



CORPORATE SUPPORT POLICY

2023

The Children's Adventure Farm Trust
Making memories to last a lifetime

Registered Charity Number 1003675

CORPORATE SUPPORT POLICY

In 2023 our charity is aiming to make a real difference in the lives of in excess of 17,000 children whose lives are impacted by illness, disability and social disadvantage. Children from the North West of England and North Wales whose needs make it difficult, if not impossible, for them to enjoy the fun and freedom of childhood as should be their right.

We make this difference by inviting children to visit our wonderful, fully accessible Adventure Farm in the heart of the Cheshire countryside for a day or residential break,

allowing them to simply be children – to play, to share, to laugh and to grow. They meet our friendly animals, get creative with art & music, explore our sensory play areas and learn about nature in our very own Woodland Forest School.

All of this is only possible thanks to our supporters as each year we must raise in the region of £1million through voluntary contributions. CAFT is not eligible for statutory funding - we rely on the generosity of our community to make this difference.



Corporate support is an absolutely vital part of our success, which is where we're hoping your business could come in!

By building meaningful relationships with both local and national businesses, we are able to not only fulfil our promise to these amazing children, but also to help you to fulfil your Corporate Social Responsibility requirements by providing an outlet for both volunteering and fundraising.

Our fundraising team have been working closely with businesses of all sizes for many years, from small local companies with a handful of employees, through to large national and international businesses. Ours is a very personal approach, it's important for us to build a relationship with our supporters to make the most out of every opportunity.



We understand that your business will have it's own unique approach to CSR, and we're keen to explore how we can work together to make a difference both within your organisation and here at CAFT.

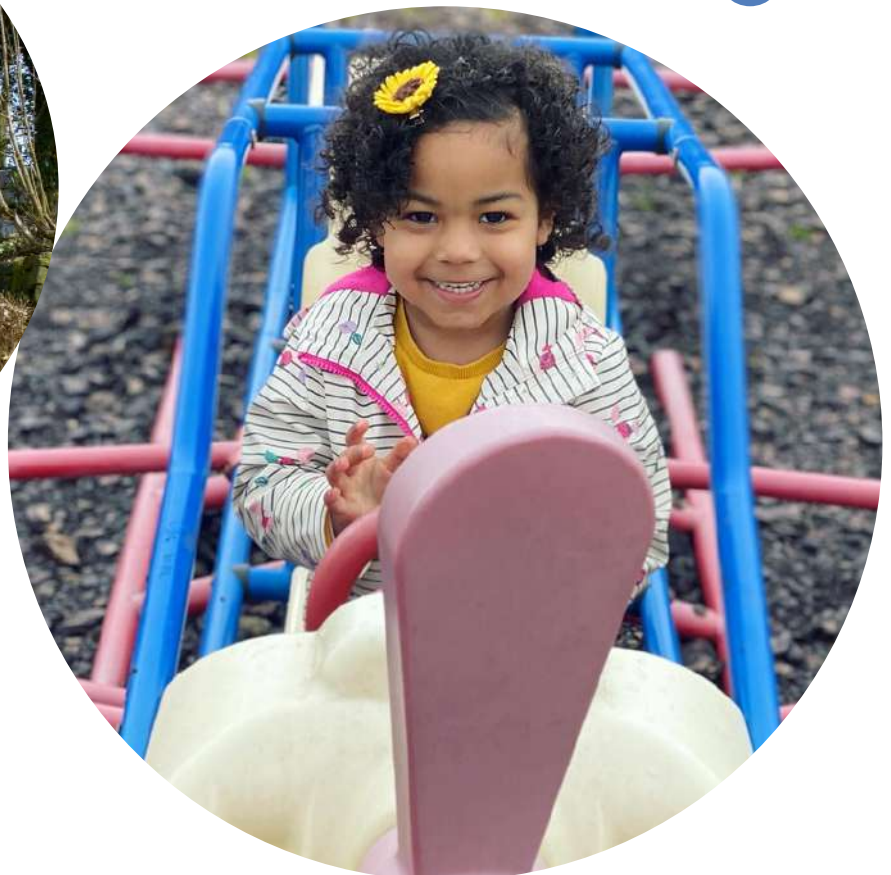
Experience has taught us that the best corporate relationships are those that enrich the lives of all involved. The wealth of volunteering opportunities both here at our 10acre site, and within the community, mean we're uniquely placed to help you to build better relationships within your teams whilst making life better for the children visiting CAFT.

