



# Yellow Friday

13<sup>th</sup> MARCH

**Making a difference to families  
affected by childhood liver disease**



Children's Liver  
Disease Foundation

**BRITISH  
LIVER  
TRUST**



**Hello,**

I'm Pamela Healy, Chief Executive of the newly merged Children's Liver Disease Foundation (CLDF) and British Liver Trust, and I'm thrilled to talk about Big Yellow Friday! This special campaign is a fun way to raise awareness of childhood liver disease and support those babies, children, and families affected.

Now we have come together as one charity, we're proud that we can provide lifelong support for these young people and no longer have to say goodbye when they turn 25.

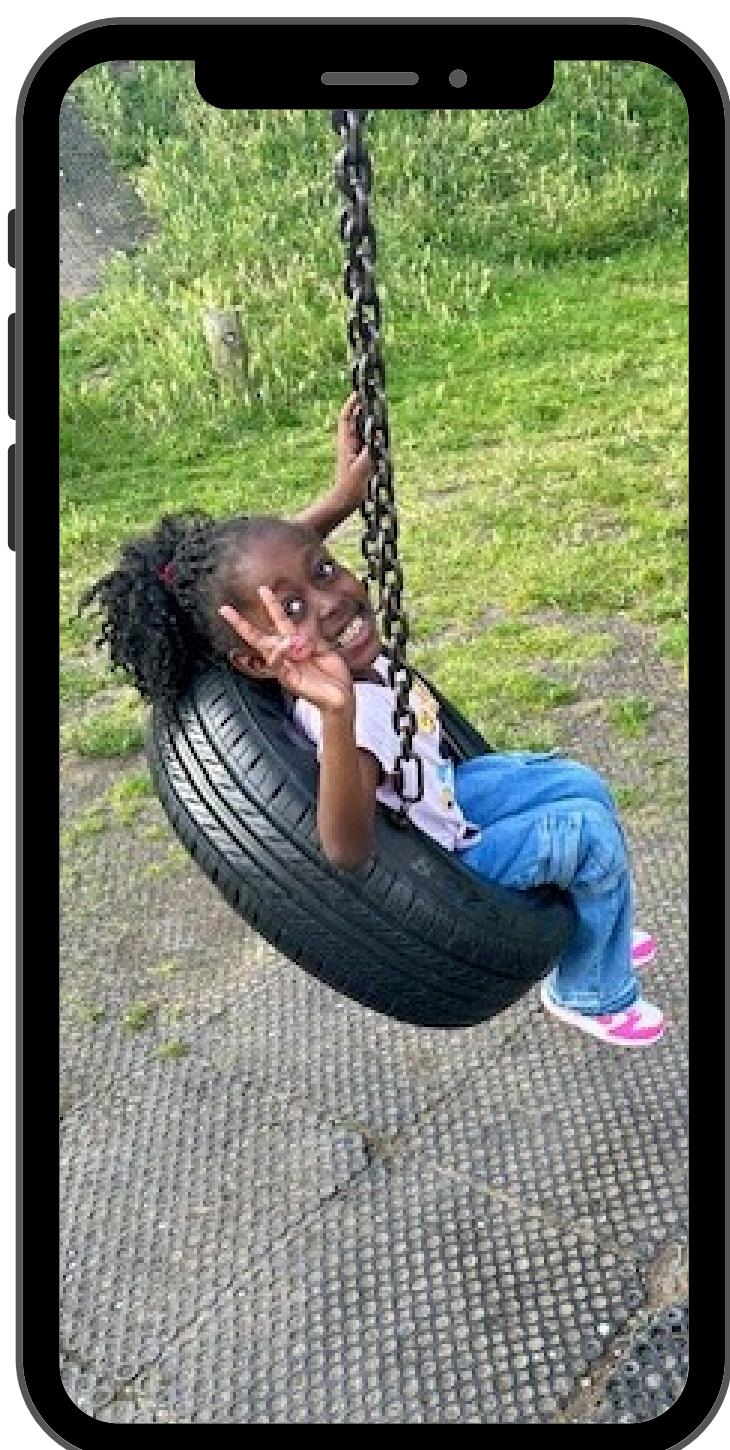
We'd love to have you on board to make a difference. It's so easy to join in with the campaign – you can do anything you like as long as it's yellow! Together, we can shine a light on childhood liver disease and help those who need it most. For more information or to get involved, reach out at [fundraising@childliverdisease.org](mailto:fundraising@childliverdisease.org).

