



2021 – 22

IMPACT REPORT

Healing the Hurt
Empowering Families
Creating Change

KidsAid is a registered charity, No. 1167852

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**WHEN A FLOWER
DOESN'T BLOOM, YOU
FIX THE ENVIRONMENT
IN WHICH IT GROWS...**



**NOT THE
FLOWER.**

WHATS INSIDE!



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WHAT IS KIDSAID?

KidsAid is a child-centred charity. We focus on healing and empowerment (with a desire to increase the focus on prevention) for children and families affected by abuse, family breakdown, illness, and bereavement through to anxiety, depression, self-harm, and suicide.

Our aim is to safeguard children so that early life trauma does not become a lifelong burden.

Our Values

- We put the needs of children at the centre of everything we do.
- We strive in delivering excellence in creative therapies.
- We value difference and treat people equally.
- We respect families in all their forms.
- We listen to each individual and respond to their personal needs.
- We encourage individuals to fulfil their potential.
- We seek to provide the most cost-effective service possible.

Our Objectives and Activities

We are proud to deliver long-term, evidence-based therapies alongside innovative interventions at an affordable cost to families who do not have access to other services or have the financial means to fund therapy themselves.

We take a three-pronged approach to our work with children that includes therapeutic support for the individual child, support for parents or care givers and support for professionals working with children.

Our objectives are pursued through one-to-one psychotherapies for children, young people and their parents; one-to-one or group trauma-informed and parent support sessions; one-to-one or group psychoeducation sessions for professionals; and joint parent and child attachment therapy interventions.

We measure our impact through client feedback, and outcome measures which are taken throughout the course of all our therapy interventions to monitor our effectiveness.

Evaluation and monitoring are at the foundation of every element of KidsAid's provision: review procedures within the organisation are embedded to ensure quality of delivery, evidence-based practice, and sustainability of outcomes.



WHAT WE PROVIDE



A MESSAGE FROM OUR CHARITY DIRECTOR

Welcome to our 2021-22 Impact Report! And what a year it has been!

This year we worked with 222 families, delivered 2311 therapy sessions, and as our service grew by 92%, we are fortunate to find ourselves with more financial stability than we have ever had before.

To have continued delivering therapies throughout the pandemic is a testament to the strength and resilience of our charity, and to the tremendous commitment and dedication of our loyal and hard working team of trustees, staff, therapists, and volunteers.

During 2021-22, lockdowns lifted, and restrictions eased, but the impact of the pandemic is far from over as we continue to see an ever-growing need for mental health provision. This has been reflected in our numbers, as referrals to KidsAid has tripled since the start of the pandemic.

To meet increasing demand, we have expanded our team of freelance therapists by 250%; we have employed an additional five members of staff; and we are in the process of integrating a bespoke CRM system to improve the efficiency of our clinical and safeguarding processes.

This past year has also seen us make some transformative changes to our menu of services to include tailor-made therapy interventions to meet individual needs; and with more than 60% of our beneficiaries suffering from complex trauma and mental health difficulties, we have extended our interventions to a minimum of 6 months to ensure effective support.

Moreover, we have delivered various forms of attachment, family, and parent therapies to underpin the interventions of 50% of our beneficiaries this year. We view this change to our practice as an essential component to stabilising the family system around the child, improving outcomes, and bringing about positive and long-lasting change.

Thank you to the generosity of our partners, funders and supporters who have believed in us and helped us to reach out to more families than ever before this year. Sincerely, without the kindness of supporters like you, the work we do wouldn't be possible.

The events of these last couple of years have demonstrated that KidsAid's vital work is needed more than ever before, especially as the true impact of the pandemic on children, young people, and families most vulnerable in our community becomes apparent.

We know that there is uncertainty and challenge ahead. However, we are confident that we have the foundations required to continue achieving long-term, positive change for vulnerable children and families in our local community. We are more determined than ever to continue our mission to safeguard children and make positive and lasting change for local families.

As we look ahead to the next financial year, we plan to build a systematic basis for listening and acting on the voice of children and young people; inspire more support from our local community to help fund our work; enhance our outcome measures and service evaluation procedures; and broaden the services and support we deliver.



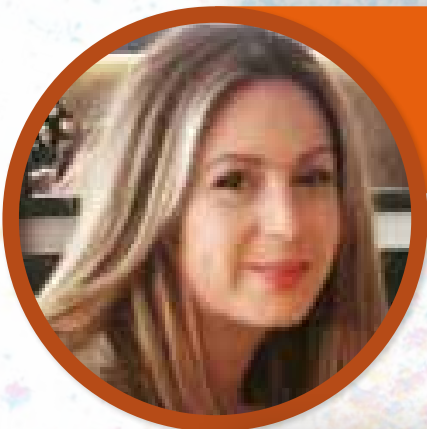
Rebecca Caswell-Fox,
Charity Director

MEET THE TEAM!

