



2017

Children's Burns Trust

CORPORATE SUPPORT PACK



# Introduction

This information pack has been developed to help organisations and businesses to extend their charitable support to the Children's Burns Trust.

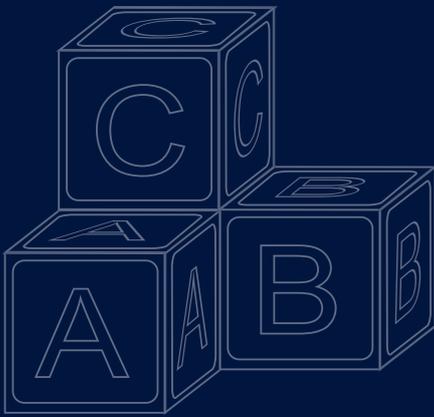
There are enormous benefits that can be gained from partnering with the Children's Burns Trust, as this kind of activity allows an organisation to demonstrate in their own way, individual corporate and social responsibilities.

There is so much more to supporting the Children's Burns Trust than just making a one off donation, and this document contains information that will help your organisation to tailor their support to the Children's Burns Trust in a manner that reflects your individual corporate activities, products, services and ethical perspectives.

**So it doesn't matter on the size of your organisation, there are endless ways to support!**

“ I am personally and on behalf of The British Woodworking Federation, very proud to support the Children's Burns Trust. The benefits of partnering with CBT will extend into every facet of our members' businesses and our combined efforts to raise awareness and promote the Children's Burns Trust and the exceptional work that they do will make massively positive life changing impact to severely injured children.

David Oldfield  
Board Member, British Woodworking Federation



# Background Information

A burn injury is for life.

The scars are physical as well as psychological and can present life long challenges. It is our aim to make those challenges easier to bear and to help children and young people to grow up and lead as happy and healthy a life as possible.

**Children's Burns Trust (CBT) is a national charity making a positive difference in three ways:**

## PREVENTION

Working with others to raise the awareness of burns and scalds including PREVENTION campaigns.

## REHABILITATION

Working with NHS professionals to provide direct help and funding for REHABILITATION.

## SUPPORT

Giving direct financial SUPPORT to families and hospitals and providing advice & access to burns related information.

To find out more about Children's Burns Trust visit:

[www.cbtrust.org.uk](http://www.cbtrust.org.uk)



*I was badly burnt as a child, and dealing with what was just a simple, split second accident took a long time. I know the vital work that the Children's Burns Trust do with burns survivors and their families makes a profound difference.*

Hannah Mansell  
Trustee, Children's Burns Trust



# Why Partnering with a Charity is Good for Business

**Most consumers think businesses should support charities.**

When faced with a choice between two companies that offered products and services for the same price,

**82%**

said their decision would be affected by whether a company engaged with charities and its local community.

*Forsters (2013) survey of 1,100 people from the UK*

**10**

Reasons to support a charity

- Increased visibility and revenue
- Brand recognition
- Business image and reputation
- Networking and marketing opportunities
- Exposure to different sectors
- Boost office morale and teambuilding
- Defines corporate identity
- Improved public relations
- Enhanced employee relations and employee retention
- Donating goods or financial support to a charity is tax deductible



## 8 Simple Steps to Show You Care... ...That Won't Cost a Penny

- 1 Email [info@cbtrust.org.uk](mailto:info@cbtrust.org.uk) and pledge your support.
- 2 Visit our learning zone and spread awareness through circulating Children's Burns Trust resources to your colleagues and wider professional network.  
[www.cbtrust.org.uk/learning-zone/](http://www.cbtrust.org.uk/learning-zone/)
- 3 Sign up to our newsletter and get regular updates from Children Burns Trust  
[www.cbtrust.org.uk](http://www.cbtrust.org.uk) (bottom of page) and then sign up your friends and colleagues!
- 4 Follow the Children's Burns Trust on social media: (See page 9)  
**Twitter:** @CBTofficial  
**Facebook:** [www.facebook.com/Childrens-Burns-Trust-352099042945](http://www.facebook.com/Childrens-Burns-Trust-352099042945)
- 5 Dedicate a page on your website to highlight your support to Children's Burns Trust and the fundraising you achieve. Please put a link to the website on your page:  
[www.cbtrust.org.uk](http://www.cbtrust.org.uk)
- 6 Plan a fundraising activity or event (see page 7)
- 7 Visit the Children's Burns Trust Burns Database and review specific burns data for your area: [www.cbtrust.org.uk/burn-prevention/database/](http://www.cbtrust.org.uk/burn-prevention/database/)
- 8 Contact Children's Burns Trust to discuss your specific support (see page 11)



## What 'Making a Difference' Really Costs

Caring for injuries and rehabilitating children, their siblings and families is very specialist, and equipment can be costly.

