



Join Brake

Help us achieve our vision of a world where no one is hurt or killed on roads and every road victim receives the care they need.

 **Brake**
the road safety charity
www.brake.org.uk

Introduction

Since 1995, Brake has worked with hundreds of organisations that support our vision of a world where no one is hurt or killed on roads, and every road victim receives the care they need.

Our partners include corporations, trade associations, unions and charities, across a wide range of sectors – from transport and logistic, to retail and insurance. We work with household names such as Royal Mail, Direct Line, Volvo, BT and Transport for London.



Mary Williams OBE,
chief executive of Brake, with children
at Ravenfield Primary School, Rotherham.

Why we are here

- 1.3 million people die on the world's roads every year
- Road injuries are the single biggest killer of young people aged 5-29 worldwide
- On average, 5 people die every day on UK roads and 84 people are seriously injured
- Road deaths and injuries are devastating events for families, and seriously affect welfare and wellbeing
- Since 2021, there has been little change in the number of deaths and serious injuries annually.

What we do

- 1 We are working to provide levelled-up care for every road victim family that has been bereaved or suffered the most serious injuries in a crash.
Brake's National Road Victim service helps 1000 families every year – there are 3000 more who need our help.
www.brake.org.uk/support
- 2 We are campaigning to end the carnage on roads, calling on Government to achieve solutions, in line with the Safe System approach to road safety.
In 2021 Brake led on the publication of a collaborative report to Government calling for Safe Roads for All through implementation of a Safe and Healthy Mobility Strategy and Action Plan for roads to deliver sustainability and prosperity.
www.saferoadsforall.org
- 3 We are helping civil society to understand the solutions that can end the carnage, and join us in working for these solutions.
Our community campaigns and events raise awareness and provide tools so people can take action to achieve change.

Help us get to Vision Zero

The United Nations has set a goal of **50 by 30** – a 50% reduction in deaths and serious injuries by 2030, and an ultimate goal of approaching zero by 2040.

Working in partnership with other organisations is essential to the continued delivery of our work to achieve our vision. Together, we are stronger!

We look forward to working with you in 2023 and beyond.

Four ways to work with Brake

1 Join Brake as a Supporter, Partner or Strategic Partner

Make a commitment of financial support to contribute to our costs running:

- National Road Victim Service (£1.2 million in 2023 to support 1000 road victim families)
- Campaigns to Government and in communities (£850,000 in 2023).

Our three tiers of support are explained on pages 4 and 5.

2 Fundraise for Brake

Fundraising for Brake is fun, provides valuable funds, and can deliver benefits for you, including:

- team building
- opportunities for employees to volunteer for Brake
- demonstration of Corporate Social Responsibility, improving reputation.

We'd love you to make Brake your chosen charity to support in 2023. This is a great way to help your staff, members, customers or suppliers find out more about Brake, and have fun fundraising throughout the year. Email fundraise@brake.org.uk to find out more or go to www.brake.org.uk/fundraise

3 Sponsor a Brake community campaign or event

From national Road Safety Week to our annual UK Fleet Champions Awards, our community campaigns and events have broad public appeal, and large media and marketing value. We have campaigns and events for a variety of audiences, including schools, community leaders, youth and fleet organisations. Some of our campaigns have been running annually for more than 10 years.

We offer exclusive and shared sponsorship opportunities, with generous benefits. We are always pleased to work with organisations that can help us in other ways, for example use of a venue or shared expertise.

Go to pages 6 and 7 for more information about community campaigns and events we are running in 2023.

4 Take part in our campaigns for change

Join us and add your voice to our campaigns for change. Help us collect evidence and strengthen our policy positions to Government.

Brake affiliated organisations share our vision and support our vital work by promoting us to members, clients and networks of contacts. Email campaigns@brake.org.uk to find out more. For information about our campaigns, go to www.brake.org.uk/campaigns



We work to help families have good mental health, stay together, go to work and school, and be financially secure and safe. Our work also helps save our NHS and police by supporting families' health and safety.

Tiers of support

Join Brake as a Supporter, Partner or Strategic Partner. Show your commitment to our cause. Find a package that will help you support us and achieve your goals.

Your commitment to us:

You will commit to giving Brake an agreed amount or to raising an agreed amount through fundraising activity. You will also commit to paying Brake any difference if money raised through fundraising does not meet the agreed amount. You will commit to sharing approved content about Brake's vision and work, your fundraising activity, and ways to join us, with staff, customers and wider networks.

Our commitment to you:

We will provide you with a toolkit of resources and information to share about why you are supporting Brake. The toolkit will include logos, quotes, approved content for internal and external comms and guidelines for use. We will thank all supporters on our social media channels.

Brake Supporter

Financial commitment: Between £1200 and £8000 a year

Benefits

- Organisation name and link to your website listed on the Supporter page of the Brake website
- Toolkit of resources and information (see 'Our commitment to you' box).

Brake Partner

Financial commitment: *Between £8000 and £15,000 a year*

Benefits

- Logo, profile and link to your website listed on the Partner page of the Brake website
- Toolkit of resources and information (see 'Our commitment to you' box)
- Approved supportive quote for a campaign you are running that supports Brake's vision and work
- Brake speaker to attend an internal event you run, to thank you for your support and explain the work Brake is doing with your help
- One place at Brake's Annual Reception in Parliament (July 2023).

Tiers of support (continued)

Brake Strategic Partner

Financial commitment: *A minimum of £15,000 a year*

These are our closest partners, who help us shape our strategy, develop our work and achieve maximum impact.