It's important that our relationships with corporate supporters are beneficial in all ways, helping us to raise vital funds, create a wonderful, safe environment for our visiting children and boosting the profile of both our charity and your business.

We see volunteering not as a standalone activity, but one which works in tandem with fundraising and awareness-raising in order to provide the maximum benefit for both your company and our charity.

We've listed a few ideas of how your business can get involved, but the first (and most important) step is to get in touch so we can learn more about each other, and begin the exciting process of building a relationship which benefits your staff and the children we support.

The best way to learn about CAFT is to visit, our wonderful Adventure Farm has to be seen to be truly appreciated and we know that once you've seen our facility, met our teams and witnessed for yourself the magic of CAFT, you'll want to help.



Volunteering Days - teambuilding with a difference!

In 2023 we have a total of 37 maintenance-based volunteering days to offer our corporate supporters, everything from building fences to digging holes, mucking out the animals to painting - and everything in between! We also need your help to run activities for the children visiting CAFT, a fantastic opportunity for your teams to enrich the experience of the visiting children.

We also have many exciting opportunities for awareness-raising and fundraising offsite using our many community connections within the North West. Help us to spread the word about our provision, whilst shaking a collection box and sharing our leaflets, at one of our partner organisations or community events.

Join a CAFT event – or run your own!

We have a varied programme of ticketed events you could join including a Quiz Night, Golf Day, Ladies Lunch and Grand Ball, plus new events are being added to our diary all the time. Or why not use your unique skills to run an event for your staff, contractors and suppliers? Our fundraising team are on hand to provide advice and materials to support you.

Take on a challenge

The ultimate teambuilding experience! Nothing forges relationships like taking on a challenge, and we have an extensive diary of challenges in 2023 and beyond. This includes UK and overseas trekking and cycling, skydiving and even an outdoor murder-mystery challenge! If there's something you don't see on our list, we can create something just for you!

Sponsorship

We have many amazing sponsorship opportunities which we'd love to discuss with you. Boost your profile by becoming an event sponsor, we have some great packages available at our high profile events which include tickets for your teams so they can enjoy the fun! Or maybe you'd prefer to sponsor a child or group of children to visit CAFT, providing a very real benefit for those who need you most.

Access Corporate Funding

Does your business have a 'charity pot'? We can help you to make an application for funding to either sponsor children visiting CAFT, or to buy materials for your Volunteering Day at CAFT. Or perhaps your business operates a 'match-funding' scheme we can discuss to boost your fundraising, or maximise on your volunteering?

Become a Collector!

Could you run an appeal within your business to support one of our seasonal events? Collect Easter Eggs or Selection Boxes and donate your mountain of chocolate to CAFT for the children visiting for our seasonal programmes, or collect toys, food items etc – we have lots of great ideas of ways your staff could contribute.

Donate Goods

Running an organisation like CAFT is like running a hotel, adventure centre, farm and youth club all in one and we need everything you can possibly imagine to make this possible. Maybe your business could donate the goods you produce, ship, use or sell? Food, cleaning materials, soft furnishings, art supplies, animal feed, catering supplies...the list really is endless.

Charity of the Year - The Biggie!

If your company prefers to nominate a charity for a year, or longer, we'd love to talk to you about the various ways we can engage your teams. This is a fantastic opportunity to affiliate your company with a well-known, trusted children's charity in a mutually beneficial way, but ultimately to make a difference to children whose lives are limited in ways most of us couldn't possibly comprehend.



"If you are looking for a local charity to support and want to either get involved yourself or provide volunteering days for your employees, CAFT is somewhere I would highly recommend."

Erica Boland, EA & Office Manager, S & G Response.



"If you are a business looking to partner with a charity for the benefit of the cause and also your workforce, I can't recommend them highly enough."

Stephen Beech,
Director at Candour Solutions.

Volunteering Days - teambuilding with a difference!

Many businesses encourage their staff to volunteer for good causes. They recognise the benefit to the communities they help, but also the benefit to the well-being of their employees in terms of both mental and physical health. Volunteering in a team is also hugely beneficial in terms of teambuilding and communication. To facilitate this most CSR policies will allow employees one or more volunteering days each year to make a difference in their community.

Here at CAFT we have a range of opportunities to help your employees to find a fun and meaningful use of their allocated volunteering hours. Throughout the year we have a limited number of Maintenance Volunteering Projects, as well as a large number of opportunities to help with our child-centred activity programmes.

We also have many exciting opportunities for awareness-raising and fundraising offsite using our many community connections within the North West.

Maintenance Volunteering Projects.

