



with the
Chronicle
SunshineFund
...changing the lives of children with disabilities

CORPORATE SUPPORT PACK

HOW YOUR ORGANISATION CAN HELP OUR CHARITY GROW

INTRODUCTION

DID YOU KNOW?

The North East is one of the most deprived areas in the UK and that there is a direct and proven link between disability and poverty.

Many North East families are living without the specialist and adapted equipment their disabled or terminally ill children need because they simply cannot afford it.

THAT'S WHERE WE COME IN...

Here at The Chronicle Sunshine Fund we aim to provide equipment, family support services and inclusive events to ensure all children, regardless of their abilities or prognosis, can live safely, comfortably and have the chance to meet their own individual potential.

But we can't do it alone... we need your help!

THAT'S WHERE YOU COME IN...

Your organisation can join our mission **for free** and help us make our region a brighter place for children living with complex needs and life limiting conditions.

Do you have a volunteering or CSR requirement? **We can help you tick that box!** Perhaps you need some inspirational team building exercises to get your team bonding, moving and supporting a local charity to boot? **We've got you covered!**

Maybe your skilled team members could help us by donating their time and expertise to making our charity more efficient, better at income generation and marketing or helping us develop new projects to support local families in need? **Ask us about skill sharing!**

However you can help, we are grateful for your support and with your help we can make a real impact on the day to day lives of children in our region.

Get in touch by contacting Siobhan.Sargeant@thesunshinefund.org

www.thesunshinefund.org

WHO WE ARE

The Chronicle Sunshine Fund originated in 1928 following a royal visit from King George V, when he attended the official opening of the Tyne Bridge.

He saw the city's deprivation and donated £15 to facilitate a trip to the seaside for local disadvantaged children. The Editor of The Newcastle Chronicle newspaper at the time decided to continue this philanthropic mission and thus The Sunshine Fund was born.

Our families are at the heart of all we do and it is a privilege to get to know them and their incredible children. It is our pleasure share with you some of their stories...

We have forged strong relationships with many of our families over the years and so we're lucky to receive updates of how our children are growing, learning and developing thanks to the specialist equipment we have funded, which is all thanks to our kind and generous supporters.

The equipment we fund typically falls into 4 categories, each of which supports a child based on their individual needs;

- ♥ **Living Aid;** Specialist seating, beds
- ♥ **Mobility;** Wheelchairs, all-terrain buggys, walking frames
- ♥ **Sensory & Play;** Trikes, sensory toys, outdoor play,
- ♥ **IT & Communication;** Eye gaze technology, iPads, laptops

Nate was born with Down Syndrome and learning difficulties. He also has hearing loss and wears a BAHAs to enable him to translate sounds. Nate does not let his disability impact his life, however, it takes him longer to complete activities and he can become frustrated when he cannot communicate what he wants.



We provided him with an iPad which allows him to learn, communicate and have more confidence.

Megan has four limb Cerebral Palsy which means she is unable to walk or support herself on her own. She uses a wheelchair but like any other 9-year-old, loves every opportunity to play with friends and her twin sister independently.



We provided her with a specialist adapted trike to give her the freedom and fun she deserves.



Toby has quadriplegic cerebral palsy and bilateral cerebral palsy which affects all four of his limbs and leaves him needing round-the-clock care and specialist home equipment. He needed a specialist bath fit for his needs but it would have cost his family almost £9,000 - something they could never have afforded, which was causing them severe anxiety and stress. The family had been raising money for over three years to build an extension downstairs to create an appropriate bedroom and bathroom for Toby.

With the extension complete, we were able to fund Toby's specialist bath with all of the hoists and features he needs. The bath will last him for life and he is now able to enjoy warm baths which help relax his muscles, and his family no longer need to worry about his safety and comfort

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HOW YOUR ORGANISATION COULD SUPPORT US

ATTEND OUR EVENTS



Whether you book a table at one of our popular black-tie events, or get a group of colleagues together for a team-building exercise at one of our fundraising challenges.

See our upcoming events at the end of the pack!

FUNDRAISE FOR US



Organise your own fundraiser for us! This encourages staff engagement, team bonding and can be great for well-being and mental health. Take on a challenge as a team!

See some examples of previous fundraisers on the next page!

DONATE PRIZES



Does your organisation provide a service or products that could be donated to us as prizes for raffles / auctions at our black-tie events? Could you donate items to be used at our events, such as decor or refreshments?

SHOUT ABOUT US



Follow us on social media - share and engage with our content to reach a bigger audience. Connect our charity to your network or spend an 'out and about day' handing out our flyers and raising awareness.

'CHARITY OF THE YEAR'



Does your organisation nominate an annual charity to support? Why not consider us next year?

VOLUNTEER & SPONSOR

Round up a team of volunteers to help at our events, whether it's setting up, packing down, or taking on tasks throughout.

Even better, we have several sponsorship opportunities for our events with plenty to offer in return.

See upcoming sponsorship opportunities at the end of the pack!



