

# BIG BRECK WALK

supporting Breck Foundation



BRECK FOUNDATION



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# Who are the Breck Foundation?

Breck Foundation is at the forefront of efforts to safeguard children and young people online.

Our organisation was founded in 2014 in response to the tragic loss of Breck Bednar, a 14-year-old boy who was groomed and murdered by an online predator. Our work aims to prevent this from ever happening again. Our work saves lives.

We are a Southeast England-based charity with national relevance and impact. We reach thousands of children and young people in schools and other community settings with Breck's story every year. Our talks and educational materials fill a gap in the current UK curriculum that otherwise leaves children vulnerable to online grooming and exploitation.

With 98% of young people now active internet users, current and future generations grow up having to navigate new and evolving digital dangers. We are committed to making the internet a place where children can live, play and thrive in safety.

Since 2014, we have empowered more than 152,000 students, teachers, parents, and carers, to keep themselves and the young people in their lives safe online.

We are helping young people reclaim the internet.



"It would be easy to simply tell the story of Breck, but the session went way beyond this and used it as a vehicle to provide information and guidance about a wide range of safeguarding factors as well as self-help for students."

Deputy Headteacher  
The Langley Academy



**“We do have online lessons about safety, but you {Breck Foundation} taught us a lot more. Stay close to our friends we know. Don't get close to strangers online.” - A 9-year-old student at Hillcroft Primary**

HELLO,

**Thank you so much for choosing to take part in the Big Breck Walk 2023** for the Breck Foundation. Your support and dedication to our work really does mean the world to us.

Keeping children safe, preventing future tragedies and stopping online harm is what this is all about. Our organisation was founded in 2014 by Lorin LaFave Gordon in response to the tragic loss of her son Breck Bednar, a 14-year-old boy who was groomed and murdered by an online predator. The brilliant support you have given us will go a long way in preventing this from ever happening again.

**Your fundraising will help us empower more children to spot, report and avoid online harms which will in turn save lives** - make sure to congratulate yourself for that with every step you take!

Thanks to you, we can reach more schools all across the UK and tell them about Breck's story – which we use as a vehicle to embed teachings of online safety that will stay with them forever.

You are making a massive difference by being a part of making sure young people have access to the proper online safety education that they deserve. The talks and educational materials that we provide fill a gap in the current UK curriculum that otherwise leaves children vulnerable to online grooming and exploitation.

Current and future generations of children must now grow up navigating new and evolving digital dangers that they need to be prepared for. The Foundation's founder, Lorin LaFave Gordon, believes that if Breck had heard the session we deliver he would still be alive today.

**The Breck Foundation is dedicated to making the internet a place where children can live, play and thrive in safety and we can only do this with the support of people like you.**

Thank you and all the best,

MICHAEL BURAIMOH  
CHIEF EXECUTIVE, BRECK FOUNDATION



# Host checklist

You can plan your Big Breck Walk in any way you like. If you need help please use this checklist to make sure everything is ready.



## Plan your route

The length and location of your Big Breck Walk is up to you!



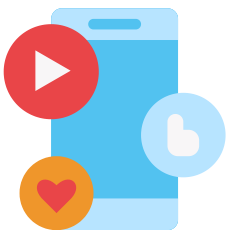
## Invite your friends

Make sure to invite all your friends and family to join you - we want to encourage everyone to have a healthy digital balance. Remember how important it is to #PlayVirtualLiveReal



## Set up your fundraising page

The next page of this pack has information about how to create a fundraising page. Please do contact us if you need help!



## Share it across your networks!

Make sure to share your page far and wide, post it to your social media pages, send it out in your email threads and put it in WhatsApp groups - you never know where support will come from!



## Get a Breck Foundation t-shirt

If you want you can purchase a Breck Foundation t-shirt to wear email [events@breckfoundation.org](mailto:events@breckfoundation.org)



## Walk!

Get outside into nature and walk your Big Breck Walk!

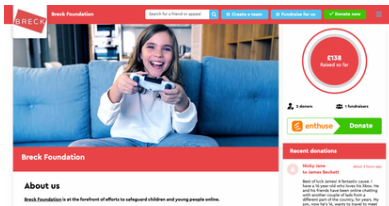
Remember to take lots of pictures!

Pictures and videos of your walk help us encourage more people to take part next year



# How to set up a fundraising page

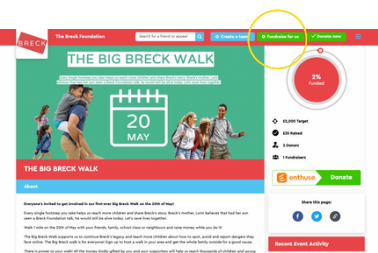
Entuse is our official charity platform, all online Breck Foundation fundraising must be completed through this platform.