It's vital that our 10 acres of land are maintained to the highest standard so that each and every child experiences our Adventure Farm at it's best. Maintaining our activity areas, animal paddocks and open spaces is a huge job which we can only do due to our army of volunteers.

In 2023 we have a total of 37 Maintenance Volunteering days available to Corporate teams.

Projects such as fence building, painting, animal care and landscaping are suitable for novices and tradespersons alike. These are fantastic teambuilding opportunities which provide a unique opportunity for your staff to work together to achieve a common goal.

Availability of these days is

limited, and we ask that teams support their day with a donation to cover materials, freeing up vital funds for us to spend on activities for the children.

Since re-emerging from the pandemic, we are seeing an increase in demand for volunteering projects working on our land. Whilst this is a wonderful position to be in, we must ensure that these opportunities are shared fairly amongst our business community, meaning we may not be able to accommodate multiple groups from a single business. However, there are many other ways these teams can volunteer their time to help CAFT which are listed overleaf:

Activity Programme Volunteering.

In 2023 we'll run number of special programmes and we need the help of volunteers to make it all possible. These include our Easter programme (1st - 16th April), CAFTfest (30th June - 2nd July), Halloween 12th October – 10th November) and our Christmas programme (25th November – 23rd December).

We'll need large numbers of volunteers to help on both weekdays and weekends in order to provide amazing experiences for thousands of children and their families. Tasks will include serving refreshments, helping with crafts, parking, marshmallow toasting around the campfire, cleaning, gift wrapping and lots more besides. This is the perfect opportunity for your staff to engage with the children who are supported by CAFT, helping us to provide them with memorable experiences.

"One of the best ways our employees get involved is by volunteering their time, which can include anything from sorting through donations for the CAFT charity shop, maintaining the animal enclosures to helping out at a Christmas Party or at CAFTfest. They find the volunteering days so rewarding along with learning new practical and social skills."

Erica Boland, EA & Office Manager, S & G Response



Offsite/community volunteering.

We also have many exciting opportunities for awareness-raising and fundraising offsite using our many community connections within the North West.

Maybe your team could support fundraising and spread the CAFT word by volunteering your time at one of our partnered retail outlets - shaking tins, packing bags, dressing in our mascot costumes and selling CAFT merchandise - making great use of your team's sales and customer service skills. Teams of up to 6 will be briefed with all things CAFT prior to volunteering with a meeting here on site, before heading out to make a difference!

There are also great opportunities to support offsite fundraising and awareness raising events arranged by external groups, for example running a CAFT stall at an exhibition, or helping to run a raffle or game at a community or private event. If your teams are ready and willing to help us spread the word, with a positive attitude and a love of interaction with the general public, then they're ideal for these roles!



"The guys here readily throw themselves into fundraising and relish getting out of the office and working together at the farm itself. We have seen a real element of team bonding as a result and is something everyone really looks forward to."

Stephen Beech, Director at Candour Solutions

Join a CAFT event – or run your own!

Here at CAFT, we have a varied calendar of ticketed events for you to be a part of! Running events is a great way for us to raise vital funds, increase awareness and involve local communities, whilst offering you fun days out or evening celebrations to enjoy with your family, friends, colleagues or even a chance to meet new people!

Our main 3 annual events are the Golf Day, Ladies Lunch and our biggest fundraiser of the year, our Grand Ball, with new events being added to our diary all the time.

Golf Day

Our Golf Day gives you the chance to play on a championship course at The Mere Golf Resort & Spa. The full day out at this exclusive venue includes a delicious welcome breakfast, goody bags, complimentary half-way house refreshment & drink shots, competition holes and delicious post-play BBQ followed by exciting prizes to be won. Get a team of 4 together and join us to take on the winning title and walk away with the CAFT trophy!



Ladies Lunch

With a new theme each year, our Ladies Lunch is a fabulous afternoon of exclusive shopping, a delicious 2 course lunch and live entertainment finished with dancing! You will also receive an arrival drink, a luxury goody bag and the chance to win our amazing auction and raffle prizes. Previous themes have included the Fabulous 50's, Mamma Mia, Beside the Seaside, 1980's and lots more! With guests returning every year, it's a day not to be missed!



Grand Ball

Our Grand Ball, usually held in the first week of December, is a great way to kick off the Christmas period with a festive night of celebration that includes a sparkling drinks reception, delicious 4 course meal, fabulous table gifts, a brilliant host, and an amazing party band to see you dancing into the early hours.

