



www.theislandnl.org.uk

Press Release Template

Enter date: day / month / year

Enter title: keep it local, relevant and punchy

[Example title: Local family to raise vital funds for The Island]

Make sure that the first paragraphs include the crucial information you want the people in your area to know about your event or fund-raising efforts, e.g. who, what, where, when, why and how:

(When) *On Saturday 31 August, (who) the Priestley family (where) from Nether Poppleton (what) will be holding a spectacular summer fun-day (why) to raise vital funds for local mentoring charity The Island.*

(How) *From 10 am to 4 pm the Priestley family and their willing volunteers will be welcoming guests and inviting them to join them in a fun-packed day raising money for a very deserving cause. There will be fun and games to suit every taste, from a challenging army assault course for the adventurous, to a fancy dress competition for the children.*

(Why) *To provide mentor support on a weekly basis to vulnerable 8 – 13 year-olds in York, The Island needs to raise £2,200 per child per annum. This covers reimbursement to mentors for the positive recreational activities they partake in with their mentee; their travel expenses; full mentor training; and on-going support and supervision from staff. Last year, The Island worked with over 70 different children from the local area.*

The value of having regular one-to-one time with a reliable adult role model cannot be underestimated. As well as allowing a supportive, ongoing relationship to develop, it provides young people with the undivided attention and 'islands of space and time' they need to increase their confidence and self-esteem, participate in worthwhile recreational activities, and move forward in their lives. In turn, regular participation in positive leisure activities helps young people connect and engage with their community, and increases their awareness of the facilities and resources on offer to them locally.

Include a quote from a fund-raiser, preferably an emotive reason for fund-raising or a personal connection to the hospital: *Pauline Priestley said, "The Island is an amazing mentoring service, which has touched the lives of so many vulnerable young people and their families. With children of our own, we*

wanted to show our support, not only by raising money, but also by raising awareness about the charity."

If you would like more information about how you can help The Island, please visit www.theislandn1.org.uk or call 01904 628449.

- Ends -

For further information about The Island, please contact:

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Notes to Editors

This should include any extra information that you think a journalist would want to know; for example:

- Information on your school/community group/company
- Information on The Island (as below)

About The Island

The Island is a registered charity that has been operating since 2007. It offers support to vulnerable 8 - 13 year-olds (and to disabled young people between 14 and 19 years of age) in York who are struggling to cope at home, at school, or in the wider community, or who are experiencing difficult transitions in their lives. It links these young people with volunteer mentors with whom they meet on a weekly basis over the course of a year (or longer if required). This allows them to develop supportive, ongoing relationships, whilst also providing the undivided time and attention they need to increase their confidence and self-esteem, participate in worthwhile recreational activities, and move forward in their lives.

In its approach to mentoring, The Island concentrates on relationships. It places importance not only on building effective relationships with children and young people, but also on building each child and young person's relationship with their community. The Island takes its name from child psychologist Vera Fahlberg's work on child development, in which she refers to the concept of 'islands of space and time'. Inspired by her research as well as that of the Joseph Rowntree Foundation, our mentoring service represents the time, space and support that is offered to young people as they identify the need for it.

For further information, please contact Jenni Lucas (Project Support Officer).