



Thank  
you!



Nelson's  
Journey  
**Purple  
Picnic**  
bringing back smiles to bereaved children

12th-18th June  
2017



Dear

**Thank you for choosing to support Nelson's Journey by holding a Purple Picnic!**

We are working every day to support bereaved children and young people in Norfolk who have experienced the death of someone significant in their life e.g. a parent, sibling, grandparent or even a friend. When you are bereaved, it can be an incredibly isolating feeling which is hard to overcome, especially when you are already dealing with growing up. With the right support these children will no longer feel alone and gain the strength to take a positive step forward in their own lives. We are here to ensure that no young person in Norfolk has to cope with their bereavement alone. Through the support of wonderful people like yourselves taking part in Purple Picnic week between 12th – 18th June 2017, we are able to continue to offer our service and help bring back smiles to bereaved children in Norfolk.

This year we are incredibly excited to have **Kate Barmby, 2016 Great British Bake Off contestant**, on board with our fundraising week. She has very kindly created some yummy recipes for you to use when planning your picnic menu, so why not give them a try?

Don't forget to invite as many people as you possibly can. We have enclosed invites for you to use, and don't worry if you run out, just head to our webpage to print off some extras! Check out all the other exciting templates and ideas online too at [www.nelsonsjourney.org.uk](http://www.nelsonsjourney.org.uk)

If you are remembering someone special at your Purple Picnic, why not take a moment to light a candle, share a story or play some of their favourite music?

**Finally, make it memorable by having fun! Thank you for making a difference to the lives of Norfolk's bereaved children.**

Best Wishes

**Sarah Hyde**  
Community Funding & Marketing Officer



Kate Barmby and Sarah Hyde

# Awesome to the core!

**Thank you for taking part in the Purple Picnic  
please share your photos with us on social media!**

**You can find us on**



**#njpurplepicnic**

## How to send your money in

Thank you for your support! It's quick and simple to send your money to us... **do it by 18th July 2017 and you will be in with a chance to win a cake made by Kate Barmby!**



### BANK TRANSFER:

When making a Bank Transfer, please use your last Name and Picnic as a reference e.g. Smith Picnic and let us know it has been sent so we can send you a thank you card.

**Account Name:** Please contact [sarah@nelsonsjourney.org.uk](mailto:sarah@nelsonsjourney.org.uk) for our bank account details

### BY CHEQUE:

Please make this payable to 'Nelson's Journey, note your name, address and Purple Picnic reference on the reverse. Post to our address below.

Nelson's Journey, The Bradbury Building - Smiles House, The Octagon Business Park, Hospital Road, Little Plumstead, Norwich, NR13 5FH

### ONLINE:

You can send your money via our Virgin Money page here:  
<http://vmgiving.co/NJPurplePicnic>

### STAT

In 2016 we received a staggering  
**791 referrals**  
a 22% increase on the previous year. The number of children accessing our support is growing every year, so we need your help to continue to support these children at such a difficult time in their lives.

### STAT

It is currently estimated that  
**1 in 29**  
school aged children have experienced the death of a parent or sibling. In Norfolk this equates to approximately 3,825 children.

### STAT

All the money that is raised  
**goes directly**  
to supporting bereaved children and young people in Norfolk, helping us ensure that no bereaved child has to cope alone and have the support they need to move forward positively with their lives.