Mrs Jane Trowbridge JP

High Sheriff of Shropshire

28th July 2025

Dear Headteacher,

You may have heard that I am championing a youth led initiative across Shropshire, Telford and Wrekin to raise awareness of the challenges facing our young people and to raise money to fund the local charities which are supporting them. This is an entirely youth led project, empowering young people of all ages to do something to help their generation, and giving them control, as they will decide the final distribution of all monies raised amongst their chosen local youth charities. Many of these charities are in critical need of extra funds due to cuts in grants and government funding.

I am delighted to say that a considerable number of both primary and secondary schools across the county are supporting the initiative, and Harper Adams is hoping to include it in one of their business study modules. Some of the wider community, local businesses and organisations, have indicated that they will also take part. As a result, the project is getting much press and media interest which will go live around the launch date in early September.

I am hoping that your school or college will participate in Youth Awareness Day on 16th October and also take part in the additional fund raising challenge by holding an event such as a craft or cake sale or doing a sponsored challenge to help raise extra funds. If this is a success, which I hope it will be, there is a possibility of our young people making a real and positive impact, but we need to support them, so please join in.

I attach details of the project which you may have already received. There is also a video addressed to you, explaining the project which you can find on You Tube https://youtu.be/JuELaIDKZ1M. Finally, I am hoping to visit as many schools as possible during my Shrieval year so if you would like a visit, please contact me.

Best wishes,

Jane Trowbridge
The High Sheriff of Shropshire 2025-2026
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