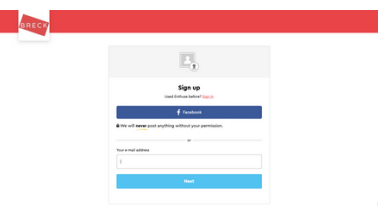
Go to <https://thebreckfoundation.entuse.com/profile>



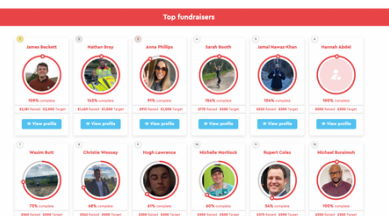
Scroll down to find the Big Breck Walk - click on it to open the event page.



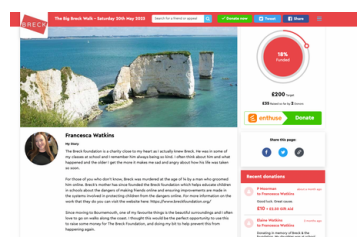
When on this page, click the button in the top right that says 'Fundraise for us'



Create an account and go through the simple steps to set up your own page.



Once completed your page will be linked to our main fundraising page at the bottom - like in this image



Now you're all ready to share your page and start fundraising



## Fundraising goals

Your fundraising will go towards supporting all our work - these are examples of how it could be used.

# £250

funds the virtual delivery of our online safety lessons to two whole year groups of students.

# £500

allows us to provide in-person education for a whole primary school of young children about Breck's story and how they can spot, avoid and report online dangers.

# £1000

funds the training of 150 trainee teachers so that they can spot the signs of grooming and exploitation in their pupils. Once trained these teachers can help stop online crime and save lives.

# £2000

would allow us to attend 6 schools and empower more than 2000 pupils with essential online safety skills.



# Sponsorship form

Print off and cut the dotted line

**BRECK FOUNDATION**

Registered Charity No: 1168384  
Office Address: The Breck Foundation, Bourne House, 475 Godstone Road, Whyteleafe, Surrey CR3 0BL

## Please sponsor my Big Breck Walk

Breck Foundation is at the forefront of efforts to safeguard children and young people online. Our organisation was founded in 2014 in response to the tragic loss of Breck Bednar, a 14-year-old boy who was groomed and murdered by an online predator. Our work aims to prevent this from ever happening again. Our work saves lives. We are helping young people reclaim the internet.

I, \_\_\_\_\_, am taking part in the **Big Breck Walk 2023** to raise money to support the Breck Foundation, please be generous and be a part of reclaiming the internet!

Full Name	Amount £	Phone number	Tick here when collected

Please note we do not accept cash donations and all money must be processed digitally via our fundraising page (<https://thebreckfoundation.enthouse.com/profile>) - if you collect cash please do deposit this yourself and donate digitally. Thank you for raising money for us!



# Important fundraising information

Thank you so much for agreeing to take part in the Big Breck Walk, we really appreciate it. Here are a few legal bits about collecting and donating money that you need to know.

When collecting money for Breck Foundation you must not:

- act in a way that might cause members of the public to become anxious,
- act dishonestly or aggressively,
- damage the reputation of Breck Foundation,

More information can be found at:

[www.fundraisingregulator.org.uk](http://www.fundraisingregulator.org.uk)

If you want to create a fundraising page and encourage digital donation instead of cash, please create the page on our official fundraising platform. All the information about how to do this can be found in this pack.

If donations are collected in cash, we kindly asked they are processed through our charity platform:

<https://thebreckfoundation.enthuse.com/profile>

If you would like to arrange another form of gifting to Breck Foundation please do contact [admin@breckfoundation.org](mailto:admin@breckfoundation.org).

Once again, thank you so much for taking part in our first-ever Big Breck Walk, we are so excited to watch it grow over the years and see what it becomes. Thank you for being a part of it and supporting our mission.

Together we can help young people reclaim the internet.



# Improve your walk



## Get a Breck Foundation t-shirt

Email [events@breckfoundation.org](mailto:events@breckfoundation.org)



## Design your own flag

Design a flag to wave when on the Big Breck Walk! Look at the next two pages for help on how to do this.