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The Chronicle Sunshine Fund, 2nd Floor, ncj Media, Eldon Court, Eldon Square, Percy Street, Newcastle upon Tyne, NE1 7JB



Registered Charity Number: 1133293

HOW OTHER ORGANISATIONS HAVE SUPPORTED US

Recite ^{me} 1 MILLION STEPS MAY 2023

A team from Recite Me walked 1 million steps (8 miles) throughout Newcastle on Global Accessibility Awareness Day and raised **£1000** for The Sunshine Fund.



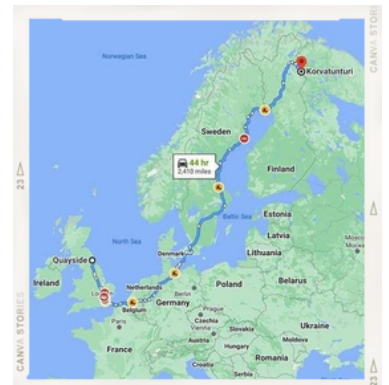
Some of our friends at The Gym Group Newcastle East took on the 118,000m Row-a-Thon, rowing the length of the Tyne over a 10 hour period and raised **£260**.



ROW-A-THON FEBRUARY 2023

BARCLAYS GET US TO SANTA NOVEMBER 2020

As part of our 2020 Christmas appeal, The Barclays Business North East and Cumbria team trekked the distance from their office to the North Pole (2,410 miles), raising **£670**.



In 2018 we were the Charity of the Year at Handelsbanken. To honour this, they cycled the distance from their Newcastle branch to their Stockholm branch (798 miles) and raised over **£5,000**.

Handelsbanken CYCLING CHALLENGE MAY 2018

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WHAT EVENTS TO EXPECT FROM US...

Black-tie Events

Our much-loved black-tie events provide the perfect networking opportunity for organisations to impress, such as our annual charity ball, or our highly popular Question of Sport quiz and dinner. With fantastic entertainment to fit with the range of themes, and multiple opportunities to win prizes and experiences that money can't buy, these events are not to be missed!



Our Annual Sunshine Run 5K

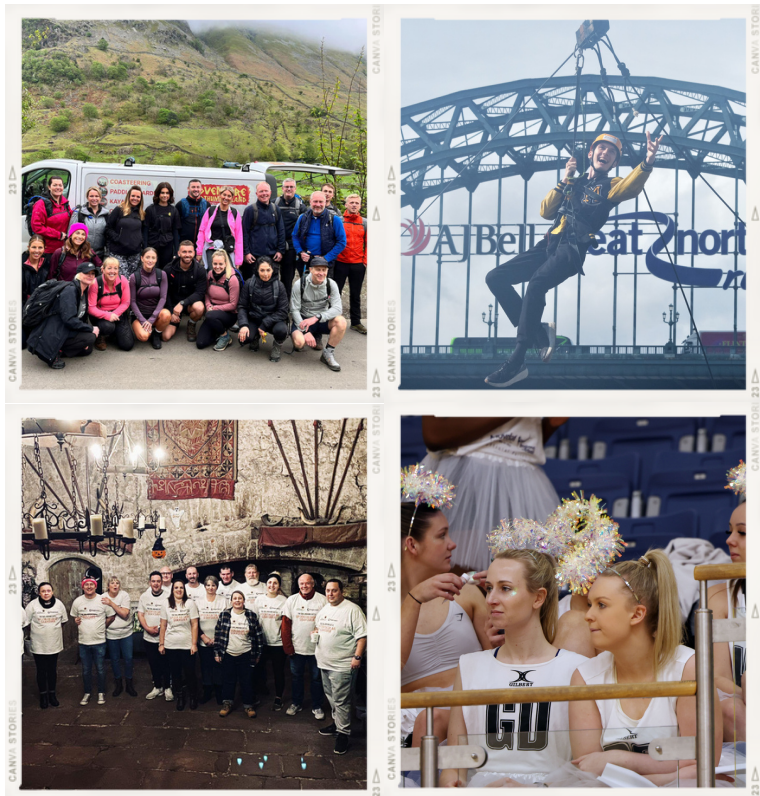
One of our biggest events is our Sunshine Run, which is a 5K fast and flat route through the Quayside and is suitable for all abilities. This has been going for 20 years now and is a fantastic celebration of our charity, and is a great way to bring colleagues together after work to take part or to volunteer.



Fundraising Challenges

If you're looking for team-building exercises and ways to bring your colleagues together to face fears, take on exhilarating challenges and new experiences, we run challenges with varied fundraising targets throughout the year.

From our annual Trek to the Tyne Zipline, from Sports Tournaments to Halloween Scarefest overnight challenges, keep your eyes peeled for more smaller-scale fundraising events across the year..



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GET IN TOUCH

To discuss corporate charity support opportunities, please contact our Charity Director, Siobhan Sargeant.

We're always happy to talk through opportunities by email, in a call, or over a cuppa.

Thank you!

Siobhan X



Siobhan.Sargeant@thesunshinefund.org

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