



Big Brothers Big Sisters
of Hawke's Bay
Tuakana Teina

18/06/2024

Kia ora,

Big Brothers Big Sisters Hawke's Bay is excited to share our successful fundraising event - **The Big Dress Up!**

We are asking businesses to support us in 2024 by joining in on our mufti day to raise money for Big Brothers Big Sisters. Every little bit helps.

Staff are encouraged to make a gold coin donation to dress in mufti, with the theme being 'dress up as your role model'. This gives scope for everyone to be as creative as they would like. Staff might dress up as someone they looked up to as a child, a role they aspire to be, or someone else of significance to them.

The Big Dress Up Day is happening **on a day of your choice between 2 and 6 September**. This coincides with the 2023 International Day of Charity on Thursday 5 September. Of course, it can be held at any time throughout the year too that works for your business.

If you would like, one of our team members can come to your business on the day of your event to thank staff, explain our programme and collect the donations. We are also happy to come prior to the event day also, to help raise some excitement about the event.

Although this is the first year we have invited businesses to join, this is our third year running the fundraiser and we'd love to keep the momentum going. You can check out our website for some photos of our 2022 [event held at two schools](#). 2023 saw four schools join in with the Big Dress Up and **in 2024 we would love to double that again to have eight schools and businesses participate!**

Your support helps us spread the word about Big Brothers Big Sisters, and of course, helps raise some much-needed funds so we can continue helping the young people/taiohi currently matched with a Big Brother or Big Sister (mentor/tuakana) and those who will be joining our programme and will be matched in the future.

If you need further information, please be in touch with any questions you have. If you're interested in joining us with this event, please register at this link <https://www.bbbshb.nz/the-big-dress-up-businesses/> and the collateral will be emailed to you.

Thank you for your support.

Yours sincerely,

Hayley Burnett
on behalf of The Big Brothers Big Sisters Team