We select strategic partners who are fully aligned with our vision, campaign goals and work, and can commit to working closely with us, usually for multiple years. Strategic Partners bring expertise, knowledge and time, as well as funding.

Many Strategic Partners also sponsor our community campaigns and events (see pages 6 and 7) or other projects that support shared strategic priorities.

Many Strategic Partners also provide additional benefits, for example use of a venue or shared expertise.

Benefits

- Logo, profile and a link to your website on the Strategic Partner page of the Brake website
- Toolkit of resources and information (see 'Our commitment to you' box on page 4)
- Brake press release with your quote and social media posts to launch the strategic partnership
- Approved supportive quote for a campaign you are running that supports Brake's vision and work. We may also support your campaign in other ways that we agree together, for example by sharing on social media or publishing your blog.
- Quarterly meetings with a named partnership manager to agree the terms of the partnership, explore additional opportunities to work together to shared goals, plan activity and report on progress*
- Brake speaker to attend an internal event you run, to thank you for your support and explain the work Brake is doing with your help
- Information about the impact of our strategic partnership** will be shared with Brake followers, for example in a bulletin, blog, or in our Impact Report
- Two places at Brake's Annual Reception in Parliament (July 2023), and access to an exclusive networking event for Strategic Partners, held before the reception
- Two places at Brake's annual conference (June 2023)
- Two places at the UK Fleet Champions Awards gala dinner (Autumn 2023).

* A commitment to give Brake a minimum of £15,000 a year secures the benefits listed above. We will discuss additional opportunities to work together, and the costs associated with that work, at these meetings.

** Once we have significant achievements to report on



Community campaigns and events in 2023

Our community campaigns and events raise awareness of key road safety issues and the solutions to end the carnage; help people take action to achieve change; and raise money to sustain and grow our charitable work, through sponsorship and fundraising activity.

Email corporate@brake.org.uk for more information and sponsorship proposals

Road Safety Week 2023

Annual partnership campaign, promoting road safety nationwide and engaging thousands of communities, fleets and road safety professionals across the UK. Extensive media coverage across the UK around a key theme.

In 2022, 4600+ people registered to participate in Road Safety Week with an estimated overall reach of more than 6.8 million people.

www.brake.org.uk/road-safety-week

Annual Reception (July 2023)

Brake's Annual Reception in Parliament in July 2023 is a wonderful networking event, bringing together Ministers, MPs and supporters to remember road victims and celebrate progress towards safe roads for all.

Beep Beep! Day

Our acclaimed events for pre-schoolers and their parents, helps very young children learn road safety basics, and pass on messages about roads to their parents using 'pester power'.

In 2023 we will publish the results of a public opinion survey about road safety for families.

www.brake.org.uk/beep

After the Crash conference and National Road Victim Service Awards

In June 2023 Brake will host a one-day conference for professionals showcasing excellence in road victim care.

The Brake National Road Victim Service Awards for post-crash professionalism in victim care will be presented at the conference. Brake will also publish the results of a public opinion survey about the rights of road victims to national media on the day of the conference.

www.brake.org.uk/AfterTheCrash

Brake's Kids Walk

Every year, thousands of primary school children take part in Brake's Kids Walk to shout out for their right to make safe and healthy journeys, every day.

The walk is featured extensively in the media with a focus on community road safety and raising awareness of the number of children killed or injured on roads.

In 2023 we will publish the results of a public opinion survey about road safety for families.

www.brake.org.uk/kidswalk

Community campaigns and events in 2023 (continued)

Driver and vehicle surveys

In 2023, Brake will run four national, news-focused PR campaigns based on the findings of public opinion surveys about driver attitudes and behaviours and vehicles.

The campaigns will be supported by information on the Brake website on related topics: for example, new vehicle standards, seatbelt wearing, impaired and distracted driving, and young and old drivers.

Young people for safe and green driving

We are seeking funding to develop and deliver an evidenced and impactful project for young people, affecting their attitudes and behaviours around driving. In 2023, funding will cover research and development.

We are looking for a funder who wishes to demonstrate a commitment to young driver education, development of standards, testing and impact evaluation.

Vision Zero champion volunteer development programme

Brake is seeking a partner to fund development of a network of Vision Zero Champion volunteers to raise awareness of our work, help others be safer, and achieve local fundraising for Brake.

Activity will vary according to time available / areas of interest. Volunteer recruitment and selection will promote equality, diversity and inclusion and will safeguard victims' welfare and wellbeing.

We are particularly keen to attract a funder who wishes to engage their staff in volunteering as part of the programme. Sponsorship will mainly fund a Brake employee to develop and deliver the project.

Email corporate@brake.org.uk for more information and sponsor proposals

Fleet Champions programme

An annual programme of activity for fleet managers promoting best practice road risk management, including:

- UK Fleet Champions Awards and gala dinner
- A rolling programme of communications based on case studies of UK Fleet Champions Award winners
- News-focused PR campaigns, based on the findings of surveys of fleet drivers and operators about road risk, experiences, thoughts and practices.

Vision Zero Leaders Awards

Our inaugural Vision Zero Leaders Awards programme will celebrate the achievements of those that are leading the charge for Vision Zero and inspire others to take up the Vision Zero mantle.

A Vision Zero approach states that deaths and serious injuries on the road are not inevitable, or acceptable, and that we have the solutions to achieve safe and healthy mobility for all.

**Thank you for taking the time
to read through this proposal.
We'd love to chat to you about
how you can help us achieve our
vision of a world where no one
is hurt or killed on roads and
every road victim receives
the care they need.**

**Email corporate@brake.org.uk
to find out more.**

Brake is a company limited by guarantee with charitable objectives.
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www.brake.org.uk