



# Supporter Packages



By partnering with Berkshire Youth, you are demonstrating your commitment to the support and development of local young people.

We help young people reach their full potential by enabling them to find their voice and place in society. Many of the young people we work with are vulnerable or disadvantaged and unable to access help elsewhere.

Since its reopening in summer 2021, Waterside Centre in Newbury, operated by Berkshire Youth, has gone from strength to strength in its work supporting local young people.

However, due to the current cost of living crisis, combined with the increase in mental health issues, the number of young people needing support is the highest we have seen in our charity's 80 years history. Families are struggling to afford what is on offer or young people are facing barriers to access: they may have mental health issues, responsibility as a carer or low self-esteem.

We are appealing to local organisations to help us to support the young people of Newbury and West Berkshire.



## Waterside Centre

Berkshire Youth

# Good For Business

Helping us to support and deliver critical services for young people, helping the communities where you operate, and where your employees live, is good for business.

Customers today not only expect great products and services, but they also want to work with conscientious companies that support their local communities and give back. In a market where staffing and talent is becoming even more competitive, everyone has a role to play in developing, and nurturing tomorrow's talent – and potentially your workforce of the future.

Benefits for your business:

- Demonstrate real action towards delivering social value and impact
- Engage your employees in team fundraising and volunteering
- Link to a local charity supporting local young people and association with a respected local youth centre
- Reach potential new audiences and build your reputation as a socially responsible business
- Showcase to customers your commitment to social value by helping local young people



## Gold Champion 12 Months £10,000

As a Gold Champion you will be helping us in many ways, including (but not exclusively):

- Keeping Waterside Centre running with youth workers available to young people, expanding our youth provision and offering a safe space to those in need
- Supporting our popular school holiday clubs, attended by hundreds of young people
- Helping us provide detached youth workers to support hard to reach young people, within their local communities

Benefits for your business:

**Keynote Address:** at our annual Youth Conference and company name and logo included on any collateral and communications

**Team Building:** climbing or paddling session for up to ten employees, plus reduced room hire rates at Waterside Centre for team meetings

**Volunteering Opportunities:** for up to eight employees per year

**See the Impact:** employee group visit to meet our young people and learn how your donation is making a difference

**Entertaining:** eight tickets to our Youth Music Nights

**Branding:**

- Company signage in lobby of Waterside Centre
- Berkshire Youth Champion certificate to display in your office, marketing materials and website
- Your company name and logo on our website, social media pages and Waterside screens
- Spotlight features in our newsletter and on our website
- Announcement of partnership and proactive promotion throughout the year



## Silver Champion

12 Months £5,000

As a Silver Champion you will be helping us in many ways, including (but not exclusively):

- Helping us to provide fun and engaging activities, such as paddling sessions
- Supporting our youth leadership programme and developing young volunteers
- Contributing to running costs of Waterside Centre

Benefits for your business:

**Team Building:** paddling session for up to five employees, plus reduced room hire rates at Waterside Centre for team meetings

**Volunteering Opportunities:** for up to five employees per year

**See the Impact:** employee group visit to meet our young people and learn how your donation is making a difference

**Entertaining:** five tickets to our Youth Music Nights

### Branding:

- Berkshire Youth Champion certificate to display in your office, marketing materials and website
- Your company name and logo on our website, social media pages and Waterside screens
- Profile feature in our newsletter and on our website
- Announcement of partnership and updates throughout the year



## Bronze Champion

12 Months £2,500

As a Bronze Champion you will be helping us in many ways, including (but not exclusively):

- Helping us to provide fun and engaging activities, such as climbing sessions and holiday clubs
- Contributing to running costs of Waterside Centre

Benefits for your business:

**Team Building:** reduced room hire rates at Waterside Centre for meetings

**See the Impact:** subscription to the Berkshire Youth newsletter with regular updates

**Entertaining:** two tickets to our Youth Music Nights

### Branding:

- Berkshire Youth Champion certificate to display in your office, marketing materials and website
- Your company name and logo on our website, social media pages and Waterside screens
- Profile feature in our newsletter and on our website





## Become a Friend

### Annual Support £500 / £250 / £100

As a friend, you will be supporting the children and young people who rely on Waterside Centre to provide activities, programmes, and services to help them in their personal development and build confidence and self-esteem.

#### £500

To thank you for your support:

- Your name will be added to the Friends of Berkshire Youth list displayed on the Waterside screens and website
- You will receive a Berkshire Youth Friends certificate which you can display in your office, marketing materials and website for 12 months
- You will receive two tickets to our Youth Music Nights
- You will receive a shout out of thanks on social media
- You will receive regular updates from Berkshire Youth

#### £250

To thank you for your support:

- Your name will be added to the Friends of Berkshire Youth list displayed on the Waterside screens and website
- You will receive a Berkshire Youth Friends certificate which you can display in your office, marketing materials and website for 12 months
- You will receive a shout out of thanks on social media
- You will receive regular updates from Berkshire Youth

#### £100

To thank you for your support:

- Your name will be added to the Friends of Berkshire Youth list displayed on the Waterside screens and website
- You will receive a Berkshire Youth Friends certificate which you can display in your office, marketing materials and website for 12 months
- You will receive regular updates from Berkshire Youth

## No Budget?

Make us your Charity of the Year and encourage your employees to fund raise together or individually. Whether it is a bake sale or a bike ride, we would be delighted if you would adopt us for a year (or longer!) to raise awareness of the importance of youth services and the role we play. Host a team meeting in one of our lovely riverside rooms, plan an activity day of rock climbing or paddle boarding with us, or drop into the café and support us on social media.

**All supporter packages can be discussed and tailored to your business objectives. Please contact us for further information.**



Waldegrave Place  
Northbrook St  
Newbury RG14 1DS

T 01635 018500  
E [waterside@berkshireyouth.co.uk](mailto:waterside@berkshireyouth.co.uk)  
[watersidecentre.co.uk](http://watersidecentre.co.uk)