Who's Who at KidsAid HQ

The charity is fortunate to have a highly dedicated and motivated staff team who all have a background in mental health, family support, administration, and service delivery.

While each individual has specialist skills, there is a genuine desire to work as a team and to create a supportive and flexible approach to the work we deliver.



Rebecca Caswell-Fox
Charity Director



Cathryn Hicks
**Play Therapist
& Clinical Lead**



Lorraine Elks
**Fundraising
Coordinator**



Sarah Heffron
Case Manager



Julian Fox
Case Manager



Charlotte Cornish
Office Administrator

Our Therapeutic Team

We Are incredibly grateful to our amazing team of therapists who are all qualified to deliver creative, talking, arts and play psychotherapies.

Our dedicated team of therapists are all highly experienced and work tirelessly to support the needs of children, young people and families.

Ayaz Akhtar - Educational Psychotherapist

Bridget Poulter - Dance Movement Psychotherapist

Carla Mangan - Creative Therapist & PCAP Practitioner

Da-Sheena Fulford - Creative Therapist

Dawn Staple - Creative Therapist

Debbie Pye - Art Therapist

Deena Singh - Creative Therapist

Emma Brockhurst - Art Therapist

Esther Schencks - Play Therapist

James Young - Creative Therapist

Kanan Robinson - Creative Therapist

Kamilya Afnan-Rizzuto - Creative Therapist

Kerry Mattock - Play Therapist

Natasha Williams - Creative Therapist

Neil Marsh - Play Therapist

Rachel Stanton - Creative Therapist

Samantha Aldridge - Play Therapist

Sarah Richards - Creative Therapist & DDP Practitioner

Sarah Allen - Creative Therapist

Zara Cain - Dramatherapist



Our Board of Trustees

The charity is blessed to have the support from a committed board who have extensive experience relevant to our work.

Our Board of Trustees includes:



Hellie Wright, Chair of Trustees:

Business owner and director specialising in recruitment.



Duncan McAlpine, Deputy Trustee:

Retired head teacher with extensive experience as a trustee and currently working in a senior position with the smaritans.



Kay O'Reilly, Trustee & Treasurer:

Chartered accountant, business owner and managing partner of an accountancy practice.



Joy Pinkham, Trustee:

Founding trustee specialising as a barrister in family law with more than 30 years of experience.



Sean Carter, Trustee:

Senior social worker and strategic manager at Northamptonshire County Council.



Raphael Suh, Trustee:

Art psychotherapist and mental health practitioner.

TESTIMONIALS



We at the Abbey Primary have been accessing KidsAid for the last year. We have referred 8 different pupils for different reasons.

Most of these children have suffered trauma in their lives. Some that have suffered loss, some have high levels of anxiety, depression or behavioural issues.

The therapy sessions with KidsAid have been vital for these children and have had a huge impact. After completing sessions they have been noticeable happier, calmer and are now in a positions to regulate their emotions and have the resilience to cope with life's challenges.

They have improved well being and better relationships with adults. School staff and parents have seen a marked difference in their confidence and emotional well-being. These children also have improved relationships with peers and now have the confidence to building firm friendships.

We could not support these vulnerable children and achieve the best possible outcome for them without the support from KidsAid.

Family Support Worker

WHY WE ARE NEEDED!

Local Statistics

- Since 2020, increasing numbers of child and adolescent trauma and mental health difficulties have been recorded across Northamptonshire. (NHS CCG, 2021).
- Northamptonshire referrals to young people's mental health services has increased by 200% since the start of the coronavirus pandemic (NHS CCG, 2021).

National Statistics

- 1 in 3 children and young people are exposed to at least one potentially traumatic event by the age of 18 (Trauma Council, 2022).
- 1 in 6 children and young people aged 6 – 19 years have a probable mental disorder (NHS Digital, 2021).
- 83% of children and young people with mental health problems have said that the pandemic has made their mental health worse. (Young Minds, 2021).
- Around 68% of women and 57% of men with mental health problems are a parent. (Public Health England, 2021)
- One in four UK children between the ages of 0 and 16 have a mother with a mental illness. (The University of Manchester, 2019)
- Children of parents who experience difficulties with their own mental health are more likely to have a mental disorder. (Office for National Statistics, 2019)



HOW WE ARE HELPING

We worked with 222 local families

40% of our beneficiaries waited less than 1 month for their therapy sessions to start

