



Children's Safety Education Foundation

Aware, Alert, Alive!



'The health, well-being and safety of our young people is vitally important and so I was pleased to hear of the valuable work the Foundation is doing to promote child safety. I was particularly pleased to hear of the success you have had in adopting a partnership approach with high profile commercial organisations.'

Rt. Hon. Jacqui Smith, MP

'The very positive response from children, teachers, parents and police officers show that these activity books are an excellent resource for young people.'

Superintendent Adrian Rabot,
Metropolitan Police Service

'The clear and involving nature of some of the content should stimulate, engage and encourage children to think and make decisions themselves.'

Risk Education Team, Health & Safety Executive

'We were encouraged to see the efforts that your organisation is making for the benefit of children's safety.'

Children and Young People's Unit

'The content of the booklets are very full, accurate and extremely informative.'

Schools Council UK

'Thank you for bringing education and industry together in this way. Something positive and useful.'

Head of PSHE, Tytherington School



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Chairman: Lord Wade of Chorlton; Trustees: Liam McGurrin, Terry Spurr MBE, Mark Stevenson and Dame Mary Richardson; Patron: Alison O'Brien

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Aware, Alert, Alive!

Help us to help them...



Partnerships that make a difference!

Benefits of working with us...

Working with the CSEF directly helps keep children safe from harm. Some of the benefits of a CSEF partnership include:

- Association with one of the leading safety charities in the United Kingdom. Your staff, customers and stakeholders are most likely to support a partnership with a charity that they recognise and trust.
- CSEF is a charity your customers and staff will care about. We aim to ensure that more than one million children benefit from our work annually.
- We rely on the business community for more than 95 percent of our funding, which means that your help really will be making a difference to the lives of children and young people throughout the United Kingdom and Ireland.
- CSEF is a national charity with strong links to local service providers and, as a result, our partners are able to make a positive impact within their local community.
- Our partnership team will work with you to ensure that benefits for both parties are maximised. We recognise that partnerships between businesses and charities are driven by more than solely philanthropic desire and increasingly also by the need to demonstrate good corporate governance and corporate social responsibility.

A partnership with CSEF can help meet important business objectives such as:

- Demonstration of good corporate citizenship
- Differentiation from competitors
- Building your brand and driving sales
- Improved business reputation amongst peers and other networks
- Enhanced staff morale and team development
- Effective PR and marketing

You can make a positive difference to your business and protect the nation's children from unnecessary risk and danger.

Children of parents who have never worked, or who have been unemployed for a long time, are 13 times more likely to die from unintentional injury than children of parents in higher managerial and professional occupations.

Audit Commission, February 2007





A Case Study

CSEF developed a partnership with Warburtons to create a set of safety resources for schools, known as 'Use Your Loaf'. Warburtons places the highest importance on health and safety and wanted to take that message into the community and promote safer living, especially among children.



With an emphasis on fun and learning, the resources included a hard back folder with seven sections of safety advice for the road, holidays, home and garden, fire, transport, food and personal safety including internet use. Aimed at 5-7year olds, the resources were offered to 450 schools in North West, Yorkshire and North East and are now available for download via the web.

While proving very useful in the classroom, the campaign was also highly successful at attracting media coverage from both regional press and TV. Furthermore, the initiative was endorsed by Jacqui Smith MP, Minister of State for Schools, "The health, wellbeing and safety of our young people is vitally important.....I was particularly pleased to hear of the success you have had with Warburtons to improve educational resources for teachers. I wish you continued success in this very worthwhile project."



Volunteer to help the Foundation

CSEF is a national charity working to reduce the number of child accidents - one of the biggest killers of children in the UK.

Like all charities, CSEF is looking at innovative ways to secure more revenue and needs volunteers to help in this mission. In particular, volunteers are required who have one or more of the following skills:

- Administrative/clerical skills
- Database development and management
- Basic marketing skills / desk research experience
- Updating web content / managing our website
- PR and publication skills (updating publications, preparing press releases / organising events / implementing campaigns, etc)
- Telephone or telesales background - good at customer service / customer engagement / telephone research activities
- Events - administration, marketing and organisational skills
- Fundraising - administration and co-ordination of external fundraising development including collection box management and material distribution.

Our charity has two offices in Stockport and East Kilbride. We are a national charity, committed to educating children about the dangers they face in their everyday lives.

