

**MISSION
CHRISTMAS**
cashforkids



**FUNDRAISING
PACK**



MISSION CHRISTMAS cash for kids



Christmas for **every** child. That's our mission.

Mission Christmas is here to make sure that children living in poverty can have a great Christmas.

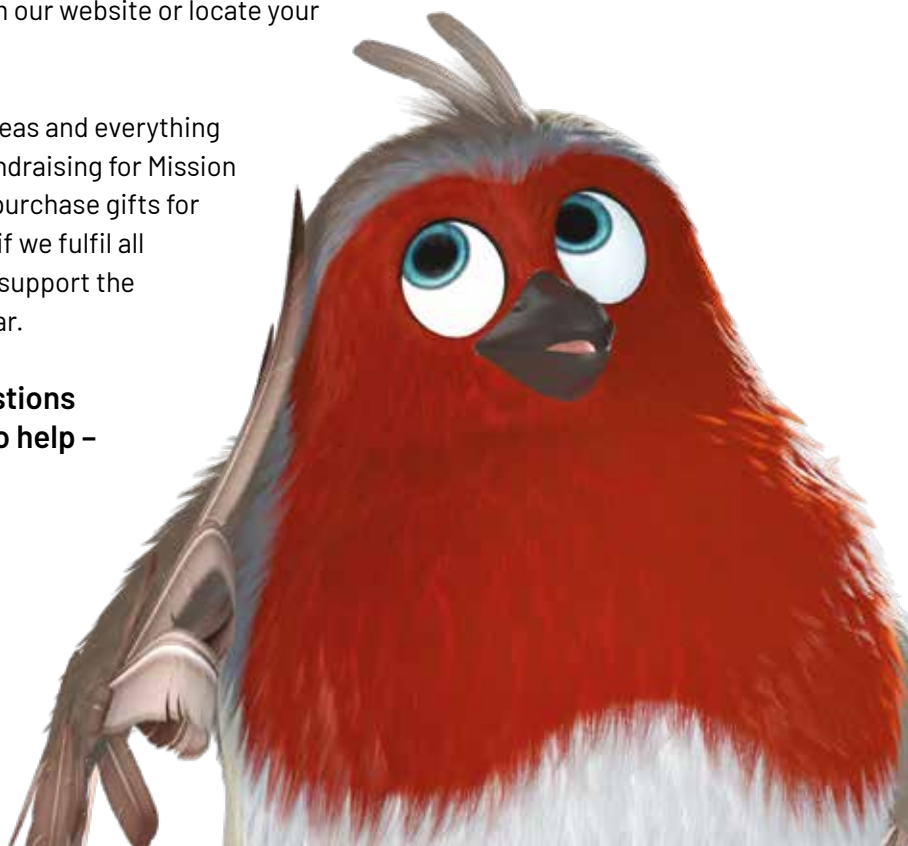
Some families were already struggling to make ends meet, and the current cost of living crisis has pushed even more into poverty. For so many people this year Christmas is a luxury they just can't afford.

If you, your staff or pupils would like to help and collect gifts for Mission Christmas that's great! We'll make sure they get to the Big Man in time for Christmas Eve.

We're looking for new and unwrapped gifts suitable for children and young people aged 0 to 18, and you can bring them to our Mission Christmas HQ or one of our local drop-off points. Go online to find out more, order gifts directly from our website or locate your nearest drop-off.

Check out the rest of this pack for gift ideas and everything you need to know about donating and fundraising for Mission Christmas. Funds raised will be used to purchase gifts for age groups we're struggling to help, and if we fulfil all applications anything left over will go to support the children who need it most in the New Year.

If you need a hand or have any questions the Cash for Kids team are happy to help – please get in touch!



Help needed more than ever

Children everywhere,
from all walks of life,
will be **living in poverty**
this Christmas.

Families who were
able to manage just
a few months ago
are now having to
choose whether to
HEAT or EAT.

The price of food,
fuel and other
essentials has risen,
but **wages for most
people have seen a
real-terms cut.**



**Christmas is something they
can't even begin to afford.**

Making a Difference



£10

could buy a gift for a child living in poverty, especially one in an age group where we struggle with donations such as babies and teenagers

£50

could pay for a selection of gifts for a young person who would otherwise wake up to nothing on Christmas Day



£1000

could support a family in a crisis situation over Christmas



£500

could go towards important sensory equipment and toys to aid a disabled child's development



HELP BRING SOME CHRISTMAS MAGIC TO CHILDREN LIVING IN POVERTY.

Online and text donations will be used to purchase gifts for age groups we are struggling to help and to support the work of Cash for Kids throughout the year.

Who we help

// Charlie lives with his mum and two younger siblings who were all victims of domestic abuse. They were in the process of moving to a new home, and finances were a struggle. Gifts from Mission Christmas meant that the children had a visit from Santa, with the presents really bringing to life how magical Christmas should be. With help from Cash for Kids, a real Father Christmas was able, for the first time, to deliver presents to the children in a safe space just for them. They made memories to last a lifetime. //

// Mum struggles to provide daily essentials for her children, and has previous debt due to financial abuse stemming from domestic violence. Christmas was going to be a big struggle. Thanks to the support from Mission Christmas, mum had some pressure relieved which had a positive impact on her mental health. The children were proud to show off their new toys. - Safeguarding Organisation //

// Amy is a young carer for her mum, who has a condition that limits her mobility. Mum told her support worker that she was worried she wouldn't be able to get out of the house to buy a gift for her daughter. Thanks to Mission Christmas, Amy received a gift which she and her mum spent a lot of time using together. The donations not only gave this child a new gift, but enabled her to make priceless memories. //

Names have been changed, but these stories are real.

