

Kids

Disabled children
say we can

Your guide to fundraising

When the world
says we can't,
kids say we can.



Our Vision

We're all different.

It's one of the best things about life – we're brilliantly unique. But society isn't set up for the two million children and young people in the UK with all sorts of special educational needs and disabilities.

It's time to change that.


Kids is on a mission to create a world where all kinds of children and young people have all kinds of opportunities. Creating life-changing opportunities by providing a wide range of support. From early years into adulthood.

We need your help! Fundraising is essential to enable us to drive positive change and create opportunities, and we're so grateful for your efforts. We're one team. Celebrating individuality. Thinking creatively. Staying positive. However tough life gets.

Childhood should be a joyful time, yet some children and young people living with special educational needs and disabilities are defined by what they cannot do.

That's wrong.

Every child should have an equal opportunity to play, learn, grow and thrive.



"I can't put into words how amazing Kids have been for my boys. I don't know where we would be without them."

Emma, parent



What your fundraising can achieve

£20

could fund a **two-hour play group** supported by Kids staff

£30

could fund a **half day session** at a **specialist Kids nursery**

£100

could fund a **sensory motor kit with twelve tactile items** to help develop a child's fine motor skills.

£500

could fund a **day trip to the seaside for ten families** who have children with special educational needs and disabilities.

£1000

could fund a **speech and communication workshop for eight disabled children**, helping them develop communication skills through music, sign language, and other targeted techniques.

Every child should have an equal opportunity to play, learn, grow and thrive.

Your support can help make that a reality.



Sharon's story

Sharon has two children, Elliott and Kaia, who were individually diagnosed with Down's Syndrome and Dandy-Walker Syndrome.

She explains how Kids' early intervention helped her children thrive.

Elliott was diagnosed 13 weeks into our pregnancy, and what hit me next was the huge lack of information.

All the support pointed towards a termination, which wasn't on the cards for us. There isn't a specific care pathway if you 'decide to continue the pregnancy' and the information we wanted just wasn't there.

Luckily, one of my friends also had a daughter with Down's Syndrome. She linked me up with online communities and told me to look up portage and home learning.

I found the Kids service and it looked brilliant.

Every Thursday morning, Margje arrived with an exciting bag of toys and showed us how to help Elliott learn. It felt good to have a toolkit of things we could do to help his development, and the fact that the session was delivered at home made Elliott more relaxed and receptive.

Then I was pregnant again. It was a girl, and her brain structure wasn't quite what they expected. She was diagnosed with Dandy-Walker Syndrome, of which she had a variant and although easier to say, again there was no information.

I knew exactly what I had to do. Email Margje.

Three years on I have two superb kids. The combination of Kids' early intervention, information and support for the whole family has been hugely important whilst my children are so little.

For parents like Sharon, finding the right support for their children can be a complicated and lonely journey.

Your fundraising could help us expand our services to reach even more families, providing them with the support they desperately need.

"The early days were hard as all services had to be referred to, and there was very little signposting.

Appointments were relentless and the narrative was all about what Elliott couldn't do, or what he wouldn't do. The wonderful thing about Kids was they met him where he was at."

Sharon, Mother of Elliott & Kaia



Chloe's story

Chloe is four years old and was diagnosed with autism, global developmental delay (GDD) and epilepsy.

Her mother writes about the support they received at our inclusive Basingstoke Nursery.

When she started she was walking but hadn't been for very long; she was not saying words and her communication was limited to vague gestures and some babbling.

She was also very unsure around other children and would jump or hop in the background of activities.

Chloe settled into the nursery very quickly, clearly enjoying her days there, to the point she just couldn't wait for the reception doors to open!

The staff introduced her and myself to Makaton signs which helped her understand my instructions better, and they started the Picture Exchange System which she is now using well for food and drink items at school.

The staff were very supportive and proactive in helping us apply for an Education Health and Care Plan (EHCP), in time for the allocation of places in specialist schools in the area.

