



this is life



'This is Life' is an initiative run by local churches in Norfolk in conjunction with the Newday Christian youth event

This year during 11th to 16th August around 5,000 to 6,000 young people aged between 12–19 from across the UK, will be gathering for Newday (a Christian youth event), a week's camping at the Norfolk Showground for meetings, seminars, sports, social activities, music, gigs, and much more.

The 'This is Life' initiative teams up young volunteers attending Newday with local churches to help serve and undertake social action projects that impact and benefit local communities.

These projects, which are often delivered in partnership with local councils and police authorities, not only benefit the communities but are also a great learning opportunity and experience for these young volunteers.

Projects that are typically run are: clearing up litter and rubbish; running sports activities for local young people; running a kids' holiday club; tidying up gardens for local residents; painting over graffiti; a community fun day; car washing...

We would like you to help us and get involved!

A good track record

Look what happened last year...

2009 was the first time the 'This is Life' initiative had been run, but the involvement and impact on the communities was amazing! Here's some examples:

21 different projects took place (in Norwich, Wymondham, Attleborough, Dereham, Thetford, Lowestoft, and Aylsham)

3,200 young people were took part in 'This is Life' projects (with around 500 adult volunteers also involved)

Projects featured in articles in local newspapers

74 different coach journeys took place ferrying young people across Norfolk

Projects featured in several articles on BBC website

Both the projects and the Newday event featured on BBC Radio Norfolk

10,000 hours of help was given to local communities



Projects were visited by Mayor of Norwich, and North Norwich MP Chloe Smith

150 homes in Mile Cross were visited by young people, who cleared rubbish from **28**

It took **11** lorry loads to dispose of the rubbish, plus many van loads of green waste

153 homes in Catton had their fences painted. 150 pots of paint & 300 brushes were used

This year we are looking to make an even bigger impact!

Can you help us?

It costs approximately **£60,000** to make the 'This is Life' initiative happen over the five days.

Key Costs are:

Coach hire & travel costs - £20,000
(to transport the young people from the Norfolk Showground to projects all over Norfolk)

Marketing & promotion - £10,000
(T-shirt costs, promotional literature for projects, PR work, displays)

Co-ordination - £10,000
(Volunteer costs, specialist help and management)

Event cost - £20,000
(Hire of equipment for events, renting facilities, materials i.e. paint, etc)

'This is Life' is seeking assistance from sponsors to cover these costs.



Key benefits for sponsors

- Being a part of an initiative that is making a difference in helping local communities in Norfolk.
- Helping shape and influence the lives of young people from all over the UK.
- Publicity & Promotion for your organisation.
- Logo on 4,000 T-Shirts with potential exposure to well over 30,000 people.
- Acknowledgement in Press Releases, on radio, websites etc with a good level of press coverage.
- Opportunity for your employees to volunteer and get involved to help projects local to them.



Benefits young people, benefits communities.

What others have said about the 'This is life' initiative...



"It has led to decreased anti social behaviour in the areas where work was conducted and has undoubtedly helped in generating a better community feeling in the neighbourhoods."

– Police Inspector Rob Wicks



"I think it's important that it's young people... I think it's great to see hundreds of young people who could well be doing something else with their time, but are here making a difference and that, to me, is what it's all about."

– Chloe Smith

You can help!

Would you like to get involved?

If you would like to get involved and sponsor this initiative or have any further questions please contact us:

call **01263 840017**

email **projects@thisislife.org.uk**

or visit our website

www.thisislife.org.uk/sponsorship

For any more information regarding Newday check out the website:
www.newdaygeneration.org

Note: The 'This is Life' initiative is primary facilitated by King's Community Church, Norwich & Aylsham Community Church.