

## Children's Safety Education Foundation

*We exist to prevent children and young people from making the wrong decisions in areas of risk and danger due to lack of information, knowledge and understanding.*

Thank you for expressing your interest in our community safety initiatives. Thanks to the continued support of the business community, thousands of children every year benefit from our safety educational resources in the classroom and in the home. These vital resources are designed to provide information, knowledge and understanding on key issues of personal safety and health, ensuring our children grow up equipped to deal with any hazardous situation they encounter in their everyday lives.

The Foundation and our partners in the Emergency Services, education and health have developed unique interactive learning resources covering topics such as drug and solvent misuse, alcohol, smoking, first aid, racial harassment, hate crime, bullying, anti-social behaviour, trespassing and vandalism. We also provide safety resources focusing on road, rail, fire, water, electricity, gas and safety in the home.

Our target is to provide every child aged 4 to 14 with knowledge that enables them to understand the consequences of making the wrong choices particularly if encouraged by others to do something they normally would not (peer pressure). We owe it to our children to prevent them from harm and unnecessary suffering.

Currently 90% of the Foundation's income comes from people like you, from the business community. For those of you continuing to help us reach more children, thank you. If this is your first opportunity to become involved, your support will be invaluable. Young people are a valued part of our community and with your support we aim to make them feel safe, involved and reassured.

A member of our fundraising team will contact you in relation to these initiatives and I hope that following due consideration you will be able to support the work of the Foundation. We would not exist without you.



**Lord Wade of Chorlton**  
**Chairman**