Chloe got a place in a specialist school where she is now progressing so well in her communication skills. She is seeking interaction with her peers, for example by giving hugs, and her independence is growing so much.

The fantastic start Chloe got at the Kids Nursery, with such knowledgeable and skilled staff, has set her up so well for school.

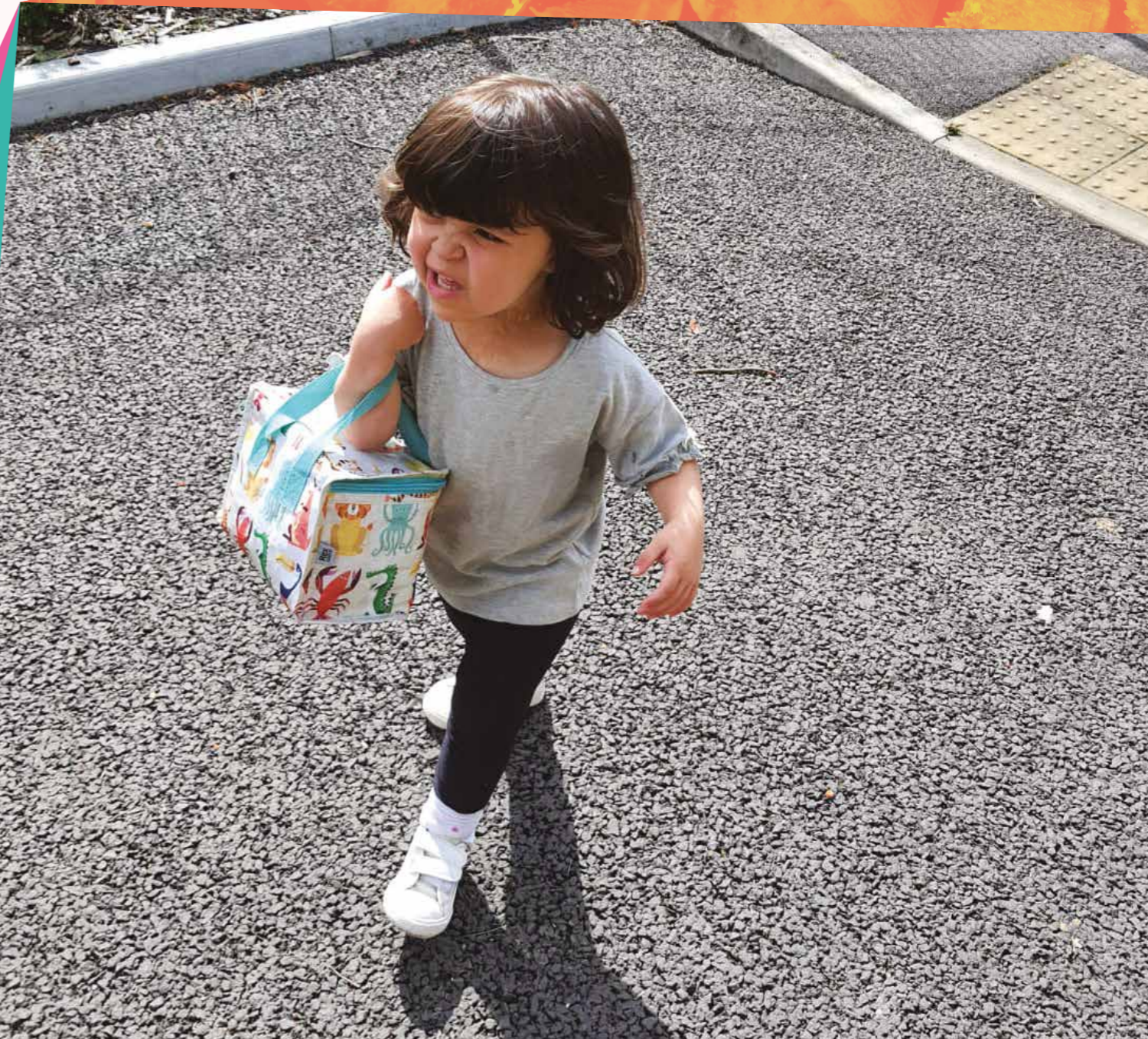
We hope she continues to develop key skills for life whilst enjoying the right educational environment for her needs.