Our auctions and raffles see guests walk away with incredible prizes including top concert tickets, diamond jewellery and luxury holidays! Christmas in Vegas, Motown and The Love Boat are just a few of the brilliant, themed nights we've delivered, so don't miss out and make sure to book a table this year!

Our other events have included a Quiz Night, It's a Knockout, Northern Belle train ride plus many more. We're always looking to introduce new events so keep your eyes peeled on our What's On calendar. You can also run your own event and we'd be more than happy to help! Our Events Fundraiser, Natalie, can be on hand to offer advice, assist with planning and provide materials to support you.



"Wow! What an incredible event on Saturday, thank you so much for allowing us to be a part of it and having us there. Both Greg and I were so overwhelmed by how wonderful everyone was and how much effort had gone into making it a memorable evening"

– Plan A

"Just wanted to say thanks so much for a lovely evening! It was fabulous and all that hard work definitely paid off! It was great to meet lots of other CAFT supporters and catch up with some familiar faces too, all raising money for your fabulous cause."

– Lane End

Take on a challenge

The ultimate teambuilding experience

Nothing forges bonds within a team like taking your staff to a new environment and giving them a common challenge to overcome.

Here at CAFT we have an extensive programme of challenge events which your staff could join, giving them the opportunity to support each other whilst raising funds for a great cause.

Regardless of age, ability or expertise, we have a sponsored challenge planned for 2023 that you can take part in. We have a total of 16 challenges in our calendar this year, a few examples of which are below:

Great Ridge Walk

Peak District, 18th March 2023.
Choose your distance - 12.5 miles, 15 miles and 20 miles.

Easter Chick Ride

Cheshire, 8th April 2023. A fantastic, family-friendly bike ride whilst wearing chick suits! 14, 30 and 50 mile routes available.

Snowdon at Night

Wales, 26th May. Starting on the Friday evening with food & entertainment, then climb Snowdon at night, reaching the summit for sunrise.

Sahara trek

Morocco, 12th – 17th October 2023. A long weekend of trekking and camping in one of the most breath-taking deserts in the world.

Our fantastic Challenges Fundraiser, Jure, will be on hand to support your staff throughout, from registering their places, to providing training tips, social events to meet other participants, help setting up fundraising pages and then support on the day of the challenge itself.

Jure has 8 years of experience in this field, there really is no one better to have on your side when taking on a challenge!



Additional to our list of group challenges for 2023, Jure can also work with you to create your own **bespoke challenge** to suit your business and employee needs. He can take your group to Snowdon's summit, organise a trek along the Sandstone Trail or create a cycling route to suit all ages and abilities. Don't be afraid to suggest something – Jure loves a challenge!



Taking part in a sponsored challenge is a great way of not only building bonds within your teams, but also making an invaluable contribution to the work we're doing at CAFT.

Setting yourselves a fundraising target and working together to hit it is a wonderful way of encouraging your staff to work together to achieve amazing things for the children visiting CAFT.



We'll be happy to give your teams a tour of our site so they can see for themselves why their support is so vital, and are always happy to cement these relationships by inviting fundraisers get involved in volunteering days here at our amazing Cheshire site.

"We have supported CAFT for over two years, through donations and volunteering, and this year we were pleased to also offer some practical support. Volunteering and fundraising for CAFT is a fantastic way for our employees to get involved, giving them a real sense of achievement. We have had staff volunteering their time to support Christmas, Easter and Summer events at the Farm, as well as the famous Easter Chick bike ride which some of our Directors take part in every year." - Network Plus.

Sponsorship

Becoming a CAFT sponsor is a fantastic way of making a meaningful contribution to our work. Whether this is by making a one-off or regular donation directly to our charity, or by becoming an event sponsor, you'll be making a very real difference in the lives of children whose needs mean they don't enjoy the sort of childhood opportunities their able or more fortunate peers take for granted.

We love to help our sponsors shout from the rooftops about their support, and would be happy to work with your social media/PR teams to spread the word about how we're working together to help children from our region. There are two ways you can get involved as a CAFT sponsor:

Event Sponsorship

Event sponsors are vital in contributing to essential event expenditure, to ensure as much of the funds raised come straight back to CAFT. It's an incredible way to make a difference whilst developing your brand visibility and social responsibility. We run several events throughout the year that attract hundreds of supporters, local business professionals and high-profile guests.

For each event, we have sponsor packages to suit a range of budgets, or we can develop a tailored package that aligns with your business goals. Whether you'd like to sponsor a hole at our Golf Day or become the headline sponsor at our Grand Ball, we'd love to chat with you! Our Events Fundraiser, Natalie, can talk you through options and work with you to provide a mutually beneficial strategy.



