

Make Life Beautiful Believe in children



Barnardo's

Information pack

We invite you to host an event or activities in aid of Barnardo's, showcasing your beauty skills to raise vital funds to help vulnerable children around the UK.



About Barnardo's

Today Barnardo's is one of the UK's leading children's charities, working directly with more than 100,000 children, young people and their families. Aaliyah is one of the many young people whose lives have changed through help from Barnardo's.

Aaliyah was referred to Barnardo's Missing Service before being put in touch with Turnaround in Bradford, which supports young women who are vulnerable to sexual exploitation and abuse through prostitution.

At the age of 14, Aaliyah started hanging around with groups of young men. 'I saw that my older sister was going out and I wanted to do that too,' she says, 'but my parents didn't approve. I started staying out later and met one lad, a 22-year-old, who took me to a hotel. I was 14 and still a virgin. But one thing led to another that night and we ended up having sex. I didn't really want to but I felt I had no choice. The next day he just dropped me off back at home, he was really funny with me, not as nice as he'd been the night before. I never thought about getting pregnant, but he didn't use anything so it was a risk.'

Although more cautious after that incident, Aaliyah still stayed out late two or three times a week. 'If my dad caught me, he would go mental,' she says.

When Aaliyah didn't return one day, her parents called the police, who referred her to Barnardo's Missing Service before getting in touch with Turnaround.

'A Missing worker came to the school first. She was really relaxed, she made me feel at ease. She didn't judge me either. She tried to help me, told me how to keep myself safe, things like that.'

After an incident with her dad, Aaliyah went into foster care in Halifax but continued to go out and meet lads. 'I met some lads in Halifax who were really nice to us. We wanted to get back to Bradford, but they said the only way they'd take us was if we slept with them. I did sleep with the lad, I felt under pressure to do it. I was lucky I didn't get pregnant.'

At the age of 16, Aaliyah got her own place but fell into an abusive relationship, which ended with the man going to prison. She

then met someone at work and, after a few years, got pregnant.

'My dad was really shocked and wanted me to get rid of the baby as he felt it brought shame on the family, me not being married. I said no and kept the baby. My dad's calmed down and I live at home with my little girl now, so life's much better.'

Barnardo's Turnaround service offered the support she needed. 'Coming to Turnaround really did help me,' Aaliyah says. 'By talking to the workers I came to realise how I was putting myself at risk. Honestly, if I hadn't had these people, I could easily have ended up being led into prostitution.'

'When you're younger, people say, "don't do this and that", and you never listen. Then things happen and you think "I can't tell anyone, they'll think I'm stupid." But you can tell the people here at Turnaround. The worst thing you can do is keep it to yourself. The bad stuff will keep happening unless you talk to someone.'

Your event brief

- We invite you to host an event or activities in aid of Barnardo's, showcasing your beauty therapy or hairdressing skills to raise vital funds to help vulnerable children around the UK. Whether it be as part of your end of year show or as a stand alone event, all funds raised will be greatly appreciated.
- Dazzle the client with your solo skills or work as a team with your fellow students – Toni didn't get anywhere without Guy, you know!
- Add a touch of glamour to the mix by teaming up with local industry professionals to provide an expert pair of hands and invaluable advice.
- Ask retailers to be generous by donating products such as shampoo, creams or nail varnishes or even just their free time to help out.
- Consider your expenditure and make ticket prices/costs reflect this.
- Remember who your audience are - will you be promoting to students, family, friends, young, old?

- If you're stuck for ideas then we have plenty! Just get in touch and we can discuss the many options!



It's always difficult knowing where to start, so we have a few suggestions to get things moving:

- Pick something you will enjoy organising and you think people will want to come to – what will your unique selling point be?
- Check out your competitors to see that no one else is running a similar event.
- Theme your event around an upcoming festival or celebratory period, such as Mother's Day or Easter – this will give you a deadline to work to.



Why support us?

Barnardo's vision is that the lives of all children and young people should be free from poverty, abuse and discrimination. We believe in supporting the abused, the vulnerable, the forgotten and the neglected. We will help them, stand up for them and bring out the best in each and every child. We do this because we believe in children.