Great opportunities for someone who wants to broaden their skills and is happy to contribute to keeping children safe. We would particularly like to hear from retired members of the Emergency Services and the teaching community.

For more details, please contact Patrick O'Malley, Head of Development at patrick.omalley@csef.net or telephone: **0161-477 5122**.



Make a Corporate Donation

CSEF welcomes corporate donations which support a number of areas of our work, it is highly likely that your customers with children and young people would support your decision to make a donation to us. What is more, through Gift Aid, you can make your gift go further at no extra cost to your company.

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Under the Gift Aid Scheme, your company can receive tax relief on a donation made to CSEF by deducting the amount of the donation from profits prior to calculating corporation tax at the end of the financial year. This means that your company can make a gross payment to CSEF, enabling us to benefit fully from the donation.

There is no need to fill in a declaration and, unlike Gift Aid donations from individuals, CSEF is not entitled to reclaim tax itself. For further details, contact your company's tax office or the Inland Revenue.

Cause Related Marketing

Cause Related Marketing (CRM) brings together the marketing objectives of a company and the social objectives of the Foundation to form a partnership, which will benefit both parties.

As a company your customers already care about the health, safety and well-being of children and young people nationally. So, CRM initiatives with CSEF not only provide a unique selling point, but also provide an opportunity to satisfy customer expectations concerning corporate social responsibility.

Cause Related Marketing has clear benefits not only for charities involved but also for companies who want to differentiate themselves from their competitors, stand out in a crowded market place and increase sales.

As Cause Related Marketing grows, so does the public's knowledge of it. The 2003/2004 Brand Benefits Survey found that 98% of consumers in the UK and the US are now aware of at least one Cause Related Marketing programme, as compared with 88% in 2000.

To discuss how you can maximise the effectiveness of your support, please contact the partnership team on: [08457 413 591](tel:08457413591).

Gifts in Kind

Gifts In Kind offers another great way to support CSEF in line with your business.

With the continuous development of CSEF services, we are always seeking ways to extend partnerships using Gifts In Kind, which in turn helps to make sure that maximum time and resources are spent on educating children and young people.

'In Kind' support for the Foundation enables companies to contribute to our objectives in a way that is entirely relevant to their business. It provides CSEF with invaluable technology, equipment and fundraising prizes.

Many companies choose to offer their support to us in the form of Gifts In Kind. These gifts range from computer equipment to office furniture.

Donations of products for auction are always very much appreciated. Every donation, no matter how large or small, is gratefully received and really does make a huge difference.

Employee Fundraising

Working together on fundraising projects will give your staff the chance to engage in teamwork, utilise new skills and enhance their morale and motivation.

Employee fundraising has real benefits for employer, employee and for CSEF. By encouraging your staff to work together on fundraising projects, you give them the opportunity to develop team working and acquire new skills.

Not only can this improve staff morale, motivation and communication, it can also enhance your company's image with staff, suppliers and the community. It is great fun for staff, but also very cost effective as staff drive the activities themselves.

Our partnerships team has the experience and resources to provide all the support they need: inspired ideas, fundraising packs, advice on working with the local media, expert help with maximising fundraising targets and information on existing CSEF events.

To download your fundraising packs, log on to: www.csef.net/support/fundraisingpack.asp

Charity of the Year

Why not make CSEF your company's Charity of the Year? It is a great way to unite staff and get them focused on supporting our work to help keep children safe from harm. You could also increase staff involvement by promising to match the sum raised by your employees.

Crucially, if you make a donation, it will benefit from Corporate Gift Aid and can be written off against your profits for tax purposes.

Sponsorship

Sponsoring CSEF can work in many different ways and will bring a positive image to your company by addressing specific objectives.

It can help reach a target audience, increase brand awareness, motivate staff or show commitment to the local community. Opportunities range from events and drama productions to school fundraising materials and educational resources.

Corporate Trusts

The support of forward-thinking funders is instrumental in enabling the Foundation to develop and build effective resources for children and young people. We are grateful to our trust and foundation funders, not only for the money they provide, but also for their enthusiasm and belief in what we do.



Mobile Phones

An estimated 15 million mobile phone handsets are discarded in the UK every year, and over 90 million are kept but not used. Only five percent are recycled.

For every handset (no matter how old or how battered) you recycle for CSEF through Redeem Plc, our corporate partner for this programme, CSEF receives a donation. For newer models in good condition we can receive up to £70.

