

Winter Appeal 2023

Young Person's Story Brief

Our Winter appeal is a fundraising campaign to raise donations from the general public. It will run from November – December 2023 and we hope to raise over £15,000 to help fund our services and campaigning work. Your story would directly help us to raise these funds. **All funds raised will be matched by very special celebrity match-funder, DJ and author Annie Mac**, who has been a long-standing supporter of Become and champion of our work.

This appeal is also a chance for us to raise awareness of key issues facing care-experienced young people, particularly around this time of year, and the work Become is doing to try and help.

This year we want to bring our supporters' attention to the experiences of young people who are away from the key relationships in their life over the Christmas period.

What we're asking for

- We'd like our audiences to hear directly from care-experienced young people about the importance of being close to key relationships over the Christmas period. We understand that your experience may have been positive, not positive, or mixed. Whatever your experience was, it is important and we'd like to hear from you.
- Whatever content you would like to submit: It can be either a written piece (ideally between 200-300 words), a selfie-video, a poem, a TikTok, an audio recording, or any other method you'd like to use to talk about your experience.

Who will see your story?

- The appeal will be directly received by about 500 people by post and another 8,000 by email.
- We'll also include your piece on our website and link directly to it via posts on social media throughout November & December.
- Your story will be shared with Annie Mac as part of the wider appeal, and she may choose to share your story with her audiences. There may also be an exciting opportunity to collaborate with Annie Mac in some way, for example a visit to her studio or the opportunity to interview her.

Want to remain anonymous?

- We will include a name saying who wrote the piece. It's your decision whether to use your real name (first name only), or if you'd like to be anonymous and choose a fake name.
- If you're happy to be named, we will also ask if you are happy to provide a photo which we can include. Again, this is your decision.
- You can choose to use your name but not a photo.

When to complete it by

- If you're interested in participating, please send us an email to let us know by 27 October 2023. We plan to send out the appeal to our supporters at the end of November.
- If you'd like to send a draft beforehand for feedback, you're very welcome to. We'd like first drafts of pieces sent to us by 23 October 2023. Please send to Olivia at the contact details below.

Payment

- We'll pay £11.95 per hour upon completion of the work.
- We anticipate it will take up to 4 hours work so we will pay at least £47.80. Please let us know if you think it will take longer. If you contribute more, such as joining a TBC content creation moment with Annie Mac, you will be paid £11.95 per additional hour on top of the £47.80.

Any questions?

- If you have any questions or want to chat through this brief, you can get in touch with Olivia, Digital Fundraising Officer, who is leading on the appeal by emailing olivia.attey@becomecharity.org.uk or calling 07508 190 701.