For disabled children like Chloe, quality support in the early years can be life-changing.

Your fundraising could help us improve and expand our early years support to ensure no child gets left behind.

"Chloe grew in confidence and cheekiness whilst at the nursery, and found her love of trampettes, bubbles and songs."

Nursery Worker



Fundraising stories



“There really is nothing to compare to the London Marathon experience.

Everyone’s in it together, it’s incredibly rewarding. And everyone was really keen to donate to such a valuable cause.”

Andy, 2024 London Marathon Runner



Taking on the London Marathon

Jamie ran the 2024 London Marathon for Kids and was our fastest runner that year, having completed the course in 3:14:43. He raised £2,450 to support families with disabled children.



Completing the superhero challenge

Young people with special educational needs and disabilities (SEND) teamed up with Kids colleagues to complete the Superhero Triathlon. Together they raised over £700 to fund a Christmas day out for our Young People Participation Group.

“The day was amazing from start to finish, the support was like nothing I have experienced.”

Jamie, London Marathon Runner



Colour run fun

We decided to organise a ‘Colour Run’ to raise funds for our Draw and Talk and LEGO Therapy sessions that we hold at a local primary school in the East Riding of Yorkshire.

Working closely with the school, teachers, parents/carers and children, this was a fun and innovative way to raise money whilst engaging the children in something a little bit different.

It was lots of fun and quite easy to organise with such a positive response from everyone involved. The children (and adults!) all had a fabulous and very messy time.

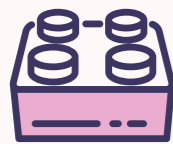
Fundraising ideas

We've listed some of our favourite fundraising ideas to get you started. Feel free to adapt these ideas or come up with your own.



Host a quiz

Our quiz pack has everything you need to host a wonderful quiz for your friends and family. Set up your fundraising page and request your pack.



Host a Lego challenge

Challenge your friends to see how far they can walk on Lego or how many towers they can build.



Host a great Kids bake-off

Recruit your bakers and invite friends and family to attend. Who will make the best showstopper? You can exchange your cakes for donations or ask for a joining fee.



Host a dinner party

Gather your friends and family for a delicious dinner. Ask for a joining fee or host an auction/quiz at your dinner party.



Sip and support

Invite your friends to a wine tasting and ask them to donate to Kids. If wine isn't your strong suit, you can host a tea party!



Organise a jumble sale

Put a call-out for unwanted clothes, books and bric-a-brac and hold a jumble sale at work, at the pub or in another setting. Supporters pay for items by donating whatever they think it's worth.



Sell your skills

Teach a masterclass, knit some clothes, or sell your crafts. You can also ask your friends to sell their skills in exchange for donations.



Do a sponsored challenge

Set yourself a goal like staying silent for 24 hours or giving coffee up for a month. Get creative and ask your friends to sponsor you.



Organise a supermarket collection

Public collections take the pressure off asking friends and family to sponsor you. Get in touch with your local supermarkets to see whether they can hold a collection for you!



Wear pink or dress up/down

This one is easy – everyone donates to wear pink or dress up/down for the day. You can do this in the office or at university.

Whatever you choose to do, don't forget to let us know what you get up to!

Take on a challenge for Kids



Take on a challenge for Kids and help create a world where all kinds of children and young people have all kinds of opportunities.

Run a half marathon or a marathon, skydive, get muddy, bike ride, or take on a sponsored walk!