The majority of businesses now upgrade handsets year on year to keep abreast with technological advances. This is leaving a huge trail of unwanted handsets and batteries. Imagine how many unwanted mobile phone handsets and chargers your colleagues, friends and family have lying around at home. Your place of work may also have old company mobiles that need to be disposed of in an environmentally friendly way.

For more information or to receive your free information pack visit www.recyclingappeal.com/csef

Mobile Phone Facts...

- 23 million new mobile phones were purchased in the UK (2004 – LG).
- It is expected that one billion handsets will be sold each year by 2009.
- There are about 50 million mobile phone subscribers in the UK.
- The average mobile phone user will replace their handset once every 18 months.
- Estimates suggest that close to 90 million phones are hiding in drawers and cupboards across the UK (11250 tonnes) – these weigh almost six times as much as the London Eye!

Recycling your Printer Cartridges is easy

CSEF has partnered with Redeem and will receive a donation for every recyclable cartridge received.

Taking part in the scheme will cost you or your company absolutely nothing and all materials and postage are entirely free.

Printer Cartridge Facts...

- More than 1.1 billion inkjet cartridges are used annually around the world. Laid end to end this would be 129 times as long as the Great Wall of China.
- Approximately 3.5 litres of oil are required to produce each new laser printer cartridge and 90ml of oil is used to produce each inkjet cartridge.
- Each discarded empty laser printer cartridge adds approximately three pounds of waste to our landfills.
- The plastic used in a typical cartridge is made of engineering grade polymers and is expected to take up to 1000 years to decompose.
- More than 30 million inkjet cartridges are dumped each year in the UK (1800 tonnes) – the same weight as 18 Blue Whales.
- Industry analysts estimate a spent cartridge can be reused or remanufactured between 3 to 7 times. Every cartridge remanufactured is one fewer going directly to the landfill.
- 20-30% of all cartridges sold worldwide are remanufactured.

If you would like to be involved in the scheme, click on the link www.recyclingappeal.com/csef



Everyclick.com is a simple and highly effective way for your company to raise money for charity as your staff or customers search the web. Over 1,065 corporate supporters use Everyclick as their preferred search engine. There is no charge to you or the Foundation.

Everyclick will track the number of searches that you have referred to everyclick.com and each month they will let you know how much your company has helped raise for the Foundation.

Everyclick allocates 50% of its gross revenue to charity each month. Each active charity receives a proportion of that sum equivalent to the proportion in which its supporters use the website relative to the supporters of other active charities.

An active charity is defined as any charity that has a supporter. Supporters are defined as anyone who selects a charity from the Everyclick website to benefit from their use of the site or who uses Everyclick's website via a referral from a charity website.

Support the Foundation by visiting <http://charities.everyclick.com/info.xq?id=359&name=Childrens-Safety-Education-Foundation>

easyfundraising
.org.uk

There is now a new and easy way for you to help raise funds for the CSEF, simply by shopping online. Easyfundraising is a shopping directory that features some of your favourite online sites including:

Amazon, NEXT, Debenhams, John Lewis, Toys R Us, HMV, Marks & Spencer, Currys, Dixons, The AA, Asda, Tesco, PC World and The Carphone Warehouse amongst many others.

All you have to do is use the links on the Easyfundraising site whenever you shop online and, at no extra cost to you, we will receive a free donation of up to 15% from every purchase you make. It really is that simple.

It is completely FREE to register and use and you still shop with each retailer in exactly the same way. Many retailers even offer additional discounts and money saving E-Vouchers when you shop using Easyfundraising.

All you need to do is visit www.easyfundraising.org.uk/Register/?char=7020

If you shop online anyway, why not raise valuable extra funds for the Foundation using this fantastic scheme.



Give to CSEF by selling on eBay!

It is safe and easy to donate proceeds from an eBay sale to CSEF. Just list your items with eBay Giving Works - the easiest way to sell certified charity items on eBay. Through eBay Giving Works you can do well for yourself and do good for someone else at the same time!

www.missionfish.org.uk/NPMMF/nphomepage.jsp?NP_ID=18998

For companies

Payroll giving enables employers to ensure their staff can donate efficiently and directly through their salary and it is easy to set up.

