

A young child with short hair, wearing a blue sweater, is seen from behind, looking towards a brightly lit Christmas tree. The tree is decorated with gold lights, green and red ornaments, and a white star. The background is softly blurred, emphasizing the child and the festive lights.

The Childhood Trust Christmas Fundraising pack



The
Childhood Trust
Alleviating the impact of child poverty

TCT Winter Appeal - Winter Without Wonder

As winter approaches, many of us look forward to cozy evenings, shared meals, the warmth of family, and the wonder of the season.

But for the 700,000 children living in poverty in London – one of the wealthiest cities in the world – this time of year brings hardship, isolation, and uncertainty.

While some enjoy the comforts of a warm home, 1 in 3 children face the cold without even the basics – no warm clothes, no hot meals, no sense of security. And 1 in 4 young people from low-income households head into the new year feeling they have little chance in life.

This winter, we are calling on you to help change this narrative.

With your support, we can alleviate the impact of poverty, break the cycle of hardship, and offer a brighter future to London's children. Help us ensure these children don't face another winter without the essentials they need to stay safe, and warm, and experience the wonder of the season.

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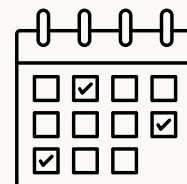
These posters can be edited and used to advertise your fundraiser! (printed in the office or shared digitally)



DIY Guide to Fundraising

Step 1

Choose your activity from our challenge events calendar or get creative and organise your own.



Step 2

Get help. Enlist your friends, family, colleagues, and kids. Many hands make light work, you don't need to do it all yourself.



Step 3

Set up an Enthuse fundraising page. Online platforms are a simple and easy way to collect donations virtually. you can do so by clicking the 'Fundraise for Us' button [here](#).



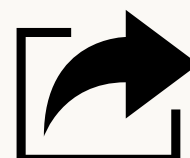
Step 4

Plan your activity/event, check fundraising guidelines, legality and health and safety. If you have any queries, please email us: partnerships@childhoodtrust.org.uk



Step 5

Spread the word, share your fundraising on social media, use your networks. The more awareness you raise, the more money you raise.



Paying money in:

If you do have any offline donations, you can use the bank account details below for paying in at branches or setting up online payments.

The Childhood Trust
32122960
40-26-12

How you can help

Boost Your Fundraising with Our Guide Below

£2,500

could transform a child's bedroom



£150

could buy a bed for a child who doesn't have one



£100

could buy a desk and chair (study space) for a child



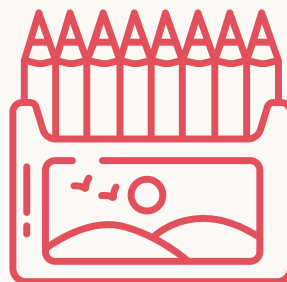
£50

could pay for essential counselling for a child in need of emotional support



£30

Could pay for a month of educational or recreational activities to keep a child engaged



£10

could pay for hot meals for a child for a week at an after school club



Santa in the City Fun Run

When: **4th & 5th December**

Where: **Southbank**

The **London Santa Fun Run** is a festive and fun-filled charity event that brings together hundreds of participants to run through the heart of London. It's a unique opportunity to engage people of all ages. Whether you're running, jogging, or walking, the atmosphere is one of joy and community. The run is non-competitive, making it perfect for families, friends, colleagues, and even pets to enjoy together.

(The Santa suits are provided upon registration)



Christmas Jumper Day

When: **Thursday 12th December**

Where: **your work-space**



Christmas Jumper Day is a classic and festive way to bring some holiday spirit to the office while raising money for a good cause. **Everyone is encouraged to wear their most colourful, creative, or even outrageous Christmas jumper to work.** To participate, simply make a small donation.

It's a light-hearted way to enjoy the season, share laughs with colleagues, and give back. Dig out your best (or worst!) Christmas jumper!



Secret Santa

Secret Santa is a wonderful way to combine the joy of gift-giving with the spirit of giving back. Instead of just exchanging gifts, each participant contributes to a charitable donation, turning a beloved office tradition into an opportunity to make a difference.

Each person draws the name of a colleague and selects a gift for them, all while sticking to an agreed budget. But what makes this Secret Santa special is that **along with giving a present, everyone is asked to make a small donation.**



Christmas Desk - Off

Get into the festive spirit with a Christmas Desk Decoration Competition! Transform your workspace into a winter wonderland by decking out your desk with holiday decorations. From twinkling lights to miniature trees, let your creativity shine.

To participate, **make a small donation and the best-decorated desk will win** a special prize.



Gift-Wrapping Service

During the busy holiday season, gift wrapping can be a time-consuming task. This December, why not take a break and let the gift wrapping enthusiasts in your office do it for you?

Set up a gift-wrapping station in the reception area during lunchtime, where you can bring your gifts and have them beautifully wrapped by volunteers, in exchange for a small donation.



Christmas Walk for Children

Take part in a **sponsored walk** in London to raise funds for The Childhood Trust. This event can bring together families, children, community members, and corporate teams, raising funds and awareness of child poverty in the capital, while **exploring historical landmarks** relating to children and poverty in London.

The length of the following route is approximately 4 hours, but this can be amended to fit the time you have available.

More details available upon request.

The route

Old Vic Theatre, Tower of London, St Katherine docks, Ragged School Museum, Toynbee Hall, Spitalfields, The Foundling Museum, Coram's Fields, Charles Dickens Museum, St Giles in the Fields Church

