

**APPLICATION FOR GRANT AID SUPPORT**  
**GILSTRAP CHARITY**

**1. About Your Organisation**

**Organisation Name** Children's Bereavement Centre  
**Contact Name** xxxxxxxxxxxx  
**Address** 3 Kings Road, Newark NG24 1EW  
**Telephone No.** xxxxxxxxxxxx  
**Email Address** [xxxxxxxxxxxx](mailto:xxxxxxxxxxxx)

**2. Project Description**

**Nature of Project**

To raise awareness of the free support available in Newark for bereaved families.

**Objectives of Project**

- Expand the CBC community event presence during 2023-24, especially outside
- Raise brand awareness within the town so that more families refer if they need support
- Recruit more volunteers to enable us to keep our service free for families in need
- Enable us to expand our community and corporate fundraising activity

**Expected Start Date** 1 April 2024

**Expected Finish Date** 31 March 2025

**Where Will Your Project/Event Take Place?**

The CBC is based in the heart of Newark on Kings Street. The 1:1 support we provide for Newark families is delivered here. We also use the Hawtonville Young People's Centre for our monthly peer support group and the Newark Salvation Army for our annual Christmas party. We hold annual community engagement events such as ScareFest and the Daisy Remembrance Campaign in Newark Castle grounds, the Dragon Boat Festival in Riverside Park and a Candlelight Remembrance Service at St Mary Magdelene Church. We will use the gazebo and marketing equipment at our own events and at other external events to maximise our community presence and help ensure local bereaved families are aware of the free support available to them.

**3. People Who Will Benefit From this Project/Event?**

**Please provide details of who will benefit from this event and which area of Newark the project/event will cover.**

Bereaved children between 3 and 18 years old benefit from our service, as do their families. We provide bespoke, free support for each family member and our service is person-centred rather than a 'one size fits all'. We were established in Newark in 2003 and have supported thousands of local residents over the last 20 years. We receive referrals from CAMHS, schools, the Police, GPs, and families. We are plugging a gap in social care provision. Our Bereavement Team Lead has been in post for 18 years, therefore meaning that she has an in-depth understanding of the nuances of the needs of the bereaved families in our community.

**How many people will participate in the project?**

In 2023 we supported over 300 children and their families through 1:1, group and advice sessions. This totalled over 1,000 sessions and over 1,200 hours of support. Our work is expanding year on year so we predict that we will support even more Newark residents in 2024. On average 1 in 29 children will experience the death of a parent or sibling.

**What links does the project have to existing arts or cultural related events and programmes locally and nationally?**

Our marketing team connect the CBC with a range of initiatives such as:

- The recent Newark College Santa Dash
- The upcoming Newark and District Round Table Duck Race
- The partner masquerade charity ball we are holding with Newark Emmaus Trust
- The Accumulator fundraising challenge which is connecting over 12 Newark businesses
- The annual Dragon Boat Race that we hold in partnership with Beaumont House

**Why is the project needed?**

All the children are experiencing life-changing trauma due to the death or terminal illness of someone they love, often one or both parents. The bereavement can be unexpected due to illness, accident, murder or suicide. Research shows that without the opportunity to express and explore their grief, bereaved children may be at risk of future health, social and educational differences and disadvantages as well as impacting on their mental health and emotional wellbeing. Bereaved children have lower than average exam scores, are more likely to be unemployed at 30 and are overrepresented in the criminal justice system. Children who experience parental death are at an increased risk of criminal convictions. Our early intervention service is therefore vital in giving the child the best opportunity to thrive despite adversity.

**How will you promote and publicise your project?**

We have established relationships with a range of referrers such as schools, social workers and GPs. Mental health bodies such as CAMHS and general mental health charities signpost to our service for specialist bereavement support. Families can also self-refer, empowering them to ask for help. We have a dedicated fundraising and marketing team who have increased awareness of our respected reputation within the local community. We use a range of external marketing channels to meet our broad client group, including partnering with local CVS and universities, digital channels and face to face events. We also work closely with SENCOs, the Police and Child Protection Teams to ensure hard to reach vulnerable children can access our service. We have strong relationships with local corporates who not only support us with fundraising initiatives but also building brand awareness. For example, Newark retailers decorated their windows with blue daises in June 2023 to raise awareness of our Daisy Remembrance campaign. We have Dragon Boat teams competing from local businesses and social groups. We are well connected with networks such as the Newark Business Club and Newark in Bloom.

