Be a Friend of Brake
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Brake is a UK-wide charity working to prevent devastating road casualties, make streets and communities safer, and caring for families who suffer the horror of a bereavement or serious injury on roads.

Set up in 1995, we are a relatively small organisation, working hard to promote road safety and support the victims. Our work includes providing resources to schools, nurseries and colleges, running awareness-raising events, campaigning for measures to make roads safer, and offering a national helpline and support packs to people bereaved and injured in crashes.

We are highly dependent on help from our Friends of Brake: people who share our passion for road safety and support us by donating, fundraising, volunteering, campaigning, or all of these!

On the following pages are the main ways you can help. You can choose to do as many of these as you like – the more the better! If you would like more info on any opportunities, use the links below, or contact Lisa Kendall, Brake’s volunteering and community fundraising manager, on lkendall@brake.org.uk or 01484 683294.
Donate!

The easy way to support Brake.

Donate online at [www.brake.org.uk/donate](http://www.brake.org.uk/donate) and choose to make a one-off donation or become a much-valued ongoing supporter by selecting ‘monthly donation’.

Or find out about supporting us through [give as you earn](http://www.brake.org.uk/giveasyouearn) and [wills and legacies](http://www.brake.org.uk/willsandlegacies).

- Alternatively, donate by: debit card over the phone by calling [01484 559909](tel:01484559909);
- sending a cheque payable to Brake to PO Box 548, Huddersfield HD1 2XZ (including your details);
- or sending a text to 70070 saying ROAD01 and the amount you want to donate (e.g. ‘ROAD01 £10’).

Fundraise!

There are endless ways to fundraise for us, from cake-baking to sky-diving. The support we get from our amazing fundraisers makes a huge difference to our work, making up 20% of Brake’s income. Here are some of the main ways people fundraise for us, or find more ideas at [www.brake.org.uk/fundraise](http://www.brake.org.uk/fundraise).
Fundraise!

Get moving fundraisers: Raise funds while getting active outdoors by trekking, running or cycling, and raising awareness about protecting people on foot and bike. Or take on a more extreme challenge like skydiving or bungee-jumping. Events happen around the country throughout the year.

Have fun fundraisers: Get your organisation, school or community group on board with supporting Brake through a fun fundraising event that raises awareness too. You can run dress-down ‘Bright Days’, parties, corporate dinners, gigs, bake sales, or pub quizzes.

If you’re interested in fundraising, fill in our quick online form or contact Lisa on fundraise@brake.org.uk or 01484 683294 so we can help you and provide a fundraising pack.

Brake fundraiser Fiona McKenzie says: “My son Jack had always wanted to climb Snowdon, but he was killed in a road crash aged 18, so I had to climb it for him. It was an extraordinary day - tiring, exhilarating, moving. I walked with friends and shared good moments with strangers. Between us we raised £3,000 for Brake in Jack’s memory. It was a wonderfully positive experience. I know the sadness will never go away, but doing the walk to help other young people is what Jack would have wanted.”

Brake fundraisers Kyla and Kevin Bloomfield say: “We have been running Take My Hand variety shows in aid of Brake since 2010. Brake is a great charity and we never know when we might need their help. Organising the show and raising money for Brake is very rewarding and we have made lots of new friends.”
Volunteer!

Register your interest in any of these volunteering activities by filling in our quick online form or contacting Lisa on 01484 683294 or lkendall@brake.org.uk.

- **Speak out about your experience**: If you have been bereaved or injured in a crash, you can make a huge difference by speaking out alongside us. This might involve speaking at a Brake seminar, giving media interviews, or helping us write up your story for our website – depending on what you feel comfortable with.

- **Represent us at events**: We often need volunteers to represent us at events around the UK, such as receiving cheques at presentations and staffing stands at community and trade events.

