

THE Brake ESCAPE

Break loose. Raise funds.
Support road victims

Here's how it works

1. You can take part in the Brake Escape on your own or in a team.
2. All participants agree to be 'locked in' and must raise funds for Brake to be released.
3. Using only a phone or laptop, ask friends, family, colleagues and social media followers to donate and set you free.

Top tips to increase your fundraising

- Get all escapees locked in together – ideally somewhere visible.
- Set a fundraising target for each escapee.
- Make it a competition, with prizes for who can raise the most, break free fastest, etc.
- Provide plenty of drinks and snacks – this is fun fundraising!
- Invite senior management, celebrities, or local dignitaries to take part.
- Ask local media to cover your escape.

The Brake Escape is a fun way to raise funds for Brake, the road safety charity, and support our vital work caring for road victims and campaigning for safe roads for everyone.

With only your phone and laptop to help you, can you raise enough money to secure your freedom?

Why fundraise for Brake?

Every day, five people die on UK roads.

Every day, five families receive the devastating news that someone they love has died.

When the worst happens, Brake's National Road Victim Service is there to help. Our specialist caseworkers support hundreds of families every year. We provide a listening ear and practical support. We speak on behalf of road victims and help them access support from other services. We are here from day one after the crash for as long as they need us.

Our vision is a world where no one is killed or injured on a road. Until that happens, we are here to help every road victim get the care they need.

How your giving helps

£200 could help 20 families bereaved by road crashes to receive a Brake support pack, helping them cope with their feelings and understand procedures such as the police investigation and court cases

£1200 could help a road victim family to receive support for a year from Brake's National Road Victim Service

Brake's friendly fundraising team is here to support you!

To find out more or sign up to take part, email fundraise@brake.org.uk
www.brake.org.uk/brake-escape