

JUNE 2019

PERENNIAL SUPPORTER INFORMATION

*** Help us spread the word about our essential services for people in horticulture ***



You're a member of the Perennial family and you play a crucial role in helping us spread the word about the essential services we offer people in horticulture. Your social media channels, website and customer communications are an excellent way to tell more people that we're here for them if they're struggling with a life-changing event or just need a little extra support.

This summer we need your help to tell as many people about our [online budgeting tool](#) and the help available to [families during the school holidays](#).

Below is some 'news in brief' for you to use in any of your planned communications, or on your website. We've also prepared some template social media posts to help you share the information. If you'd like more in-depth information about how Perennial helps people in horticulture or would like a bespoke article from us for your website or customer newsletter, please contact us and we'll do our best to help.

Thanks so much for your continued support,

Sue Brinsden
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IN THIS TOOLKIT:

1. Online budgeting tool info in brief
2. Summer holiday support for families info in brief
3. Suggested social media posts for online budgeting tool, summer holiday family support and general Perennial help and support

TO FOLLOW IN AUTUMN 2019:

1. Term time support for families information and social media posts
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1. Online budgeting tool info in brief

EASY TO USE ONLINE BUDGETING TOOL OFFERS FINANCIAL CONFIDENCE AND CONTROL TO PEOPLE IN HORTICULTURE



In brief: Perennial has a free and easy to use online budgeting tool that makes it simpler to see what's coming in and going out. It gives hints and tips that will help you feel more in control of your finances. Find out more at www.perennial.org.uk/budgeting-tool #heretohelp #supportingourindustry #Perennial180 #helpinghorts

Perennial helped people in horticulture access nearly £4 million in financial assistance in 2018 – more than any other year in its 180-year history. A recent financial wellbeing survey¹ of working-age people found that 94% worry about money and of this group over three quarters say it impacts their work. Less than half of employees surveyed had a financial plan and debt was cited as an issue for 58% of people.

Perennial is combating some of these money worries for people in horticulture with its easy-to-use online budgeting tool. The industry charity is encouraging everyone to check their financial wellbeing, regardless of their financial status, to understand their situation and proactively manage their money.

The online budgeting tool is available via the [Perennial website](http://www.perennial.org.uk) and can be used on a desktop computer, tablet or smart phone. It is very easy to use and does not require any technical or financial expertise. All information you provide is completely confidential and will not be shared with anyone else. People can use it anonymously if they wish or they can register to allow them to revisit their budget at any time and see how their planned changes are working.

Find out more at www.perennial.org.uk/budgeting-tool.

If you, or someone you know, needs help contact Perennial on 0800 093 8546 or email services@perennial.org.uk. For more information visit www.perennial.org.uk/help

FULL NEWS STORY HERE: <https://perennial.org.uk/spring-clean-your-finances-with-perennial/>

Perennial's Debt Advice Service is authorised and regulated by the [Financial Conduct Authority](http://www.fca.org.uk) (www.fca.org.uk)

¹ Financial Wellbeing Index 2019, Close Brothers <https://www.closebrothersam.com/media/1969/the-financial-wellbeing-index.pdf>

2. Summer holiday support for families info in brief

TAKING THE STRESS OUT OF SUMMER HOLIDAYS



In brief: Perennial helps people in horticulture, and at this time of year the team helps lots of families worried about the extra costs of childcare, holiday activities and food over the school summer holidays. Find out more at www.perennial.org.uk/holidayhelp #stressfreeschoolholidays #heretohelp #supportingourindustry #stressfreesummer #Perennial180

As schools prepare to close their doors for the long summer break, Perennial can help parents and carers worried about the additional cost of the school holidays. It costs families an average of £124.23 per week for full time holiday childcare and many parents pay more than twice as much during the holidays as they do for after-school clubs during term time. Most working parents are unable to take 13 weeks annual leave to look after children in holiday periods, so must incur childcare costs instead.

Perennial can support people working in horticulture with childcare costs, holiday activities and clubs, to allow people to continue working, and help meet the costs of additional food required over the summer break. The team can also help people access other sources of support depending on their situation.

Perennial helps people like David* and his wife Hannah who contacted Perennial last year before their children's summer break. Hannah works full time and David is a self-employed gardener.



During term time David takes their two children to primary school and Hannah picks them up so they avoid paying childcare costs. In 2017 Hannah took time off work to cover part of the holiday period and then relied on a friend to help with childcare. This was not possible last year and as summer is David's busiest period, he was unable to take time off.