Children's Burns Trust receives no government funding and are only able to continue the work we do as a result of our own fundraising efforts. In addition to the income we generate from events and the support of various specialist trusts, we are heavily reliant on smaller donations.

	£100	Pays for travel expenses for a parent or carer to visit here child in a specialist burns unit
	£250	Pays for 10 children to have an afternoon bowling
	£500	Pays for a child to attend burn camp at an adventure activity centre
	£1,000	Pays for new play and exercise equipment for a burns ward
	£2,000	Pays for the production of 5000 copies of "Lizzie's Accident" books
	£5,000	Pays for a Family Therapy Weekend
	£11,000	Pays for a 4 day Jamboree for up to 40 children

# Plan Your Own Fundraising Event

Could your organisation run a fundraiser for us?

No amount of money is too small and you can be sure the money you raise will go directly to help where it is most needed. We provide all the information and sponsorship packs you will need, and we can even advertise your own event on our website and social media channels. If you would like our fundraising pack please contact us.

 <p><b>RAFFLE OR AUCTION OF PROMISES</b></p>	 <p><b>OFFICE CAKE SALE</b></p>	 <p><b>GOLF DAY</b></p>
 <p><b>DONATE A % FROM SALES</b></p>	 <p><b>UNDERTAKE A SPORTING CHALLENGE</b></p>	 <p><b>FUNDRAISING DINNER</b></p>

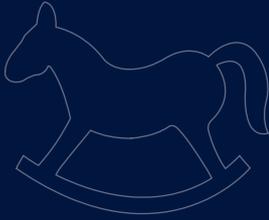
Alternatively, your company could get involved in a number of ways, from nominating us as your Charity of the Year to donating merchandise for use at one of our charity auctions.

Or, why not get involved with one of our events happening soon. Please contact us for more information.

“ *There were so many positives coming here - it was wonderful to see my child enjoying time with others with similar injuries.*

Parent of a Burn Survivor at our Family Weekend

# Take the challenge, make Your CBT Promise



Your CBT Promise campaign enables your organisation to directly donate to CBT in a scalable fashion, reflecting your own product, service and ethos.

It's quick, it's simple and it makes a life changing difference.

## How it works:

1

### STEP 1 MAKE THE PROMISE

Choose your product or service that you want to make Your CBT Promise with.

2

### STEP 2 CHOOSE THE 'MULTIPLIER'

This is either a percentage of unit cost, a percentage linked to volume of sales or a direct financial donation from each of your chosen products or services supplied.

**Link Your CBT Promise to a product promotion or product launch that you are planning!**

3

### STEP 3 CHOOSE THE TIMESCALE OF YOUR CBT PROMISE

This is either a deadline to hit or an ongoing activity. You might choose to link this to a financial or sales target.

**Develop Your CBT Promise into a PR opportunity or link it to a press event/campaign!**

4

### STEP 4 PROMOTE YOUR CBT PROMISE

Contact CBT and tell us Your CBT Promise, we will provide a certificate to acknowledge your support. CBT will promote Your CBT Promise on social media.

**Use Your CBT Promise as a motivating driver for your sales colleagues!**

Promote Your  
CBT Promise  
to your  
stakeholder and  
client network!



Fill in the **PINK BLANKS** below to make Your CBT Promise

.....  
(your name) has made the CBT Promise

We promise to donate .....  
(your multiplier) per sales of

.....  
(your product name or service) to CBT

*For further information about Your CBT Promise campaign contact [info@cbt.org.uk](mailto:info@cbt.org.uk)*



*This weekend has been the best weekend for me and my family.*

Burn Survivor at our Family Weekend



# How You Can Get Involved

Our experience has shown that promotion of your specific company image, product and brand can be optimised by tailoring your support to the Children's Burns Trust and public relations activities to suit your brand and company ethos.

**Use this roadmap to create your own unique support campaign.**

1

## APPOINT A COLLEAGUE TO LEAD

Their job is to rally the troops, distribute information throughout your business and with input from colleagues, develop a list of ways that your support of Children's Burns Trust is tailored to suit your brand and company ethos.