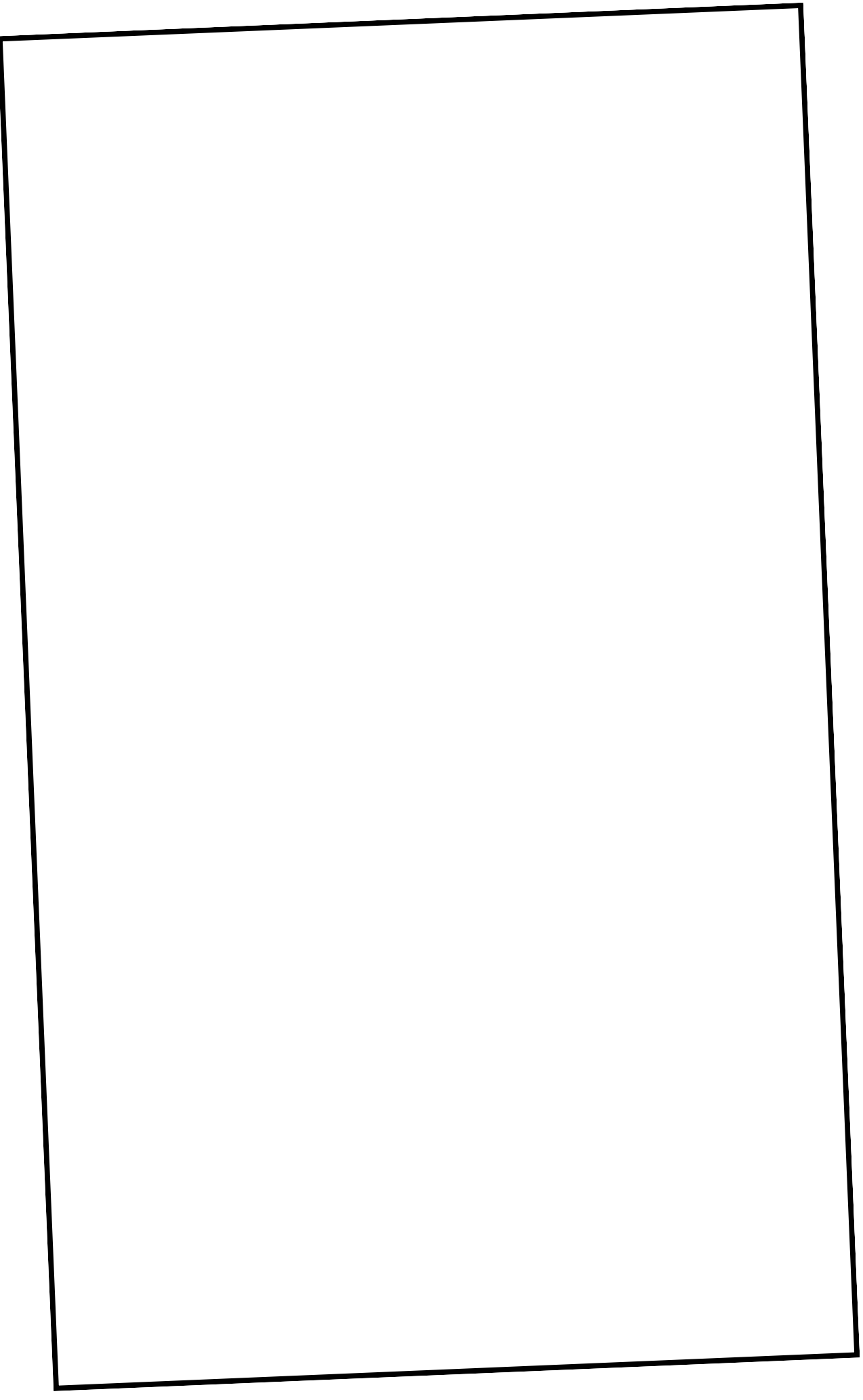
You will need a lollipop, straw or other item to be the stick that the flag is attached to.

Why not design the flags so that they represent the values of online safety?

Please do send pictures of your creations to [events@breckfoundation.org](mailto:events@breckfoundation.org)

