



# BASE 51 CHARITY

## ABOUT US

Base 51 supports over 1,000 young people in Nottingham and Nottinghamshire every year. A well-known and respected charity which has provided early-intervention support to the area's most vulnerable 11-25 year olds for over 30 years.

## OUR SERVICES

- Counselling
- Specialist trauma support
- Youth Club
- LGBTQIA+ Group
- Social Prescribing (GP surgeries)
- Practical support

## WHY WE'RE NEEDED

Nottingham is the worst place to be a young person in England (Youth Opportunities Index).

54 areas of Nottingham are in the top 10% most deprived in the UK.

Young people are struggling with their mental health, and need specialist support to ensure they can build the best lives for themselves, and for their community.



## CONTACT US

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- 🌐 www.base51.org.uk



# APRIL - SEPTEMBER 2023

## OUR WORK



# WHY SUPPORT BASE 51?



## VOLUNTEERING

We can offer a range of volunteering opportunities for your members of staff; whether it's painting and decorating, sorting our clothes bank, prepping for our meals, or providing workshops for youth club. We are open for staff visits.



## LOCAL

We work in Nottingham and Nottinghamshire, so when you donate to our charity it directly supports young people in the local area. We are a small but powerful charity, well established in the area.



## MARKETING

We have a strong presence on social media, with near to 4,000 followers across LinkedIn, Facebook, Instagram, Twitter and TikTok. We hold numerous events throughout the year which you can get involved in.



## SUPPORT

We want to support you in your fundraising, whether it's sharing your fundraising pages on our social media, attending your events with a stall, providing marketing materials or doing a presentation.. whatever you need, we're here for you.



## CSR

There are many ways to support us, like making a donation, holding fundraising events, attending our events, sharing our posts on socials, volunteering or having an office food collection; all to increase your Social Value.

**Choose local. Support young people & their mental health. Make a difference.**

# WAYS TO SUPPORT BASE 51

There are several ways of supporting our charity through your business



## CHARITY OF THE YEAR

Choose Base 51 as your charity of the year and choose from Partnership packages



## ROOM SPONSORSHIP

Sponsor a space in Base 51 and include your branding in our building



## EVENT SPONSORSHIP

Sponsor one of our many corporate and community events throughout the year



## DONATIONS

Make a donation, one off or monthly. Have a collection in your offices and donate items to Base 51.

# ANNUAL PARTNERSHIP OPTIONS

There are 4 different levels of partnership with Base 51, each comes with benefits to the business and to our charity.

We look to create meaningful, mutually beneficial and long-term partnerships with businesses in the local area - helping build a better city by supporting the young people and giving staff a charitable purpose.

Donations can be made in full at the beginning of the partnership, or can be split into monthly/quarterly payments throughout the year.

If you do not wish to make a business donation, but would like to raise the funds through staff fundraising, then an agreement will be put into place where the business agrees to pay any surplus from total raised at the end of the year.

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## Platinum: £1,500 donation

- 4 x volunteer days at Base 51
- 20% discount to Base 51 events for staff
- 8 posts on our social media about partnership
- Support with your CSR marketing, and for running internal fundraising events.
- 10% discount on sponsorship options for Base 51 events
- Logo and blurb on website
- Base 51 staff member to do a talk at your organisation



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## Gold: £1,000

- 3 x volunteer days at Base 51
- 10% discount on Base 51 events for staff
- 6 posts on our social media about partnership
- Support with your CSR marketing, and for running internal fundraising events.
- 5% discount on sponsorship options for Base 51 events
- Logo and blurb on website
- Base 51 staff member to do a talk at your organisation



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## Silver: £500

- 2 x volunteer days at Base 51
- 5% discount on Base 51 events for staff
- 4 posts on our social media about partnership
- Support with your CSR marketing, and for running internal fundraising events.
- Logo on website



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## Bronze:

- 1 x volunteer day at Base 51
- 2 posts on our social media about partnership
- Support with your CSR marketing, and for running internal fundraising events.
- Logo on website



# ROOM SPONSORSHIP

Put your stamp on a part of Base 51 and support our work



## Counselling

Sponsor a counselling room at Base 51 for £2,500

- Design features in your signature colours
- Logo signage in room and on the door
- Marketing about the sponsorship
- Ribbon Cutting event
- Providing a safe space for mental health support



## Youth Club

Sponsor the Base 51 Youth Club for £5,000

- Design features in your signature colours
- Logo signage in room, including on Supporter Wall
- Marketing about the sponsorship
- Ribbon Cutting event
- Providing a welcoming space for 11-19 year olds



## Training Room

Sponsor the Base 51 Training Room for £2,500

- Design features in your signature colours
- Logo signage in room, which is used for our Youth Work and Counselling courses
- Marketing about the sponsorship
- Ribbon Cutting event

Base 51 reserves the right to have multiple Room Sponsors

# EVENT SPONSORSHIP

We arrange a variety of events throughout the year to raise awareness and vital funds for our work. Events can be sponsored individually or there is a full year event sponsorship package at £5,000.

Event sponsorship package prices are based on the event. Sponsors receive comprehensive marketing including social media, print, press release and at the event, free tickets for staff and increased in CSR.

## 2024 EVENTS - MORE TO BE ANNOUNCED



### Sip and Shop

Sustainable shopping event at Malt Cross



### Awards Ceremony

A glittering night to shine a light on our partnerships throughout the area



### Business Leaders Networking

Experiences-based networking events for business leaders



### For Female Success

Quarterly women+ only networking event with 5 speakers



### Colour Run

Family friendly affordable colour run, with music and stalls



### Music Festival

Giving young performers from across the city and county an opportunity to perform on stage

# DONATIONS

We are always grateful for donations to our charity, we are happy to advertise any donations on our social media channels.



## Financial Donation

You can donate as a one-off or as a regular giving.

We can also be a part of Payroll giving, where staff can opt to donate to Base 51 from their pay cheque - and easy way to support us.

If you wish to support a specific services we can ring-fence the funding.



## Items

We always look for gifts that we can give to the young people at Christmas.

We hold multiple raffles throughout the year so some donations will be used to help raise vital funds.

You can donate items for our Youth Club or Counselling sessions, we have an Amazon Wishlist.



## Food

We offer food parcels and hot meals for young people in Nottingham and Nottinghamshire.

We accept donations of non-perishable food.

At Christmas time we look for donations for our annual Christmas dinner for young people at our centre.