

# Student Programme and Fashion Courses

Believe in children



## Barnardo's

### Information Pack For Students

*“The Barnardo's Fashion Project is a great way to develop your fashion portfolio and get ahead in the industry. Not only will you be supporting disadvantaged children in your local area, you will be helping the environment by producing fantastic ethical fashion from recycled garments. Turn rags into riches and show that you believe in children.”*

*Henry Holland*



# Barnardo's

In 1866 London was a city struggling to cope with the effects of the Industrial Revolution: massive overcrowding, bad housing, unemployment, poverty and disease were rife. Much of this poverty at the time was situated in the East End of London. Thomas John Barnardo had moved to London from Dublin to train as a doctor. Three months after his arrival a massive outbreak of cholera swept through the East End of London killing more than 3,000 people and leaving many families destitute.

In 1867 Thomas Barnardo set up a ragged school for boys giving poor children in the East End of London a basic education. One evening Jim Jarvis, one of the boys at the mission, took Thomas Barnardo around the East End and showed him the children sleeping on roofs and in gutters. This was when Thomas Barnardo decided to dedicate his life to helping children.

In 1870 the first home for boys was opened in Stepney Causeway an area where Barnardo regularly would go out and find destitute boys and take them back to the home. One evening an 11- year-old boy, John Somers, was turned away because the shelter was full, he was found dead two days later and from then on the home bore the sign “No destitute child ever refused admission”. Although Barnardo's stopped running children's homes 30 years ago, the philosophy which inspired Dr Thomas Barnardo still motivates us today: that every child, no matter who they are, what they have done or what they have been through deserves the best start in life.

Today we are one of the UK's leading children's charities working directly with over 100,000 children, young people and their families. We have 6,000 staff and over 11,000 volunteers and have now been running successfully for over 100 years and in that time we have developed a great reputation.



# Why support us?

Barnardo's vision is that the lives of all children and young people should be free from poverty, abuse and discrimination. We believe in the abused, the vulnerable, the forgotten and the neglected. We will support them, stand up for them and bring out the best in each and every child. We do this because we believe in children.

Whatever the issue; from family drug misuse to disability; from youth crime to mental health; from sexual abuse to domestic violence; we believe we can bring out the best in every child and that all children deserve the chance to fulfil their potential. Our services include:

- help for young people who are being sexually exploited
- support for young carers (children/young people who have to care for their parents)
- counselling for children who have been abused
- play schemes for children in poverty
- care and community projects for disabled children
- supported housing for young homeless people
- practical help for young people leaving care.

## How the money you raise can help:

**50p** – could pay for a young carer to ring home for the first couple of weeks when they are attending a support group in order to check that their parents are coping

**£5** – could help pay for a child to spend an hour at a Barnardo's crèche or playgroup whilst their parents are attending drug or alcohol services

**£7.50** – could pay for a couple of educational books to help develop early learning skills with children attending a family centre

**£10** – will pay for an emergency wash and personal care kit for a young person who is homeless/has run away from home

**£25** – pays for a bubble tube for a multi-sensory room, enabling play for disabled children

**£50** – pays for a day out for a young carer and their friend

**£120** – could pay for two sessions with a professional counsellor to help rebuild a child's life – so they can look forward to a more positive future

**£200** – pays for a children's Christmas party

**£250** – covers the weekly cost of running five community youth clubs for children living in deprived areas

**£450** – would pay for a year's supply of emergency toiletries for a project working with homeless young people

**£1,000** – will buy a climbing frame to encourage motor-skills and co-ordination for a family centre.

*“Charities are becoming ever-more important in the events industry and our students have been fortunate to work with Barnardo's in a number of ways. I would recommend Barnardo's as an excellent organisation for learning about the industry and for working together with.”*

# Your event brief

- We arrange for students and/or their tutor to visit their local Barnardo's shop and collect suitable rags (ie clothes not suitable for sale on the shop floor) for their use in the project.
- Either as a set module in their course, or as a supplementary project they undertake in their own time, students create clothes out of the items they have selected – created specifically for their fellow students who will model their clothes at the fashion show.
- Once the clothes have been created, the students run a fashion show of their work, in aid of Barnardo's. They could organise and put this on themselves (which would gain them extra experience), or if necessary we could recruit for other groups of students to help them.
- The benefit of this project is that students create their clothes for real people (to suit their figures/skin tone/hair colour etc), and will think about the suitability of their clothes within the context of a fashion show setting, the lighting and the space.