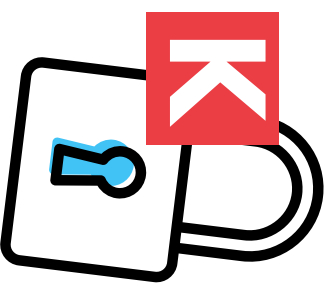
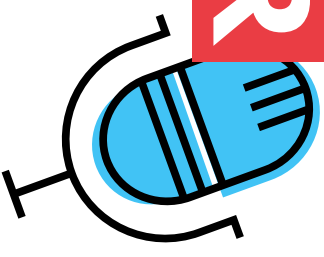
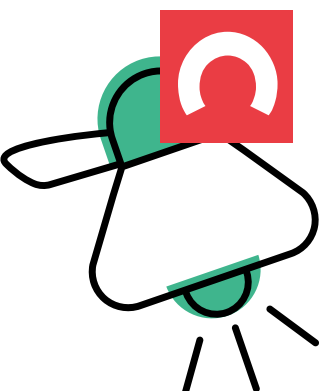
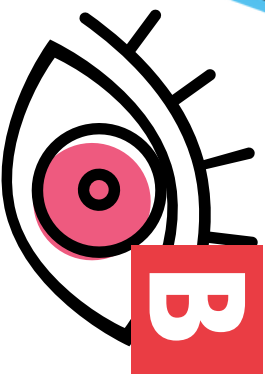
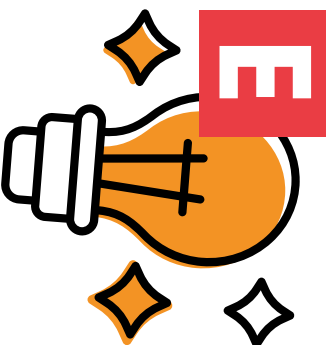
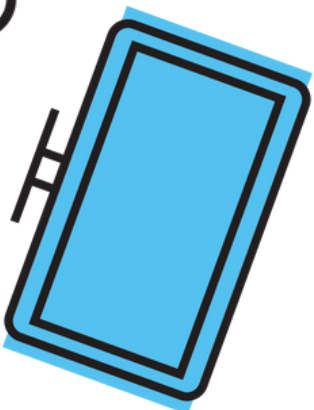
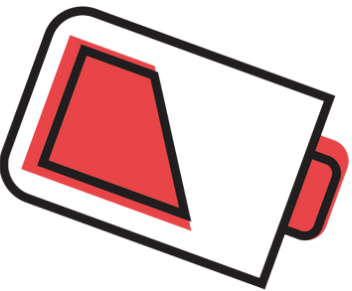
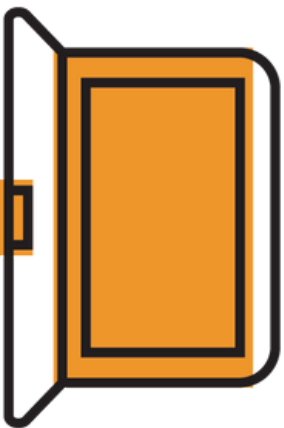


# Design your own Breck Foundation flag



# Design your own Breck Foundation flag

These icons and our logo can be printed off and cut out to use on the flag design.



# Build a fundraising box



**Small change  
adds up to a big  
difference**



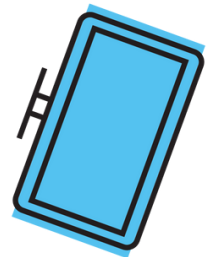
[www.breckfoundation.org](http://www.breckfoundation.org)



**This is the base**



[www.breckfoundation.org](http://www.breckfoundation.org)



**Helping young  
people reclaim  
the internet**



**BRECK FOUNDATION**

**Cut this for a money slot**

**Thank you!**

Print this net

Cut around the shapes

Fold along the lines

Glue the tabs to create a cube

Use this to collect money from your freinds and family



## Your school is raising money for Breck Foundation! This is amazing and we are so grateful.

### DEAR PARENT OR GUARDIAN,

Thank you so much for supporting your school whilst it takes part in the Big Breck Walk 2023 for the Breck Foundation. Your support and dedication to our work really does mean the world to us.

#### Who are we?

Breck Foundation is at the forefront of efforts to safeguard children and young people online. Our organisation was founded by Lorin LaFave Gordon in 2014 in response to the tragic loss of her son Breck Bednar, a 14-year-old boy who was groomed and murdered by an online predator.

Our work aims to prevent this from ever happening again. Our work saves lives.

#### What do we do?

We reach thousands of children and young people in schools and other community settings with Breck's story every year. Our talks and educational materials fill a gap in the current UK curriculum that otherwise leaves children vulnerable to online grooming and exploitation.

We take a whole community approach, working also with teachers, school support staff, parents, private sector employees and the wider UK public to create a network of digital champions – adults we empower to take effective action to protect the wellbeing and lives of young people.

We do more than educate; we bring a unique perspective when we work with policymakers across all levels of government and technology companies to create more robust digital policies and practices that put young people's safety first.

With 98% of young people now active internet users, current and future generations grow up having to navigate new and evolving digital dangers. We are committed to making the internet a place where children can live, play and thrive in safety.

We are helping young people reclaim the internet.

#### Where can you find out more?

If you would like to find out more about the work we do or would be interested in volunteering for us, please feel free to contact us at [admin@breckfoundation.org](mailto:admin@breckfoundation.org)

If you would like advice about how to spot the signs of online grooming in your child and what to do if a child discloses digital abuse, please contact your school as these resources have been shared with them.

Thank you and all the best,

MICHAEL BURAIMOH  
CHIEF EXECUTIVE, BRECK FOUNDATION







[admin@breckfoundation.org](mailto:admin@breckfoundation.org)

[www.breckfoundation.org](http://www.breckfoundation.org)



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Registered charity number: 1168384