

Go the extra mile this childhood day



Retail sponsor



NSPCC

EVERY CHILDHOOD IS WORTH FIGHTING FOR

June 7 is childhood day!

Childhood Day is the NSPCC's national flagship day of fundraising and action that gives everyone a way to help keep children safe.

Child abuse has no place in childhood. The power to prevent it lies in communities across the UK and the Channel Islands.

That's why we created Childhood Day. A day for the UK to come together to keep children safe.

Fundraise, give, volunteer, buy and spread the word to play your part this Childhood Day.



**raise
money**

**protect
children**

**play
together**

Get involved

Be part of the UK's biggest day of play and fundraising to help keep children safe.

We have filled this booklet with fundraising ideas and inspiration to help you get involved this Childhood Day.

Fancy something a little different? We're holding cash collections up and down the UK between 20 May and 9 June. This is a fun and low-commitment volunteering opportunity, perfect if you'd like to get involved but you're not sure how!

Whether it's fundraising or volunteering, there are plenty of ways to play your part to keep children safe this Childhood Day. Read on for fundraising ideas!

**Email your
NSPCC contact
to sign up!**





When you set up your JustGiving page, select the **'Taking part in an event'** option and choose **'Childhood Day'**.

Be your hero this childhood day!

Bring a sense of play into your workspace by hosting a dress-up day!

How to get involved:

1

Pick your hero

This Childhood Day, be a hero, just for one day! Pick your hero or your favourite childhood character and plan your outfit.

2

Choose your fundraising target

Create your fundraising page and set a target. Ask everyone who dresses up to make a suggested donation of £4 on this page.

Or, collect donations at work and pay in your fundraising the usual way. Check if your company can fund match or top up your donation.

3

Spread the word far and wide!

Whether you shout it from the rooftops, send it in an email or announce it in a team meeting, think about the best way to spread the word.

On the day, don't forget to share your photos on social media using the hashtag **#ChildhoodDay**

£4

could answer a child's call to Childline.



childhood day

mile

On Friday 7 June, gather your colleagues and join the Childhood Day Mile. Have fun, get active and raise money to help keep children safe.

This Childhood Day, relive your childhood and base your fundraising around a school sports day. However you complete your mile, every pound you raise will help support the NSPCC's vital work.

How to get involved:

1

Pick your activity

Sign up to the Childhood Day Mile online and start gathering your colleagues to move your mile with.

There are lots of ways to jazz up your mile. You could do a three-legged race, an egg and spoon race, or even do it in fancy dress.

2

Kickstart your fundraising

Personalise your fundraising page as much as you like, and start sharing with your friends, family and colleagues.

To get the ball rolling try adding the first donation to your page?

3

Spread the word

Let everyone know you're taking part in the Childhood Day Mile and encourage them to join you!

On the day, don't forget to share your photos on social media using the hashtag **#ChildhoodDay**

Make sure your mile is safe and accessible for everyone taking part.







Sports day!

Bring back school memories by organising a sports day at your workplace!

How to get involved:

1

Pick your activity

An obstacle course, hopscotch, or a wheelbarrow race. You can set up a competition with your colleagues and re-live your childhood sports day, all while fundraising for the NSPCC.

2

Start fundraising

Create a fundraising page and set your target. Encourage your colleagues to get involved and donate a suggested donation of £4 to help you reach your target.

3

Spread the word

Don't forget to promote your fundraising page through email, your social media or by making your own posters. However, you choose to spread the word remember to share your photos on social media using the hashtag **#ChildhoodDay**



£4

could answer a child's call to Childline when they need us.

Additional ideas

Whether you're looking for a quick win, or you've got bags of time for planning, by fundraising for us this Childhood Day, you'll be helping us to keep children safe.

Here's some inspiration:

Quick wins



Play guess the retro sweets in the jar



Play a game of name the teddy bear



Get everyone involved in a game of fluffy bunny



Play a game of Guess Who using your colleagues' baby photos!

If you've got some more time to plan



You could run a tuck shop for your colleagues



Whip up a retro bake sale



Set up a stall for biscuit decorating



Host a mini sports day



Put together a treasure hunt

NSPCC

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play together



raise money

protect children



For guidance on how to set up a fundraising page or how to pay in donations, **please speak with your NSPCC contact.**



Ignite that competitive spirit and join the **Dragon boat race**

An exciting event back again for 2024 – bringing together NSPCC fundraisers from across the UK to compete and raise vital funds for the NSPCC's Childhood Day.

Where?

Surrey Docks Water Sports Centre, SE16 7SX

When? 7 June 2024, 1:30–6pm

Registration fee £100

Team numbers

11 people per team

Fundraising target

£330 per person, or £3,630 per boat

How to get started:

1

Sign up

Rally your troops, pick a name and get ready to make a splash!

Sign up here

2

Prepare

Create a **JustGiving** page to begin fundraising.

3

Get fundraising

Share your **JustGiving page** amongst colleagues, friends and family and encourage them to donate.

4

Get ready to go!

Make sure you're all prepped for the big day – then get ready to paddle your hearts out for the NSPCC's Childhood Day.

Join us!

Hosted by



Support childhood day!

Stories like Thomas's are why we created Childhood Day. It is a day of fundraising and action that brings communities together to help us achieve our mission of keeping every child safe.

Some people may find reading Thomas's story distressing. To find out more about Childline without reading it, please visit nspcc.org.uk/Childline

Thomas grew up in a happy home but after moving to a rural area with busy working parents he began to experience loneliness and isolation.

Thomas was lonely and wanted to connect with others so started talking to people on an online platform designed for young people to make friends.

Thomas felt like he had found a genuine friend, however at age 14, he was groomed and coerced into sending intimate images of himself.

Thomas was scared to tell his friends and family and did not know who to turn to. His perpetrator would threaten to leak the images and Thomas said he lived with constant fear at the back of his mind.

This is when he called Childline to ask for advice, and through these calls, Thomas managed to take back control of his life.



Today, Thomas is passionate about raising awareness of online harms and preventing other people from experiencing what he went through.

Thanks to your support, we can help Childline give children a lifeline.

This is a true story, but the name has been changed to protect identity. The child pictured is a model.



NSPCC

Play your part this **childhood day**

**play
together**

**raise
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**protect
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**For further information, please get
in touch with your NSPCC contact.**

**Friday
7 June**

Registered with



**FUNDRAISING
REGULATOR**

EVERY CHILDHOOD IS WORTH FIGHTING FOR