



CORPORATE RESPONSIBILITY AND STAFF VOLUNTEERING PROGRAMMES

Can your business or team help us out?

We need volunteers to help fundraise at the Pride Parade and Festival event on Sat 4th August 2007.

Pride in Brighton & Hove¹ is a registered charity in England & Wales, No. 1105892. Our objectives are to promote equality and diversity and to advance education to eliminate discrimination against the Lesbian, Gay, Bisexual and Transgender (LGBT) community².

Pride in Brighton and Hove is the biggest, boldest and brightest city stopping carnival and parade in the South East calendar and the largest free LGBT event in Europe. The parade goes from Brighton Pier through the centre of Brighton and out to Preston Park. Thousands of spectators line the route of the parade to see nearly 60 floats celebrating equality and diversity and all aspects of LGBT and community life in Brighton and Hove. The park event attracts up to 120,000 people throughout the day with 100,000 on the park at any one time. It is a fantastic day that people of all ages and backgrounds, both gay and straight, enjoy.

One of the key principles that Pride as a charity upholds is to provide the parade and the event FREE OF CHARGE. To enable us to do this we rely on donations. We therefore need enthusiastic bucket/shaker teams and collectors to help us achieve our fundraising targets on the day.

Providing the event free of charge ensures that anyone and everyone who wants to can be a part of the day and can be involved as much or as little as they would like to be. It also ensures that awareness raising and education about equality and diversity reach the maximum number of people. But to ensure that we run a safe and successful parade and park event incurs significant expenditure – as an organisation we incur costs in excess of £300,000 each year, all of which has to be generated through sponsorship, fundraising and donations.

Great branding opportunities are offered to businesses who can help the charity

If you think your business or team can help us either by taking on the fundraising as a team building exercise or simply by providing volunteer bucket collectors for all or part of the day please contact us. We are keen to hear from any organisation able to provide from 3 to 50 volunteers. Volunteers will need to be able to attend up to 2 training and briefing sessions in Brighton in advance. In return we will provide your company with various branding options, look after your personnel during the day, and ensure they have a great time helping out at Brighton's biggest charitable party of the year!

For further information call PJ Aldred, Operations Manager on 01273 775939 or Yvonne Barker, Pride Trustee, on 07967 563140.

¹ Pride in Brighton and Hove is the trading name for the charity Pride South East Ltd.

² We raise awareness of issues by promoting and staging a series of events including a winter festival and an annual free summer festival, which includes a major Parade and Park event, and by making grants and/or donations to other charitable and voluntary organisations. Our key objective is to develop an environment in favour of LGBT equality by providing information, advice and support.