Benefits

- ✔ Brand exposure to an influential audience at the event, in addition to online & press coverage.
- ✔ Demonstrate your Corporate Social Responsibility through your support within the community.
- ✔ Generate positive PR and build your brand reputation.
- ✔ Grow your content strategy with new material from events and user generated content.
- ✔ Support a well-known, loved children's charity, where you can see first hand how you make a difference with a visit to our site.
- ✔ Attend a fabulous event with your team and be seated on prime tables.
- ✔ Packages can include company signage displayed at the event with inclusion in printed material, presentations, and press submissions.

Activity Programme Sponsorship

In 2023 we must raise in the region of £1million in order to provide life-changing experiences for over 17,000 children. We can only do this thanks to our amazing supporters who make monetary donations either as individuals or through their companies or organisations.

Your business could make a huge difference by becoming an Activity Programme Sponsor of our charity, making either a one-off or regular donation which would cover the costs of day visits or residential breaks for children at CAFT.

£316 will provide a 3 day residential break for 1 child with profound medical needs

£600 will pay for 50 children with learning difficulties to attend CAFTfest

£1,000 will pay for a 6 week ALL OUT Adventure course for 20 disabled children

£5,500 will provide a magical festive day at CAFT for 100 children from deprived communities



Access Corporate Funding

As a charity who rely entirely on voluntary contributions to survive, funding is never far from our mind. Whilst there are many valuable ways your company can support CAFT which don't involve monetary donations, it would be remiss of us not to ask you the question of whether you have access to funding pots within your business which we could benefit from.

This 'pot' may take several forms, it could be a formal Trust or Foundation with it's own criteria and application procedures, or an actual 'pot' of cash donations which you distribute once a year. Many companies will have Give as you Earn programmes, some will operate 'match funding' initiatives and others will have incentive schemes which reward hard work with a donation to a chosen cause.

Maybe your business operates a 'match-funding' scheme which allows you to increase the value of your donation or fundraising, or you can access additional funds to support your volunteering days at CAFT? This is an amazing opportunity to boost your support of our charity.

We'd love the opportunity to explore funding options, we can help with funding applications and will happily attend funding meetings and give presentations about our work. We understand that access to these funds may come with conditions i.e. funding must support volunteering, it must be spent within a certain time period, or on a particular type of project etc. Our fundraising team are always on hand with advice and suggestions.

The key to accessing corporate funding is to make it work for your business, and our charity. We will always invite you, your colleagues and your charity committee to visit us in order that we can ensure our relationship with your company is tailor-made – we totally understand that corporate funding isn't a one size fits all!

"As a company, we have been connected to CAFT for several years now and it is a relationship we truly cherish. First and foremost, they are an amazing charity, with amazing people, doing amazing work for children who really need them. We have been privileged to see this first hand and its truly something special. Working with them in any way we can, whether it's raising money or volunteering our time, has really benefited us as company. In addition to making regular donations via our "New Client Incentive", we were delighted to recently spend the day helping out at the annual CAFTfest event."

Stephen Beech, Director at Candour Solutions.

Become a Collector!

There are so many ways you could rally your troops to help CAFT – and asking for tangible donations is a simple and easy way for your staff to feel engaged. Below are a few examples of the types of collection you could suggest, but we're always open to new ideas so please just get in touch!

Easter Egg Appeal

Between 30th March and 14th April we'll be hosting Easter visits here at CAFT for 1,800 children. Each will enjoy a variety of themed activities, including an Easter Egg hunt so the Easter bunny needs your help to put chocolatey smiles on lots of faces! We'd suggest collecting from the beginning of March to give you lots of time for donations, and we'd be so grateful if you could drop your chocolate eggs off to us w/c 27th March.

Food Collections

With over 17,000 mouths to feed in 2023, we need a lot of food! Dried goods such as pasta, rice, cereals, crisps, tinned soups and chocolate can all be stored and are perfect if you'd like to do a food collection for CAFT. Give us a call if you'd like to discuss this in further detail, together we can come up with a fun way of engaging your staff in collecting items for the children visiting CAFT.

Selection Box and Toy Appeals

This year we'll be providing more than 3,000 children with a festive day at CAFT, and we need your help to make sure they all leave with not only special memories, but arms full of special gifts and treats. It would be such a huge help if you could ask your staff, suppliers and customers to donate chocolate selection boxes and new toys. This year our parties will start on 25th November and continue through until 23rd December. It would be a huge help to receive your donations as early as possible, but please give us a call if you'd like to discuss this further.