2311 therapy sessions were delivered

15% of young people received attachment or family therapy in addition to their one-to-one therapy sessions

We provided long-term therapy intervention to 159 children and young people

Referrals to our service grew by 92% compared to the previous year

The parents of 32 beneficiaries received therapies to support their mental health

Over 59% of beneficiaries received therapy for longer than 6 months

96% of our beneficiaries have reported at least one major change to their mental health

20 children & young people attended a programme of wellbeing and support

60% of beneficiaries were younger than 11 years

990 therapy sessions were funded by KidsAid

The care givers of 67 beneficiaries received trauma-informed psychoeducation and parent support sessions

50% of professional referrals were made by repeat referrers

25 parents and care givers attended a programme of wellbeing support

We worked from 50 schools across Northamptonshire

TESTIMONIALS

The best part about having my sessions was that it was friendly and I could play a lot.

I have noticed I am not as sad anymore.

Child

The wellbeing sessions are friendly and fun - we look forward to them every week. It is good for us both to get out and spend time with other families.

The wellbeing facilitator is very supportive and the group helps my son with his social and motor development.

Thank you KidsAid!

Parent

I liked my sessions. They really helped me. I am going to keep the memories of creating the fun times and will do a book on what I liked about our sessions.

Art makes me feel calmer. I have learned some positive stuff.

Child

SUPPORTING A YOUNG PERSON IN CARE

Zac's Story

Zac was 10 years old when he was referred to KidsAid. Zac had experienced a breakdown of several foster placements and there were concerns that another placement was at risk as his most recent carers were struggling to manage his behaviour.

Zac's assessment identified attachment difficulties, conduct problems, emotional dysregulation, heightened anxiety, hyperactivity, and low self-esteem.

Following Zac's assessment, KidsAid recommended he have 30 sessions of creative psychotherapy to help him process the trauma of his earlier years, and 6 sessions of CBT (Cognitive Behavioural Therapy) to support him find appropriate coping strategies to manage his feelings.

At the end of Zac's one-to-one therapy, it was recommended that Zac and his carers have 20 sessions of DDP (Dyadic Developmental Psychotherapy) together using PACE (playfulness, acceptance, curiosity, and empathy) to improve their relationship and support their attachment.

Zac's Therapy Sessions

To start with, Zac would push the boundaries in his sessions and become easily frustrated with his therapist. Zac would also become very frustrated with himself if he thought he'd failed when playing a game, or his artwork didn't go as he expected. Zac and his therapist spoke about these incidences and reframed the way he viewed this. His frustration throughout all stages of his process was acknowledged, validated, and normalised to enable Zac to move past these negative feelings of himself.

As the weeks continued, Zac became more comfortable with verbalising his feelings, and as he became more open, his therapist reflected back to him, to show that his feelings were important and he was being heard, which led to Zac's self-esteem improving.

By the end of the intervention, Zac was able to discuss his feelings. He was also able to transfer the CBT strategies he'd developed in his therapy to other areas of his life. At Zac's interim therapy review meeting his carers reported that there had been a couple of instances where Zac had become frustrated but was able to remove himself from the situation and use breathing exercises to calm himself down.