**Best wishes,**  
**Pamela J Healy OBE**  
**Chief Executive**



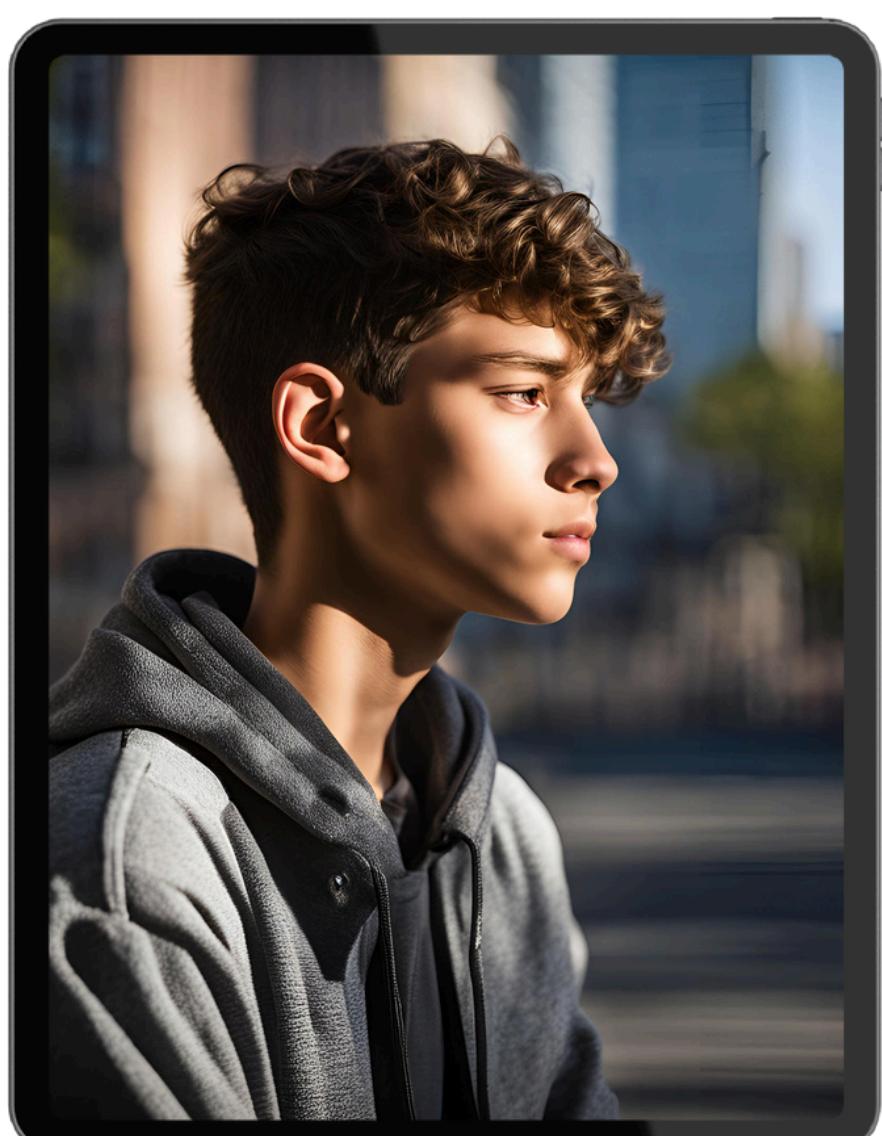
**#BIGYELLOWFRIDAY**

## Who your fundraising helps



"Kate has supported me in various ways, from providing information for Hali's school, helping me apply for benefits, or just listening to me. Sometimes it's a phone or a video call but even if I just email her with a question, I know she'll come back to me. All of this has had a huge impact on how I cope with Hali's condition. I have a better understanding of how to care for her, support my other children and also to give myself some grace as well."

***Jemima, mum to Hali (pictured here)***



"You get to speak to people who understand what it's like to have a liver disease and go through processes such as transplantation as well as day-to-day life. It's been very helpful for me to be able to speak to people who fully understand any anxieties and symptoms of living with a liver disease, I'm so grateful for the group!"

***Young person with a liver disease***

**#BIGYELLOWFRIDAY**



# BIG YELLOW FRIDAY



Children's Liver  
Disease Foundation

## Your guide to Big Yellow Friday

Decide on your fundraising idea. It could be a coffee morning, a bake sale, a wear-yellow day or a big yellow event!

1

Whatever you decide (or if you're struggling to make your mind up) let us know because we are here to help!

Go to [www.bifyellowfriday.org](http://www.bifyellowfriday.org) or email [fundraising@childliverdisease.org](mailto:fundraising@childliverdisease.org). We'd love to hear from you.

Spread the word

2

Tell everyone you know that you are fundraising and don't forget to share it on social media with us. Tag us and use the hashtag #BigYellowFriday  
And if you're not a social media person, tell us anyway - we'll do it for you!



@CLDFonline



@CLDFonline



@tweetCLDF

3

Go and enjoy Big Yellow Friday knowing you're raising money to help children with lifelong liver disease. Have fun!

Share your pictures with us - we can't have too much yellow around and we'd love to shout about your fundraising!

4

Don't forget to pay in your funds afterwards so they can be put to good use.  
Remember to tell us who you are and that you fundraised for Big Yellow Friday.

## Why join in?

"I'd say to anyone else who is nervously thinking about joining in with Big Yellow Friday just go for it! Do some research, put the feelers out to businesses and schools and just ask the question. The fundraising packs are a real help - you just hand them out and then people have all the information they need. If you have a connection with a child with liver disease you will be surprised how many people want to join in and help you - so don't be afraid to ask!"

**Sophie, Luna's mum**



"We have had great fun doing this. Our staff love any excuse to get dressed up and have fun, it all helps to build great teams and good relationships with local communities. Of course there has been some healthy competition amongst the stores to see who can raise the most money for such a fantastic cause!"

**A spokesperson for BP stores, who joined in two years running!**

**#BIGYELLOWFRIDAY**

## How your fundraising makes a difference

Big Yellow Friday is a day jam-packed with fun and the best thing about it is that you're also raising money which will make a huge difference to our children, young people and families.

**£5**

could provide an information pack for a newly diagnosed family, explaining their child's condition, its implications and how we can help them.

**£25**

could mean an hour's one-to-one telephone support for a parent who is struggling and may need practical assistance, guidance or simply a listening ear from someone who understands.

**£100**

could fund Yellow Alert packs for 30 healthcare professionals, enabling them to spot the signs of liver disease in newborn babies.

**£1,000**

could help us to update our leaflets on rare liver conditions, providing trusted, accurate and clear information to families and medical professionals.

**£3,000**

could fund our young people's digital support service for six months, keeping them in touch with others in their situation and with CLDF, reducing isolation and creating a vital peer support network.



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# Thank You!



If you have any questions or would like some help with your Big Yellow Friday plans, please contact [fundraising@childliverdisease.org](mailto:fundraising@childliverdisease.org)

