



Mrs Jane Trowbridge JP

High Sheriff of Shropshire

Dear Parent/Guardian,

I am writing to ask for your support in an exciting youth led initiative across the county which I am spearheading to raise money **by the young for the young** with a panel of young people deciding which charities should receive the money which has been raised.

As a parent or guardian of a young person you will be aware of the difficulties and challenges affecting their generation. The hard facts speak for themselves: 1 in 4 young people struggle with mental health, 1 in 8 are NEETS (not in full time education employment or training), approximately 1 in 5 have a drug habit with drug related deaths increasing in recent years, exploitation is increasing in Shropshire by an alarming percentage – 1 in 5 young suffer abuse before reaching 24 years of age. Obviously, these figures are constantly changing but they highlight the numerous significant problems facing our young. There are many amazing local charities which provide excellent support for the young, but money is tight, too many charities are chasing too few grants, and many of these youth focussed organisations are struggling to survive. Put bluntly they need money.

The young in Shropshire, Telford and Wrekin are hoping to make a difference and do something positive to help by encouraging all students of whatever age from Primary to Secondary school to go to their school or college on October 16th – Youth Awareness Day – wearing something blue and donate whatever they can afford. It is a bit like Red Nose Day except all money raised will go to local charities and the young themselves will decide how it is allocated between the charities of their choice. There is also an extended challenge to raise money after the 16th by holding cake sales, craft sales, events or challenges etc.

I am delighted to say that many schools have already indicated that they will be supporting the young and many businesses, charities and organisation have also offered their support, including the Police, RAF. Army and some parts of the NHS.

Please support your young and encourage them to go to school on 16th October wearing something blue to show support for youth and donate whatever you can afford.

Best wishes

Jane

Jane Trowbridge -High Sheriff of Shropshire 2025-2026