In return for putting on this project for Barnardo's we can provide you with:

- Expenses of up to £100 from Barnardo's (more information about how this works can be found further on).
- Resources for your events; we can provide you with Barnardo's materials such as t-shirts, balloons and collection tins (subject to availability). Please contact your student programme officer (SPO) for further details.
- Access to our professional designers for promotional materials ie posters/ flyers for your event (more information about how this works can be found further on).
- Barnardo's can also extend it's insurance to cover your event.



# Expenses reimbursement

Barnardo's will reimburse costs for your event of up to £100 (though we would suggest that if at all possible, items are negotiated for free). Your SPO will need to have seen and approved your event proposal before we can agree to reimburse your costs of up to £100.

How it works:

- In order to claim back expenses students will need to pay the costs themselves and claim back the money immediately, using a volunteer expense claim form (provided). Receipts must be produced and sent with the form to claim back expenses. These should be accompanied by a letter stating what the expense is for.
- Alternatively, depending on what it is you are paying for, the company with which you have incurred the cost may be able to invoice the charity directly. To do this, make sure you invoice 'Barnardo's' and that the invoice is sent to the Student Programme Assistant at:

Mimi Nguyen: **Four Gables, Clarence Road, Horsforth, Leeds, LS18 4LB**

Make sure that you inform your SPO that you are planning to do this beforehand so that they can expect to receive the invoice.

Please note: we can only pay back expenses or pay invoices as explained above – we are not able to provide you with cash.

In addition to financial assistance we can also provide you with the following:



# Promotional material resources

For your event we will be able to provide you with:

- collection buckets
- balloons
- t-shirts (limited supply)
- Barnardo's Today leaflets
- generic Barnardo's posters
- Barnardo's stickers
- a banner (limited supply)
- Barnardo's work DVD (limited supply).

## Fashion show posters/flyers

We will create Barnardo's marketing materials for the fashion events that you will be able to customise with information on where the venue is, what date/time the event will be taking place on and where people can buy tickets from.

The posters will be Barnardo's branded, but will have editing options to allow incorporation of your university logo and additional information.

We have obtained endorsement for the project from the famous fashion designer, Henry Holland. Support from such a well known and successful designer will create more of a buzz around the fashion events and should help the project attract more people.

## Printing

Barnardo's has a printing service which you can use to print your promotional materials, but this will cost you and it is often more expensive than your local printers. Therefore it is advised that students arrange for posters to be printed themselves.

## Press releases

It is our policy that all press releases must come from Barnardo's media managers, so if you would be interested in sending a press release to the local press you will need to send your SPO a draft press release via email and then this will be passed on to the local media manager. It will then be checked and sent onto our contacts.

Note: Even if a press release is sent to a local paper it is not a guarantee that it'll be printed; however this is more likely if it comes from Barnardo's.

If you simply want information to appear in your university magazine/paper then you are permitted to do this yourself, however a copy must be sent to your SPO first for approval.



# Forms that you need to complete

As with most things in life there is quite a bit of paperwork to be completed and here is a brief breakdown of the forms which we need from each group and what is required for each one:

## **Risk assessment form**

You will be expected to carry out a risk assessment for your event (form provided). Within this form you will need to record any possible hazards that could cause harm to yourself, others and the environment and action that you will take to reduce the risk of these hazards occurring. This form must be completed and sent to your Barnardo's student programme officer representative four weeks before your event.

This is important as your Risk Assessment will need to be checked and approved by Barnardo's Health and Safety Representative for them to make changes as they see necessary.

## **Insurance form**

You will be expected to complete an insurance form for your event (provided). You will only need to complete the top two boxes of the form, the top box and the box entitled Venue. To complete the form you will need to get the Public liability insurance policy information for the venue you have chosen for your event. This form must be completed and sent to your Barnardo's student programme officer representative four weeks before your event.

This is important as your event will not be covered under Barnardo's insurance unless it has been approved by Barnardo's Insurance Officer. If it is applicable extra information/documentation should be sent through with the form in the mode of copies of Agreements, Indemnity Forms, and Disclaimer Notices etc.



# What does a successful event look like?

If you bare in mind the following points then you should be well on your way to running a successful and enjoyable event:

- industry best practice dictates that you should aim to work to a 4:1 cost-ratio eg for every £100 you spend you should expect to raise £400
- seventy per cent of the capacity of the event should be full to ensure guest enjoyment
- seventy per cent of tickets sold to hit your 4:1 ratio
- clear understanding of the audience and how to reach them with marketing
- a clear cancellation date – you will have to decide on a definitive date by which to have sold enough tickets for the event to go ahead.

## Support

Your SPO is here to support and help you with your events and planning. Sadly we can't promise to come to each of your events but we will endeavour to help you as much as we can. I have included my contact details below and if you have questions or queries then please do not hesitate to get in touch.

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