Fundraising Ideas



Craft for Christmas

Get crafty and sell your creations for a donation!



Dress your Desk

Decorate your desks, collect donations from everyone taking part and the most festive wins a small prize! We're thinking tinsel, lights, mini trees... anything and everything you can think of. It's a great, fun way to bring the team together and an easy idea for everyone to join in with even if they're working from home.



Jumper Day

Grab your festive finery and ask staff or pupils to come in looking all Christmassy in return for a donation. You can use the poster included in this pack.



Do a sponsored activity

- ★ Walk
- ★ Run
- ★ Cycle
- ★ Swim
- ★ Dance
- ★ Keepy-uppy challenge
- ★ Skipping challenge
- ★ Stair challenge - pick a mountain and climb your stairs enough times to reach that height!
- ★ Press up / weightlifting challenge





Christmas Bake Off

Have a competition at your workplace or school to bake and decorate Christmas-themed treats. Everyone donates to enter, then posts a picture on social media and the one with the most likes/comments/shares wins! Could be done in-person or virtually.



Christmas Cards

You could make a donation instead of sending cards this year. If you head to the website you can also choose to give on behalf of someone else, and we'll email you a special certificate with their name on that you can gift them!



Secret Santa

Ask your office or class to buy gifts for Mission Christmas. You could pick them from our online gift list (available from mid-November) and have them delivered direct to Mission Christmas HQ!



Other ideas

- ★ Raffle
- ★ Sponsored head shave
- ★ Host a quiz or bingo
- ★ Auction
- ★ Have a clear out, eBay what you don't need and donate the proceeds
- ★ Pin the tail on the Reindeer
- ★ Scavenger hunt (indoor or outdoor!)
- ★ Word Cup Sweepstake

Fundraising Online



Get a head start by creating a fundraising page with Cash for Kids!

It's the easy way to collect sponsorship for yourself, your school or your team and share what you're doing for Mission Christmas with friends on social media. Plus, the charity receives more of what you raise with all your hard work once processing fees have been deducted (when compared to other popular fundraising platforms).

Visit hitsradio.co.uk/mission,
greatesthitsradio.co.uk/mission
and hit the 'Fundraise online'
button to get started!

Donating and paying in



Online

Visit hitsradio.co.uk/mission, greatesthitsradio.co.uk/mission to make a single or monthly donation with your credit or debit card.



Phone

Call **01522 549 900** to donate over the phone with your credit or debit card. Standard call charges apply.



Text

Text **GOOD** to **70905**, **70910** or **70920** to give £5, £10 or £20. Texts cost the donation amount + one message*.



Bank Transfer

Account name:
CFK East Yorkshire & Lincolnshire
Account No: **06232695** Sort Code: **12-11-03**



Cheques

Make cheques payable to **Cash for Kids East Yorkshire & Lincolnshire** and post to **Cash for Kids, Witham Park, Waterside South, Lincoln, LN5 7JN.**



Scan to Donate

Scan this QR code with your smartphone camera to donate online.



giftaid it

When you Gift Aid your donation, the Government will give us an extra 25% - and it doesn't cost you a penny! You can add Gift Aid when donating online, and for sponsorship forms please make sure each sponsor has given their full name and address - we need this to claim the Gift Aid. You must be a UK taxpayer and understand that if you pay less Income and/or Capital Gains Tax in the current tax year than the amount of Gift Aid claimed on all your donations it is your responsibility to pay any difference. Find out more at gov.uk/donating-to-charity.

★ Gift Ideas

0-3 YEARS

Sensory toys, books, building blocks, bibs, teething rings

3-5 YEARS

Dolls, cars, scooters, learning toys, puzzles

5-7 YEARS

Colouring books and crayons, jigsaws, art and craft kits

7-9 YEARS

Lego, remote control toys, footballs, science kits, pencil cases

Please note: We'd really appreciate it if you could donate gifts as early as possible, as we may be unable to sort and distribute everything donated late in the appeal. In this instance, these gifts will be used to support families in crisis in the New Year or held over to start Mission Christmas next year.



9-12 YEARS

Board games, hats,
scarves and gloves,
fidget toys



12-15 YEARS

Hot water bottles, blankets
and pyjamas, rucksacks,
stationery, hats, scarves,
gloves



15-18 YEARS

Hairdryers, watches,
make-up, headphones,
speakers, books



SENSORY TOYS

Stickle bricks, large
building blocks,
musical toys, light up
toys, play dough



BUY YOUR GIFTS ONLINE!

Can't get to the shops?

No problem! Visit hitsradio.co.uk/mission,
greatesthitsradio.co.uk/mission to view our online
gift list (available from mid-November). There's
something on there for every child, and you can
use our no-fuss ordering system to send them
directly to us at Mission Christmas HQ. Easy!



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hitsradio.co.uk/mission
greatesthitsradio.co.uk/mission

01522 549 900

eastyorkslincs@cashforkids.org.uk

**Cash for Kids, Witham Park, Waterside
South, Lincoln, LN5 7JN**

Cash for Kids is committed to safe and legal fundraising for all. If you need some help and guidance visit cashforkids.org.uk/safe-fundraising or please get in touch for advice.