



Alice Charity
Unit 19
Whieldon Road Industrial
Estate
Stoke on Trent
ST4 4JE

CEO, Heather Sheldon

Dear Supporter

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

Here at the Alice Charity, we make sure the most vulnerable and disadvantaged families in your community are not forgotten. Through our trusted services, and with the help of incredible people like you, we step in when they need us most, giving them the emotional and practical support they need to thrive. Because without us, our supporters and partners like you, they'd have nowhere else to turn.

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.

Lisa is one of the amazing people we've helped. She asked us to share her story with you.



On 27th November 2021, my husband committed suicide, and just five weeks later, my youngest 6-year-old son, had a tragic accident at home. He suffered a sudden and unexpected medical episode in the bath and devastatingly lost his life.

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 the 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.

Our beautiful memory garden, which the Alice Charity worked so hard on, has brought us a lot of comfort and peace, and a safe place for my eldest son to play. It was definitely made with love. There's not a gift in the world that could show my appreciation for how much they do for us and other families, too. Will you help the Alice Charity support more families like ours?



Sadly, 38% of children in the West Midlands grow up in poverty. Now more than ever, more families like Lisa's desperately need our help. Together, with your support, we can give them the strength to change their lives for the better.

We believe in the power of bespoke partnerships. Join us today to see how we could work together to create a partnership that delivers real results and makes a difference that lasts a lifetime.

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

Yours Sincerely,

Kelly Dunning
Family Support Manager, Alice Charity



*Without the
Alice Charity,
I would not be
here today*



Call us today to help local families in crisis...




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

We couldn't do what we do without you.
Our journey together starts here.



In 2023, together with our invaluable supporters we helped over 4,252 families in Stoke and Newcastle.

It's the kindness and generosity of people like you that allows us to continue helping those who desperately need us. You and your business can help transform the lives of vulnerable families and children, right here in your community.

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
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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 
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<p>Our services</p> <p>With you as our partner, we can do so much more.</p>	<p>Family Services</p> <ul style="list-style-type: none">- Responding to emergency requests for families in crisis- Helping to create safer, warmer and happier living spaces- Ongoing emotional support, for as long as our families need it- Giving hope and urgent help to desperate families- Supporting new and expectant parents <p>People's Pantry</p> <ul style="list-style-type: none">- Supplying families in crisis with food parcels <p>Big Cup</p> <ul style="list-style-type: none">- Providing free local play sessions	<p>The opportunity Your Brand together with the Alice Charity supporting our community</p>
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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)

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

 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

REGISTERED CHARITY NUMBER 1148385



DONATE NOW