



thenewnormal.

FUNDRAISING PACK



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Dear Fundraiser,

This is a message of sincere thanks for your efforts in support of The New Normal Charity.

As a charity, we rely solely on donations and fundraising in order to complete our mission of providing free grief and mental health peer-to-peer support to individuals from all over the world.

At TNN we believe that 'if there's one, there's two'- nobody should ever feel they are so isolated in their struggles that they must face them alone. There will always be somebody that understands, and we are passionate about connecting individuals through conversation. Your efforts mean that we can continue to do this with almost 30 peer-to-peer meetings a month, whilst also reaching further to those that require our services.

We acknowledge that grief and mental health resources are not easily accessed by everyone. With this in mind, we are proud to provide our meetings free of charge, to those who struggle to be heard. With thanks to you and your generosity we remain dedicated to ensuring that this will always be the case.

We wish you the very best of luck. Your support of TNN will always be appreciated and we look forward to following your progress.

Team TNN



Jess' story.

In August 2011 my Dad died, suddenly from heart failure. He was away in Sweden on a work trip and never came home. Getting 'the call' from my brother "Jess, Dad's dead" created such a wave of shock that I think it swept me to somewhere I've never come back from - a "new normal", a phrase coined by Jack and Ben that really resonates.

Months after my father's death my mother was diagnosed with Multiple Myeloma - a cancer with no cure. It wasn't a case of "if" the cancer would win, it was a case of "when" the cancer would win. Around 18-months later my mother died too.

At the funeral someone said to me "it's like being unplugged, and you didn't even realise you were plugged in". That was exactly how I felt - lost, heart broken, unplugged with no parents.

I felt so alone. I made it my mission to heal - therapy, yoga, meditation and writing helped- but it was still a pretty isolated journey.

Finding The New Normal gave me other people to connect with, listen to, share with. Just being in a pressure-free, judgement-free room with other people who "get it" - in their own version - is overwhelmingly comforting, warm and supportive. It's quite difficult to articulate but it felt like the missing puzzle piece to my grief and healing had been found.

I would seriously encourage anyone who has suffered a loss to come and give the group a try. Each time I start off full of nerves and end up never wanting to leave. Know that if you feel scared, sad or unsure you will be in supportive hands

TOOLS AND TIPS

ONLINE

You can link your fundraiser to our Just Giving page here:

<https://justgiving.com/thenewnormal>

Fundraise with Social Media - Make it as easy as possible for your network to support your efforts, share links to your fundraising page.

If you would like to use any of our branding collateral for social media posts please contact socials@thenewnormalcharity.com

Tell your story. Make sure people know why the cause is important to you. The more you share of your personal story, the more likely people will be to support you.

Gift matching - Lots of workplaces support fundraising efforts by matching their employees' fundraising total (up to a certain amount).

TOWARDS THE END

Let family and friends know there's still time to donate by sending one last email – it can make a huge difference. Most importantly, celebrate your efforts. You did something great and that is worth a celebration. You took on a challenge to help provide free mental health and grief support. You are the difference.

If you've got questions we are always here to help.

socials@thenewnormalcharity.com

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