V/O: So it's not just babies and young children that need our help and Wheels in Stourbridge is just one of the Barnardo's projects supporting young people up to their early 20s to learn new skills and make valuable contributions to their local communities.

Vox Pops: Various

To run such projects, Barnardo's relies on the continued hard work and loyalty of the local community, making the goodwill of people absolutely key to both our continued success and our continued existence.

The Big Toddle in Dudley is one such fundraising event and it takes place every year.

2000 young children came together to toddle around Dudley castle and zoo. Sponsored by friends and family, they're playing a vital part in raising much-needed funds to help Barnardo's offer support to those children who need it most.

Locally, the Big Toddle raised an incredible £100,000.

Vox Pop: "Are you ready to toddle?? Let's toddle!"
(Cheering)

V/O: It's a fun day for everyone taking part.

Vox Pops: Various

V/O: Wolverhampton is the tenth poorest borough in England. But whatever problems children face here and across the region, from poverty and abuse to substance misuse and neglect, Barnardo's believes it's never too early or too late for children.

Projects like the Low Hill Family Centre in Wolverhampton focus on giving young children the best start in life by providing a desperately needed resource to mothers and families.

Vox Pops: Various

V/O: The most visible presence of the charity is the Barnardo's shop. With its signature green and white branding, it's a familiar sight on many High Streets.

These are valuable sources of funding. They're also an opportunity to give young people, who'd normally find it difficult to gain employment, a chance to learn useful skills and earn on-the-job qualifications.

Vox Pops: Various

Oxfordshire region

V/O: People often think that more rural areas of the country like Oxfordshire don't have the same problems you find in bigger urban environments.

In picturesque towns like Banbury, it's hard to imagine but children in the region still need urgent support from Barnardo's.

The Sycamore Centre in Banbury is one example of how Barnardo's has focused its energies on the ambitious redevelopment of disabled services. It gives disabled children and their families the chance to have social and independent lives.

Vox Pop: "What's really important... all work together."

V/O: Working hand-in-hand with local authorities and other support agencies has been crucial to the success of this and other projects. This partnership approach has been so successful, that it's now been identified as one of the most effective ways for Barnardo's to provide the best possible support in the future.

Vox Pop: "I think Barnardo's plays a key role as a broker agency."

Vox Pops: Various

East Midlands region

V/O: Although the way in which Barnardo's supports children has changed over the years, sadly many of the problems the founder, Dr Thomas Barnardo, witnessed in Victorian Times, still exist today

This is the launch of the Barnardo's Safe4U project in the East Midlands, staffing a phone line offering help to young runaways. They can face physical and sexual abuse and sexual exploitation. The aim? To give them support on the phone and, if necessary, in person, in order to stop them from going on the streets.

At the launch, local children acted out some of their experiences to help illustrate the extent of these problems.

Vox Pops: Various

Conclusion

V/O: Barnardo's Midlands needs at least £3 million in voluntary funds every year just to continue the present level of support for children in these regions alone.

You can help local children by supporting your local Barnardo's shop, volunteering to work in one of our shops or projects, or raising funds by joining an organised event like the Big Toddle, or doing your own thing like jumping out of a plane.

Your support will help Barnardo's to give children back their future.