

The opportunity
Your Brand
together
with the
Alice Charity
*supporting our
community*

Together, with your kindness, we can give families in crisis the strength to change their lives for the better.

When you partner with the Alice Charity, you'll be helping us raise awareness and save more lives in the heart of the communities that are home to your customers and staff. We've listed a few of the opportunities below, but we believe in the power of bespoke partnerships tailored to your unique criteria:

- ✓ Sole sponsor of one of our much-needed new meeting rooms/spaces
- ✓ Named partner of one of our key activities
- ✓ Logo on any marketing materials
- ✓ Joint press release
- ✓ Presence on Alice Charity website
- ✓ Feature on Alice Charity social channels
- ✓ Employee volunteering opportunities
- ✓ Employee engagement
- ✓ Community engagement
- ✓ Customer engagement
- ✓ CSR opportunities (i.e. become a food bank or goods donation drop off point)

Get in touch today to see how we could work together

On behalf of all those families who so desperately need your help, thank you.

Work together with us to create a partnership that delivers real results and makes a difference that lasts a lifetime, directly to families and children in your community.

£250

provides 50 meals for local families

£500

supports 7 days of big cup sessions delivered during half term

£1000

funds a support worker to assist 10 families in one month

Please get in touch today to see how we could work together to create a partnership that delivers real results and makes a difference that lasts a lifetime.

Tel: 01782 614 838 E: heather.sheldon@alicecharity.org



DONATE
NOW

REGISTERED CHARITY NUMBER 1148385



Will you help
transform the lives
of families in crisis in
your community?

Help us
support our
community

Why Alice Charity?

In 2023, together with our supporters, Alice Charity helped over 4252 families in Stoke and Newcastle under Lyme.

We're a small but mighty charity, making a big difference to the lives of children and families in crisis. We make sure the most vulnerable and disadvantaged in your community are not forgotten. **With you as our partner, we can do so much more.**

Through our trusted services, and with the help of incredible people like you, we step in when they need us most, giving families the emotional and practical support they need to thrive. We help families to step away from darkness into a brighter future when they have nowhere else to turn.

But we couldn't do any of it without the kindness and generosity of our supporters and partners like you.

In 2023 we:

Supported **7,688** children



Completed **4,470** home visits to support families



Made **4,385** wellbeing calls



Held **320** parent and toddler groups

It costs **£665K** a year to run our charity...

All income is used to provide vital support to families



Provided **21,015** meals through our foodbank

feeding **914** adults

and **1,421** children



Here are just some of the families Alice Charity and our partners, like you, have helped.

You've transformed the life of a widowed mum and her daughter who had come from temporary accommodation and were sleeping on the floor of their property; the only thing they had was a kettle.

Your help meant Alice Charity were able to provide beds, bedding, washing machine, cooker, microwave and carpets. The mum said she felt like we were angels and never believed someone would help to change their lives so much.

You helped Alice Charity give emotional support since the horrific death of her young son.



Without the Alice Charity, I would not be here today. We've lost a lot over the past few years, but I also know we've gained a family within Alice Charity. Our Family Support Manager has given me words of strength when I need it, happy thoughts when I have bad days, and always makes me smile. I can't thank you enough for your help. I don't know what I would do without the support you give me. I am truly grateful knowing I have you.



An estimated

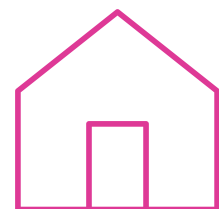
46,300

dependent children (aged 0-17) are bereaved of a parent each year. That's 127 children newly bereaved each day.

1 in 29

five to sixteen-year-olds has been bereaved of a parent or sibling - that's a child in every average class.

4.3m children are growing up in poverty in the UK



38% of all children in the West Midlands live in poverty

You were there for a mum suffering abuse at home, helping her to regain her independence.



The Alice Charity helped change my life. I was in an abusive marriage and didn't see a way out. Alice Charity helped me become independent from my abuser by helping me to sort out my finances, and got me beds for me and my children, a washing machine, clothes and school uniform so that my children didn't feel left out on the first day of school. They gave me the confidence and life skills needed to move forward with my life. I will be forever grateful for the help I received.



Around

160,000

adults across the West Midlands suffer domestic abuse each year.



Will you help us to provide much-needed support to families in crisis in your community?

Our services

With you as our partner, we can do so much more.



Through the support and donations of partners like you, we're able to help vulnerable families in a variety of ways, giving them multiple opportunities to reach out and receive the unconditional kindness they so desperately need and deserve.

Family Services

There when you need us

Our flexibility allows us to respond when needed with support as varied as school uniform, travel costs and emergency requests.

Creating welcoming places to live

We work with families to improve the condition of their homes, making their living spaces safer, warmer and happier places to be. By helping vulnerable, local families to fit carpets, hang curtains and decorate the space they live in, we can improve the whole family's wellbeing.

Moving families forward

We believe no one should feel alone when they're going through a hard time. Our services help to build the confidence and aspirations of vulnerable families in your community, providing ongoing emotional support for as long as they need it, whether that's 6 weeks, 6 months or 6 years.

The power to transform lives

Can you imagine how heartbreaking it would be if you didn't have the money to buy your children Christmas presents? Or if you couldn't attend your cancer treatment because you have no childcare? We believe no one should suffer this crippling sense of loneliness and hopelessness. The Alice Charity gives urgently needed support, helping desperate, local families in unimaginable ways.

Supporting new and expectant parents

Expecting a baby should be one of life's most wonderful times, but for many new parents, it's overshadowed by increased money worries and overwhelming loneliness. We help by providing second hand baby equipment, essential baby products and, most importantly, practical and emotional support to new mums.

People's Pantry

Supplying families in crisis with food parcels

We believe no child should ever go hungry and that all families in our community should have access to food when they find their fridge and pockets empty. The People's Pantry provides a three-day emergency supply of food, baby products and toiletries to local families who find themselves without the basic living essentials they desperately need.

Big Cup

Providing free local play sessions

Big Cup helps families to overcome isolation by bringing them together with free weekly parent and toddler play groups across Newcastle and Stoke, giving them the space and time to meet like-minded people and build a critical support network.