**What longer term benefits will be derived from the project?**

We help families build resilience and improve wellbeing. Children are empowered with the tools to adjust to the loss, reducing their risk of negative behaviour and health problems. Our service is focused on prevention and our monitoring shows significant improvements such as increased self-esteem, confidence, concentration, relationships, sleep and reductions self-harm, suicidal thoughts, sadness and depression:

- 73% reported improvement in physical health
- 70% reported improved feelings
- 77% reported feeling more hopeful

“He knows strategies to help himself when he feels anxious. You have given him tools for life”.

The wider social impact for the community is that:

- Children have a safe outlet to explore their grief
- Improved attention and attainment at school
- Reduction in anxiety, anger and low mood
- Improvements in their confidence and self esteem
- Improvements in physical and mental health
- Children learn self-care skills and build resilience
- Children have more hope for the future
- Children feel listened to
- Reduction in isolation and loneliness
- Reduced risk of entering the criminal justice system
- Reduced risk of developing future mental illness associated with unresolved grief
- Reducing social disadvantage

#### **4. Project/Event Budget**

**Please provide details of the project/event budget, including the amount requested from the Gilstrap Charity. If total cost is more than grant requested, where will the rest of the funding come from?**

We are applying to the Gilstrap Charity for the following marketing materials which total £2,002.20 (inc VAT)

- Printed gazebo and flags - £1,149 plus VAT
- Frame - £349 plus VAT
- Weights - £158 plus VAT
- Delivery £12.50 plus VAT

We have raised the following for our Newark project delivery so far 2023-24 via grant fundraising:

- Play Therapist (Newark based): £14,667 (£25,560 outstanding)
- Volunteer Coordinator (Newark based): £13,667
- Senior Newark Bereavement Counsellor: £20,340 (£5,890 outstanding)
- Clinical Administrators (Newark based): £5,000 (£18,192 outstanding)
- Venue improvements: £4,595
- Newark peer support group: £1,000 (£673 outstanding)
- Comfort bears, craft materials and memory books: £1,000 (£2,660 outstanding)
- Newark bereaved family programme: £160 (£252 outstanding)

We continue to apply for grants and fundraise in the community and with corporates to work towards covering any outstanding costs.

**Is your organisation VAT registered?**

No

**Will there be any income generated from the project/event? If yes, provide estimates**

The approximate income targets for this financial year are:

- Charity ball: £10,000
- Golf day: £5,000
- Dragon Boat Festival: £20,000
- Scarefest: £12,000
- Newark Castle Sportive: £2,000
- Christmas campaign: £3,000
- Daisy remembrance campaign: £5,000

The marketing materials will be used at all these events plus therapeutic (non-fundraising) events.

**Have applications been made for other sources of third-party funding?**

No other applications have been made yet specifically for these marketing materials.

**Other support comments/information**

All of the services mentioned (including the bereavement residential), are provided free of charge for the families as we recognise the financial pressure a family may be facing due to the loss. This is especially important with the spirally cost of living crisis. However, the charity's operational budget has had to increase from £361,961 during 2022-23 to a forecast of £417,455 for the current financial year. This clearly shows the financial pressure we face to sustain our vital service for traumatised families. We received only 4% of our income from statutory sources (and this is not definite for future years). The other 96% relies on donations from the community, corporates, or Trusts such as your own.

In 2023 we were awarded 'Best Social Enterprise' at the Newark Business Awards and were a finalist at the NHS Nottingham and Nottinghamshire ICS Health and Care Awards, showing how well respected we are in the health sector.

**Bank account details**

Bank: xxxxxxxxx  
Account Name: Children's Bereavement Centre  
Account Number: xxxxxxxxx  
Sort Code: xxxxxxxxx

**DECLARATION**

**I confirm that I am authorised to sign this application on behalf of:**

Children's Bereavement Centre

**I undertake that any grant awarded will be used solely for the purpose outlined in this application. I also understand that the Gilstrap Charity reserves the right to withhold the payment of the whole or any part of the grant or to require repayment if any information contained herein is false or misleading.**

**Signed xxxxxxxx**

**Print name:** Kate Baxter

**Date:** 15.01.24