

# Fundraising Pack for Businesses



Thank you for choosing to fundraise for The Kids Network!

Your support will impact the lives of little Londoners and provide them with vital one to one support over the course of a year. The work we do is made possible through the generosity of our funders, partners and the wider community.

## About The Kids Network's Winter Campaign

Kicking off on #GivingTuesday, immerse yourself in our Silly Sock campaign and help us raise £5000 to support little Londoners across the capital.

£30 will provide a child a month of 1 to 1 mentoring, supporting their emotions, social skills and access to new opportunities.

Please donate to help reach our £5,000 target to be able to support more little Londoners across our capital in 2019.

Give whatever you can, be that time as a volunteer mentor or donations to really make the world of difference to a child and their wellbeing this winter.

# Fundraising Ideas

## **Silly Socks Day**

Pick a day where the entire team has to come into work wearing the silliest socks they can find or craft up (for the creative bunch!). Encourage the team to donate the cost of their socks to The Kids Network or each pay £1 to wear over work clothes.

Competitions is encouraged! Provide prizes and awards for individuals/departments with the silliest, ugliest, most beautiful, most expensive socks.

Ensure to get posting on social media all the great activities your office gets involved in.

## **Sock Bake Off**

Get your creative caps on with the Sock Bake Off! Have the team produce a range of baked goods, the only catch is they all have to be sock themed in some way. Sell these good internally and the money raised can be donated to The Kids Network.

## **Sponsored Sock-a-thon**

Ask everyone to write down a sock related challenge they could do in the office. They can be as silly or as practical as you want. For example: Wearing socks on your hands for the entire day.

Money raised through sponsors can be donated to The Kids Network.

## **#SockBadge**

Encourage every employee to make a small donation to The Kids Network and show their support for the campaign by wearing a sock as a badge to work. Don't forget to get posting to social media!

## Cap-a-Sock Snap

Have some members of the office to take a funny picture involving a sock. Have members of the office pay £1 to submit a caption for the picture. Read out all the captions and hold a vote on which caption is the best. Whoever produced the best caption gets a prize. Make sure to post the picture with the winning caption to social media! We'll make sure to do a special shout out to the business with the best Sock Snap!

## What can we provide?

- Boost to posts on social media platforms during the sock campaign.
- Retweet and promote businesses that are effectively engaging with the campaign.
- The Kids Network promotional material: leaflets, flyers and T-shirts.
- Presence of a staff member from The Kids Network at campaign related events.

## The money bit

You can set up a fundraising page on [MyDonate](#), which is commission free for charities. Or donate to our [MyDonate fundraising page](#) to help us reach a target of £5,000. Or, go old school and request a sponsorship form.

If you would like to send raised funds through bank transfer, please request our bank details.

## Shout about it

**Twitter:** @the\_kidsnetwork

**Instagram:** @the\_kidsnetwork

**Facebook:** /thekidsnetworkldn

Use your favourite hashtags and make sure to tag The Kids Network so we can amplify your greatness!

#sillysocksTKN #thekidsnetwork #sockbadge #randomsock #sillysocksday

**Thank you for  
supporting our  
#sillysocksTKN  
campaign!**