Whatever the issue, from family drug misuse to disability; from youth crime to mental health; from sexual abuse to domestic violence; we believe we can bring out the best in every child, and that all children deserve the chance to fulfil their potential. Our services include:

- help for young people who are being sexually exploited
- support for young carers (children/young people who have to care for their parents)
- counselling for children who have been abused
- play schemes for children in poverty
- care and community projects for disabled children
- supported housing for young homeless people
- practical help for young people leaving care.

How the money you raise can help:

- **50p** could pay for a young carer to ring home for the first couple of weeks when they are attending a support group to check that their parents are coping
- **£5** could help pay for a child to spend an hour at a Barnardo's crèche or playgroup while their parents are attending drug or alcohol services
- **£7.50** could pay for two educational books to develop early learning skills with children attending a family centre
- **£10** will pay for an emergency wash and personal care kit for a young person who is homeless or has run away from home
- **£25** pays for a bubble tube for a multi-sensory room, enabling play for disabled children
- **£50** pays for a day out for a young carer and their friend

- **£120** could pay for two sessions with a professional counsellor to help rebuild a child's life – so they can look forward to a more positive future
- **£200** would pay for a Christmas party for children
- **£250** covers the weekly cost of running five community youth clubs for children living in deprived areas
- **£450** would pay for a year's supply of emergency toiletries for a project working with homeless young people
- **£1,000** will buy a climbing frame for a family centre to encourage children's motor-skills and coordination.



Getting started

For your event, we can provide you with:

- tins/collection buckets
- balloons
- T-shirts (limited supply)
- *Barnardo's Today* magazine
- generic Barnardo's posters
- Barnardo's stickers

* All materials must be returned after the event.



Press releases

It is our policy that all press releases must come from Barnardo's media managers, so if you would like to send a press release to the local press you will need to first send a draft copy via email to your Student Programme Assistant and they will then pass this on to the local media manager. It will then be checked and sent on to our contacts.

**Please note: Even if a press release is sent to a local paper it is not a guarantee that it will be printed; however, this is more likely if it comes from Barnardo's. If you simply want information to appear in your university magazine/paper then you are permitted to do this yourself; however, a copy must be sent to the Student Programme Assistant first for approval.*

Photographs

We would love to see any photographs of your event so make sure you get snap happy! We might even use your images on our website and future promotional materials. If this is the case, you will be required to fill in a consent form, which we will send separately.



Posters

Feel free to design your own advertising materials, or get in touch to use our ready-made templates.



Handy hints and tips

Handy hints and tips

- Be ambitious – this is your chance to showcase your skills.
- Pass the word on – don't scrimp on your invitation list.
- See if a local business is willing to get involved.
- Don't forget to record your event. You could ask the media department if they would like to offer their filming and photography services free of charge.
- Make the most of any contacts you have.
- If things don't go exactly to plan, don't worry! You have a great team to back you up.
- Have fun! Hold an event that you will enjoy and will give you great new skills and experience.

Safety guidelines

- Make sure all equipment, such as tweezers, make-up brushes and towels, are changed or cleaned between clients.
- Have a fully stocked first aid kit to hand.
- Test any new products, such as hair dyes, beforehand to avoid allergic reactions and irritations.
- Explain the treatment procedure to the client before going ahead with it.
- Keep all areas tidy and free from spillages to avoid slips and trips.
- Consider the necessary paperwork such as insurance forms or risk assessment.

For more advice, contact the Student Programme Assistant or the Student Programme Officer for your area.



A helping hand

Help is at hand

Your Student Programme Officers (SPO) and Student Programme Assistant are here to support and help you with all aspects of your fundraising activities, from planning at the very beginning right up to the big day. Sadly, we can't promise to come to each of your events, but we will endeavour to help you as much as we can. If you have any questions or queries then please do not hesitate to get in touch.

Here are our contact details:

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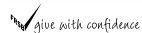
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For more information about Barnardo's Student Programme, please visit:

www.barnardos.org.uk/students



Barnardo's adheres to the Fundraising Promise and Fundraising Standards Board guidelines. Registered Charity Nos. 216250 and SC037605

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