Donate Goods

Donating the goods produced, sold, used or shipped by your business is a fantastic way of making a valuable contribution to our charity. Smaller businesses may find it difficult to release money from the coffers, but donating goods may be something they can accommodate.

Larger businesses may have an excess of stock which they are looking to find a home for. In

either of these situations, CAFT could be the very grateful recipient!

Running an organisation like CAFT is like running a hotel, adventure centre, farm and youth club all in one and we need everything you can possibly imagine to make this possible. The list of goods we need is endless, but includes the following:

Food

Fresh fruit & vegetables, dried goods, snacks, drinks, confectionery, baking supplies.

Art & craft supplies

Paint, paper, chalks, scissors, glue.

Animal supplies

Feed, bedding, grooming equipment, fencing materials.

Cleaning materials & equipment

Septic-tank friendly products, cleaning equipment (mops, vacuums, buckets etc), cloths.

Donations such as these are absolutely vital to us at CAFT.

The savings we make thanks to the donation of goods releases valuable funds back into our activity programmes, meaning that your donations will enable us to provide even more opportunities to ill, disabled and socially disadvantaged children from our region. If you're looking for inspiration, ask for a copy of our Wish List – it contains some great ideas of items you could collect, donate or source. There's even a link to Amazon to make shopping even easier!



Charity of the Year - The Biggie!

We understand that each business has it's own unique CSR (Corporate Social Responsibility) model, some choose to support several good causes throughout the year, whereas others prefer to select a single charity to focus their efforts upon.

If your company prefers to nominate a charity for a year, or more, we'd love the opportunity to tell you more about CAFT and the ways we could work together. Focusing your volunteering and fundraising on a single cause is a fantastic way of uniting your teams and challenging them to come up with different ways of getting involved. It also means that all employees can feel they have contributed to a common goal - there really is no better way of engaging people on different shifts, across multiple sites with varying skills and abilities.



Here at CAFT we work in partnership with a number of community groups and charities. Many well-known hospices, organisations and youth charities benefit from free visits to CAFT, meaning that when supporting our charity you are actually supporting multiple amazing causes from all over the region. A donation to CAFT has far-reaching benefits, providing help for not only children with additional needs but those who are impacted by the needs of a family member or children living in some of the most deprived communities in our region.

We will be happy to meet with your Charity Committee or similar either here at CAFT or at your offices to discuss the many ways we could work with you for the coming year, or years. It would be our pleasure to either give a presentation, or talk more informally to suit the needs of your business, please just give us a call to get the ball rolling.



This is a fantastic opportunity to affiliate your company with a well-known, trusted children's charity in a mutually beneficial way, but ultimately to make a difference to children whose lives are limited in ways most of us couldn't possibly comprehend.

"Frank Roberts has worked with CAFT as a charity partner for over 10 years. Based in our local community, we have been fortunate to see first-hand the incredible work that CAFT does to support families with their individuals needs and care. The centre itself, set in beautiful countryside, offers a wide range of facilities and for our team, it is always a humbling experience to be able to work alongside CAFT with one of our volunteer days. They always attract the most interest, as everybody loves to contribute to the charity. The team at CAFT are fantastic, they are always full of energy with a positive attitude and a true inspiration to everybody who has the opportunity to work with them."

Rachel Dickinson, Community & Communications Lead
at Frank Roberts & Sons

Your Benefits

Partnering with a charity should be mutually beneficial. Working with CAFT will help to provide opportunities for so many deserving children, as well as providing your company with the following benefits:

SOCIAL RESPONSIBILITY

Demonstrate your Corporate Social Responsibility by showing your support within the community

POSITIVE PR

Generate positive PR and build your brand reputation by being associated with CAFT

NEW CONTENT

With fundraising events and activities to get involved with, you will generate new exciting social media content to increase follower engagement

CAFT VISITS

Visit our Adventure Farm to see first hand how your amazing fundraising efforts make a difference

EVENTS

Attend some of our fabulous events with your colleagues

STAFF ENGAGEMENT

Boost staff morale and well being with fun activities to get involved with, knowing they are making a difference

TEAM BUILDING

Help your teams create stronger relationships with each other by bonding outside of workplace duties

DEVELOP SKILLS

Partaking in fundraising activities will develop your teams skill set in areas including creativity, organisation, communication and team work.

NETWORK

Our events bring in several corporate attendees, providing a great opportunity for networking with new businesses