



**Bullying UK Corporate supporter  
pack 2017**

## Why support Bullying UK, part of Family Lives

Thank you for your interest in becoming a corporate supporter of Bullying UK. With your help, we can keep raising awareness of the impact of bullying and ensure anyone affected can find support.

At Bullying UK we are passionate about tackling bullying. We know how bullying leaves scars that last for years, how it impacts on what you achieve in life, on your potential.

Many of us have the support and resources to get through it but so many of the young people and families we support simply don't. 36% of the 126,000 callers to our free and confidential helpline live below the poverty line for lone parents (the national figure is 25%); 52% are single parents (twice the national average). Last year our website had 2.5m hits, there were 84,000 hits to our web forums, 20,000 downloads of our anti-bullying resources and we connected with over 270,000 users through social media.

**And then there is cyber bullying.** As technology and the way it is used continually changes we have to constantly innovate. Our ground-breaking PositiveBoundaries schools based programme works with young people and their parents to combat cyber bullying and sexual bullying. So far we have delivered to over 7,000 young people across the UK.

**Our [national bullying survey](#) found that 40% of young people who reported being bullied experienced thoughts of suicide and 39% had self-harmed.**

It's never been a more important time to really talk about bullying. That's why we're looking for partners to help us really make a difference.

### Opportunities

There are a diverse selection of ways for your business to work alongside us, from holding Wear Blue Days to donating products, services or money which will help you meet your corporate social responsibility aims and can improve staff engagement and morale. Whatever your motivations, supporting us is a positive move for your business with lots of benefits.

### Hold a Wear Blue Day at your office or place of work

Bullying UK's Wear Blue Day is on 10 November this year. It's very simple: just wear something blue and pop a pound (or more!) in a bucket for Bullying UK. It's a great opportunity to raise awareness of workplace bullying and we have plenty of resources to help you. But don't worry, you can run your Wear Blue day whenever you like, such as on a dress-down Friday. It's the thought that counts!

See more about our Wear Blue Day on our website:

[www.bullying.co.uk/wear-blue-day/](http://www.bullying.co.uk/wear-blue-day/)

## **Add a donation to a product or service**

Could you add a £1 donation to Bullying UK for every sale of a specific product or service? You could run this during Anti-bullying Week in November or at a time that suits you.

## **Donate a Day!**

You could also ask staff to Donate a Day – donating a day's salary to Bullying UK can really make a difference. A donation of just £50 could help us train volunteers to provide support to people experiencing bullying via our helpline.

## **Corporate donations**

We know that not all businesses are able to donate money, but there are lots of other ways to donate through 'gifts in kind'. We're always on the look out for companies who are able to provide us with products or services that our events and services might benefit from, such as a raffle prize for one of our events, printed materials, or tshirts for our charity runners.

## **Donate your skills**

Are you a digital marketing expert? A budding film maker? You can support us by donating skills and time to help us keep raising awareness and reaching more people. Just get in touch if you have skills to share.

## **Donate your time**

Are your staff interested in volunteering for a major charity? We are always looking for volunteers, ranging from call takers on our helpline to digital supporters.

## **Hold your own fundraising event**

We will support you with materials and helpful tips to get your own event off the ground. From pub quizzes, to bake sales and dress down days, there is a great variety of fun ways for your team to get involved, combining team building with sociable fund raising and making a real difference to the lives of children affected by bullying. We have lots of ideas to help get you started in our [fundraising pack](#).

## **Sponsorship**

We also have a range of sponsorship opportunities available to support our Wear blue Day, Bullying UK wristbands and Summer Ball 2018. Just get in touch to find out more.

## **Get in touch**

We would love to hear if you are choosing to support us. Please get in touch to let us know what you will be doing or if you have any questions or suggestions.

Please contact:

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