The money you raise will help us run life-changing services for children and young people with special educational needs and disabilities.



To find out more about our challenges, visit kids.org.uk/fundraising-events



Top Tips

Many colleagues across Kids can be described as experts by experience – whether that is lived experience of disability, professional experience, or both. Their passion, empathy and drive create a rich and unique culture.

Make it personal

Let everyone know why you are supporting Kids, what the charity means to you and exactly what your fundraising is all about, including any training you might have to do. The more people can relate to what you're doing, the more they are likely to support you.

Contact local press

Get in touch with your local newspapers and ask them to share your story. They will get lots of requests like this, so make yours stand out with an interesting angle or with fun pictures. Email them initially with all the details, then follow up with a phone call if you don't hear back.

Use social media

Post your fundraising link to Facebook, X, Instagram and LinkedIn – it's free and it's quick. You may need to ask people several times before they donate, but posting around pay day at the end of the month can help.

Take photos

In the run up to your event, take pictures to help tell your story. Photos of you in training, pictures of your fundraising activities or even during your challenge can all help to get people interested. Share them with us at Kids too!

Say thank you

Make sure you thank your supporters. Keep them posted on how much you have raised and what a difference this will make to Kids.



“Without Kids, my son would have stayed at home because other nurseries were unable to support his needs. I am so grateful to everyone who has supported us.”

Claire, parent

Banking your fundraising



Online Banking

You can pay your fundraising directly into our bank account using online banking.

Bank name: Kids

Bank: Barclays

Account number: 83894347

Sort Code: 20 65 63



Enthuse

Register your fundraising online and open an Enthuse fundraising page. All money raised will come directly to Kids.



By post

Please make cheques payable to ‘Kids’ and send them to our registered office: 249 Birmingham Road, Wylde Green, Sutton Coldfield B72 1EA

Or donate to Kids online.

For any queries contact events@kids.org.uk.



Keeping it legal

Fundraising should be good fun, but it's also governed by a few rules and regulations so make sure you keep everything above board.

Collections

Let everyone know why you are supporting Kids, what the charity means to you and exactly what your fundraising is all about, including any training you might have to do. The more people can relate to what you're doing, the more they are likely to support you.

Raffles

In the law of England, Wales and Scotland, a raffle is a type of gambling which has three essential characteristics.

- You must pay to enter the game.
- There is always at least one prize.
- Prizes are awarded purely by chance.

You must also sell your tickets and draw the raffle on the same night.

If you have any questions regarding your raffle, please contact events@kids.org.uk

Insurance

If you organise a fundraising event, you are responsible for making sure it doesn't pose a risk to others. Depending on the activity, you may need to look at public liability insurance. Get in touch at events@kids.org.uk if you'd like advice on this topic.

Licenses

You need a license for the following:

- Music & dancing
- Sale of alcohol
- Copyright & royalties for drama or film shows
- Collecting money, including from door-to-door
- Selling goods in public places
- Extended hours provision of food & drink

Gift Aid

We can claim an extra 25p for every pound donated through Gift Aid Donations, which can add a significant amount of income for Kids. If people are sponsoring you online, they will automatically be given the option to Gift Aid their donation.

If you'd like to ask for Gift Aid offline, let us know and we'll send you a claim form. Please note that Gift Aid can't be claimed if your supporters are receiving anything in return for their donation, for example event tickets.

Fundraising materials

Any fundraising materials you use should say:
In aid of Kids, registered charity number 275936.

In aid of **Kids**

Events fundraising

There is a lot to consider when planning a larger fundraising event, from licenses and insurance to food safety and equipment checks. We are always on-hand to give guidance. Please contact our events team by emailing events@kids.org.uk.





Disabled children
say we can

Thank you for choosing to support Kids.

Together we'll show children and
young people they can, even
when the world says they can't.

Contact the Events team
Events@kids.org.uk

kids.org.uk



Registered Charity No. 275936

KidsCharity