If your company does not have a Payroll Giving Scheme, your payroll department can talk to a Government approved agency, like the Charities Aid Foundation or Give As You Earn. SME's (small to medium size enterprises) are now eligible for a government grant to set up and promote Payroll Giving to their staff for the benefit of UK charities – including CSEF. For more information visit the dedicated website at www.payrollgivinggrants.co.uk

Giving through your salary

Payroll giving is the most tax efficient way to give. Donating before you are taxed means that money that would have gone to the Inland Revenue comes directly to us.

You can give as much or as little as you like, and because the donation is taken from your pay before tax, it actually costs you less.

Your employee's 'Give As You Earn' donation - this is what the charity will get	The cost to your employee (22% taxpayer)
£6.41	£5
£12.82	£10
£64.10	£50

Your employee's 'Give As You Earn' donation - this is what the charity will get	The cost to your employee (40% taxpayer)
£8.33	£5
£16.67	£10
£83.33	£50

Speak to your payroll department about supporting CSEF.

Each year in the UK there are more than two million child attendances at hospital A&E departments as a direct result of accidental injury, half of which occur in the home.

CAPT, 2000



Importance of Legacies

Make a Will and remember the Children's Safety Education Foundation

Leaving a gift to the Foundation is a unique way to mark your life and demonstrate your commitment to promoting child safety.

Leaving a legacy gift is not a decision that can be made lightly and without due consideration but if you do choose to leave a gift to CSEF in your Will, not only will you be helping to fund vital projects and services, you will also be supporting our vision to reduce the number of children that are injured or killed as a result of a preventable accident.

Why make a Will?

Whether or not you choose to leave a gift to CSEF, it is important to make a Will to ensure your wishes are honoured. If you die without making a legal Will, the courts decide what happens to your estate.

Having a Will also makes life easier for those left behind and will help avoid misunderstandings. If you have children, you can safeguard their future by providing for them financially and, where necessary, you can appoint a legal guardian.

What is more, with professional help, you might be able to minimise the amount of inheritance tax payable on your estate while also helping charities like CSEF to ensure their vital work can continue in the future.

Please contact your solicitor to discuss how you can make the gift of a lifetime to CSEF.

Have you already left a gift to CSEF in your Will?

If you have already left a gift to CSEF in your Will, thank you for your gift. Your donation will help to ensure CSEF can continue making a difference to the lives of children and young people.

By 2020 unintentional injury will account for the single largest loss of healthy human life years.

World Health Organization





Create your fundraising page takes just five minutes – that is it!

Choose the event you are doing.

Just visit www.justgiving.com/csef to create your page and write a message to your friends and add a photograph.

Email the address of your page to everyone you know, here and abroad, and start collecting donations online.

Justgiving charges a small transaction fee on donations. In return for this fee, money is transferred automatically to the Foundation so you do not have to chase any cash or cheques.

www.justgiving.com/csef



Energy prices have finally come down, but not everyone will benefit automatically. Customers on standard supply may only see their bills go down as little as 3% while those who shop around and move to direct debit and online billing could save as much as 25% or £269. But how best to go about finding the best deal?

CSEF has teamed up with Switchandgive.com to help you find the best deal on your energy prices. Switchandgive.com is an independent EnergyWatch accredited comparison service that can compare ALL the deals in the market for you and help you switch to the best deal available to you. And best of all, for each supporter who switches, they will donate £20.00 to CSEF.

They also have a comparison service for home phones and broadband offering huge savings as well with a further donation of up to another £20.00.

www.switchandgive.com/csef

They will show you the savings and do the switch for you in five minutes.



The aim of Yellow Moon is to offer schools, groups and charities the chance to raise funds all year round without the usual hard work. That means no administration, no selling, no delivering and no collecting money because YELLOW MOON does it all for you. All you have to do is circulate catalogues, which are supplied free of charge, to parents and supporters and encourage them to order.

Every time someone makes a purchase, your nominated organisation receives up to 25% cash-back (excl. VAT and p&p) on their order.

www.yellowmoon.org.uk



Ippimail.com is a new email service, with a difference. It provides those who join with a FREE email service and also allows them to raise funds for their chosen good cause or causes. CSEF is one of those good causes and we would like to encourage as many of our supporters to join as possible. To find out more and to sign up for an email account go to www.ippimail.com. If you like what you see, then why not encourage everyone you work with to sign up, you might even consider using ippimail as your main work email provider.

There are no donations involved and just using an ippimail account generates funds for the Foundation.

www.ippimail.com