The family had found a two week summer holiday club offering outdoor activities provided by their local authority, which both children could attend. Perennial supported the family by helping them pay for the summer school costs, allowing the couple to continue working and their children to enjoy an amazing holiday experience with their friends.

*Names and images have been changed to protect the privacy of individuals

If you, or someone you know, works in horticulture and needs additional support over the summer break, contact Perennial in confidence on 0800 093 8543, email services@perennial.org.uk or request support online at www.perennial.org.uk/holidayhelp

FULL NEWS STORY HERE: <https://perennial.org.uk/taking-the-stress-out-of-summer-holidays/>

SUGGESTED SOCIAL MEDIA POSTS

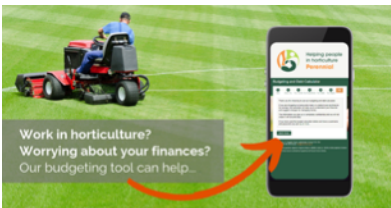

FACEBOOK: [@PerennialGRBS](#)

TWITTER: [@PerennialGRBS](#)

INSTAGRAM: [@perennialgrbs](#)

Suggested hashtags: #supportingourindustry #ProudPerennialPartner #Perennial180 #helpinghorts

ONLINE BUDGETING TOOL

MESSAGE	
	<p>We can all have money worries and it can be stressful but horticulture trade charity @PerennialGRBS can help.</p> <p>If you are feeling worried about your finances, the easy to use and confidential budgeting tool from Perennial can help. It will suggest ideas for managing your money, helping you to feel in better control of your finances.</p> <p>Try it today.</p> <p>[LINK: https://perennial.org.uk/home/ways-we-can-help/budgeting-tool-2/]</p> <p>#supportingourindustry #Perennial180 #ProudPerennialPartner #helpinghorts</p>
	<p>Did you know? @PerennialGRBS has a free and easy to use online budgeting tool makes it simpler to see what's coming in and going out. It provides hints and tips that will help you feel more in control of your finances.</p> <p>Don't let a worry become a crisis, take control of your finances with Perennial's online budgeting tool today!</p> <p>[LINK: https://perennial.org.uk/home/ways-we-can-help/budgeting-tool-2/]</p> <p>#supportingourindustry #Perennial180 #ProudPerennialPartner #helpinghorts</p>

SUMMER HOLIDAY FAMILY SUPPORT

MESSAGE



Worried about how you'll cope with the kids over the school summer holidays? @PerennialGRBS is here to help people in horticulture who are worried about the extra costs of childcare, holiday activities and food over the school summer holidays. Find out more today

[LINK: www.perennial.org.uk/holidayhelp]

#stressfreeschoolholidays #supportingourindustry
#stressfreesummer #Perennial180
#ProudPerennialPartner



Did you know? @PerennialGRBS provides school holiday support for families. Find out more over on their website

[LINK: www.perennial.org.uk/holidayhelp]

#stressfreeschoolholidays #supportingourindustry
#stressfreesummer #Perennial180
#ProudPerennialPartner



Earlier this year, the government announced extra funding for free summer holiday clubs this year, with the aim of reaching around 50,000 of the most disadvantaged children across the country.

If you or a member of your family works in horticulture and you are worried about financial costs over the school summer holiday, @PerennialGRBS can help you access appropriate support. Find out more:

[LINK: www.perennial.org.uk/holidayhelp]

#stressfreeschoolholidays #supportingourindustry
#stressfreesummer #Perennial180
#ProudPerennialPartner



Did you know? @PerennialGRBS can help towards the additional costs of food during the school holidays for children who receive free school meals during term time. Find out more about the range of school holiday support available to people in horticulture.

[LINK: www.perennial.org.uk/holidayhelp]

#stressfreeschoolholidays #supportingourindustry
#stressfreesummer #Perennial180
#ProudPerennialPartner

GENERAL PERENNIAL SUPPORT

MESSAGE

Did you know: @PerennialGRBS helps anyone who professionally creates or maintains gardens, parks, sports facilities and other green spaces.

If you work with plants, trees or grass, or work in the places where they grow, Perennial is your charity.

Everyone working in or retired from horticulture, forestry or arboriculture is eligible for Perennial's free and confidential help, which includes friendly one-to-one advice, support and financial assistance.

[LINK: www.perennial.org.uk]

#supportingourindustry #Perennial180
#ProudPerennialPartner #helpinghorts