- **Promote our work in your area**: Brake runs programmes to help community groups, organisations, schools, nurseries and colleges raise awareness and improve road safety, using our guidance and resources. You could promote these programmes in your area and help schools and groups take part. You could encourage and support:
  - your community group, employer or school to run an awareness-raising (and/or fundraising!) initiative in Road Safety Week in November. See [www.roadsafetyweek.org.uk](http://www.roadsafetyweek.org.uk);
  - local primary schools to take part in Brake’s Giant Walking Bus in June to raise awareness about the importance of safe walking for kids. See [www.giantwalkingbus.org.uk](http://www.giantwalkingbus.org.uk);
  - local childcare providers to run a Beep Beep! Day, which involves fun activities for 2-7 year olds and raising awareness among parents. See [www.beepbeep.org.uk](http://www.beepbeep.org.uk);
  - colleges and youth groups to get involved in our 2young2die project, which engages young people in promoting powerful road safety messages. See [www.2young2die.org.uk](http://www.2young2die.org.uk);
  - your employer or other local organisations to promote safe driving to staff by attending our Pledge training or signing up to our Fleet Safety Forum. See [www.brake.org.uk/employers](http://www.brake.org.uk/employers).

Promote any of these initiatives using the above links, or email community@brake.org.uk saying which initiative(s) you can promote and we’ll provide email flyers.

- **Get trained to raise awareness**: We offer courses on spreading road safety awareness in your community or workplace through interactive workshops and activities. We provide training and resources on engaging young people through [2young2die courses](http://www.2young2die.org.uk) and on engaging drivers through our [Pledge courses](http://www.brake.org.uk/employers). Courses take place around the UK and are free to bereaved or injured volunteers.

- **Office jobs**: We often need help in our Huddersfield office with tasks like data-entry and making up resource packs. So if you’re in the area, let us know.

Brake volunteer **Tony Davison** says: “I am very glad that I’ve had the opportunity to be able to reach out to young people and make a difference, working alongside Brake and local agencies. Nothing can ever put right the loss of my son, but helping other young people to be safe on roads is so critical, and it’s all made worth it to hear the response of the young people I work with. I’m proud to have been able to do this in Adrian’s memory.”
Brake runs national campaigns to promote safer road use and call for government action on road safety. We also support volunteers, community leaders and groups to take action to achieve road safety measures in their area, like paths, pavements, crossings, lower speed limits and cycle paths. Here are some ways you can back our campaigns and take action in your area:

- **Click some buttons:** the easy way to show your support for our campaigns and spread the word. Like our campaign web pages to promote them on Facebook or drop a quick note to your MP. See the actions on each campaign page at [www.brake.org.uk/campaign](http://www.brake.org.uk/campaign).

- **Speak out through media:** if you’ve been affected by a road crash, could you tell your story through the media to help persuade the public to use roads more safely and prevent further tragedies? Contact Lisa on 01484 683294 or lkendall@brake.org.uk; we’ll explain more and let you know when we have a relevant media campaign coming up.

- **Take action locally:** if you’re fired up about achieving safer roads in your area, we can help you achieve results. Tell us about your concerns or your campaign if you’ve already set one up using our form at [www.brake.org.uk/zakthezebra](http://www.brake.org.uk/zakthezebra). We’ll email you advice on local campaigning, and we might be able to arrange for our mascot Zak the Zebra to visit you in support.
• Raise awareness in Road Safety Week:
there are lots of ways to promote road safety in your community or organisation, and Road Safety Week is the ideal time to do it. It’s the UK’s biggest road safety event, coordinated by Brake each November. Find ideas at www.roadsafetyweek.org.uk and register online and you’ll get an email action pack with guidance and resources to help you raise awareness. Or use the info on the RSW website, and resources in the Brake shop (many are free), to raise awareness year-round.

Anti-drink drive campaigner and Brake volunteer Rebecca Still says: “When my brother Jamie was 16 he was killed by a drunk driver. He was on the pavement and his friends had to watch. The guy who ran my brother over was twice over the limit and didn’t lose his driving licence until eight months afterwards. His sentence is only four years and he will only serve two – it’s not harsh enough for what he did. I knew I had to take action. I set up a petition calling for tougher penalties and my family worked with Brake and our local MP to call for action. I was proud to be able to take the petition to Downing Street and get the anti-drink drive message out on the news. I hope it will help stop other young people losing their lives on roads.”

However you want to support Brake, let us know by completing our quick online form or contacting Lisa Kendall on 01484 683294 or lkendall@brake.org.uk so we can make sure you have everything you need.

Keep up to date with our work and opportunities for fundraising, volunteering and campaigning by signing up for our fortnightly email bulletin at www.brake.org.uk/joinus.