2

## PLEDGE YOUR SUPPORT

Contact [info@cbtrust.org.uk](mailto:info@cbtrust.org.uk) to pledge your support to Children's Burns Trust and let us know how your business is planning to support. Your logo and pledge of support will be displayed on Children's Burns Trust website Supporters page: [www.cbtrust.org.uk/about/our-supporters/](http://www.cbtrust.org.uk/about/our-supporters/)

3

## REPORT BACK TO BASE

Using the 'Support Report' to write your activities up as a case study. Children's Burns Trust can promote these individual case studies in press releases, on social media and relevant promotion opportunities.

5

Questions for your colleagues

How is our product/ brand/ organisation relevant to child safety?

How can we tie in our brand and product into a fundraising or support activity?

What significant activities is our company doing this year

Company or product anniversary?

Launching new product?

How do we want to show our support?

How can we embed and promote Children's Burns Trust within our businesses?



## Link Up with Children's Burns Trust on Social Media

Social media is an excellent, fast and economic way to keep up to date with all of Children's Burns Trust current activities, news, events and resources. Its also a great way to start seeing how the wider charity works and who else supports us.

Most organisations communicate with their wider network in this way, so forward this page to your marketing department or representative and follow us!

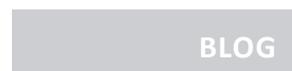


**@CBTofficial**



**[www.facebook.com/Childrens-Burns-Trust-352099042945](http://www.facebook.com/Childrens-Burns-Trust-352099042945)**

*And then send us a tweet to let us know!*



Read and circulate our blog here: **[www.cbtrust.org.uk/blog/](http://www.cbtrust.org.uk/blog/)**



Sign up all your colleagues to our newsletter here: **[www.cbtrust.org.uk](http://www.cbtrust.org.uk)**



You can also support National Burns Awareness Day on the 18th of October 2017. Find out more about what's happening here: **[www.cbtrust.org.uk/national-burn-awareness-day/](http://www.cbtrust.org.uk/national-burn-awareness-day/)**



## Ways to Directly Donate to Children's Burns Trust

Your donations to the Children's Burns Trust are very much appreciated and you can be sure the money you give will go directly to help where it is most needed.

**You can donate in the following ways:**

**BANK  
TRANSFER**

Bank Transfer direct to:  
**Children's Burns Trust, Barclays Bank**  
**Sort Code 20-21-78**  
**Account No 90755362**

**CHEQUE**

Payment by Cheque made payable to CBT and sent to:  
**Children's Burns Trust**  
**2 Grosvenor Gardens**  
**London, SW1W 0DH**

**WEBSITE**

By clicking on the **DONATE** button on our website, or going direct to:  
**PayPal: If you would like to donate via PayPal please contact us.**  
**Charity Choice: <http://bit.ly/2ICTPSa>**  
**Just Giving by clicking here: <https://www.justgiving.com/cfbt>**

**THANK YOU!**

# Plan Your Own Campaign

Children's Burns Trust is pleased to work with individual organisations to provide support for your fundraising activity.

**So if you need a speaker for a specific event, attendance of a Trustee or more tailored PR support and would like to further discuss your requirements, please contact Children's Burns Trust directly on:**

**[info@cbt.org.uk](mailto:info@cbt.org.uk)**



*At first I was very wary of what the weekend would entail. It was better than I thought it would be - relaxing and not at all stressful.*

Parent of a Burn Survivor at our Family Weekend

## Patrons

HRH Prince Michael of Kent GCVO

Amanda Redman MBE

## Trustees

**Chairman of Trustees –**  
Chief Fire Officer Paul Fuller CBE QFSM

**Vice Chairman -**  
Princess Marina Lobanov Rostovsky  
nee Wladimiroff

**Hon Treasurer -**  
Mr Alan Clyde IPFA

**Medical Trustee -**  
Mr Ken Dunn BSc FRCS(Lond)  
FRCS(plast) FRCS(ed), Consultant Burns  
and Plastic Surgeon

Hannah Mansell BA MSc BWF  
Technical and Fire Door Scheme Manager

Mr Brian Robinson CBE QFSM

To find out more about the Patrons  
and Trustees visit our website.





**Contact**

Alison Tweddle  
*Operations  
Manager*

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[www.cbtrust.org.uk](http://www.cbtrust.org.uk)