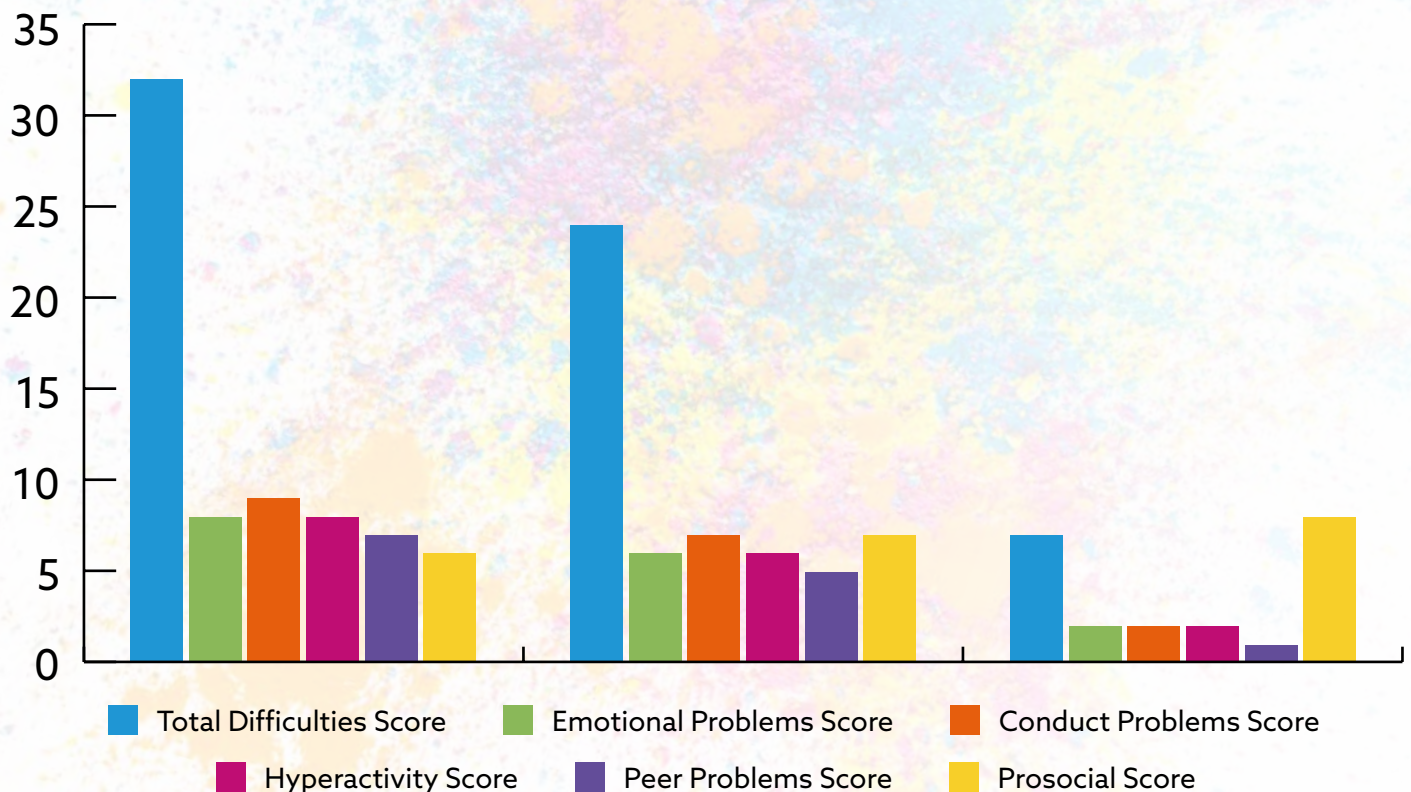
The attachment therapy further supported Zac's emotional regulation as through the DDP sessions his carers were given tools to help Zac manage his emotions when experiencing a trauma response. In these sessions, Zac and his carers also found new ways of relating and communicating which strengthened their attachment, and increased Zac's sense of safety.



SUPPORTING A YOUNG PERSON IN CARE

Therapy Outcomes

Throughout the therapy intervention, SDQ (Strength & Difficulty Questionnaires) were completed by Zac's foster carers. These were scored at the beginning, middle and end of Zac's therapy and showed a vast improvement in his emotional wellbeing.



At the final review meeting Zac's carers reported that his anxiety had significantly reduced, and he was able to manage stressful situations in a healthier way. Furthermore, as Zac's relationship had significantly improved with his carers, both Zac and his carers expressed their wish for the placement to become permanent, which will offer Zac further stability for the remainder of his childhood.

In Zac's feedback form he shared, *"I have noticed changes in myself since having therapy. It has helped me out a lot. My therapist is a very cool person."*

TESTIMONIALS

KidsAid is the best therapy service we have ever worked with. I have noticed various changes in my daughter since receiving creative therapy. She is much happier in herself and has made a huge shift in processing her early years trauma.

My experience of working with the therapists and the rest of the KidsAid team is very positive. Everyone is so friendly and easy to communicate with. KidsAid was there for us when we needed it most. They truly care.

Adoptive Parent

KidsAid are a great organisation.
There is so much support!

We loved the fun activities that they offered to our family as well as the therapy. My daughter loved her art supplies and our trip to the theatre. We also appreciated being offered food parcels when needed.

Thank you to ALL of you at KidsAid.

Father

SUPPORTING A PARENT

Sandy's Story

Sandy contacted KidsAid to seek help for her 8-year-old son, Toby, who had been exposed to years of domestic violence.

During Toby's assessment, it became apparent that in addition to Toby needing therapy, support for Sandy was also needed. Sandy felt unable to talk about the incidences of domestic violence and the impact this was having on them both; she said she felt 'stuck' in a fight/flight response and was still struggling with high levels of anxiety. As a result, in addition to Toby having support, it was recommended that Sandy also have a combination of counselling and CBT (Cognitive Behavioural Therapy), to further support her son.

At Sandy's assessment, Sandy and her therapist established that the aim of her therapy sessions was to help her to overcome trauma from the psychological and physical abuse from her ex-partner; improve her self-esteem; reduce her anxiety; and to be more able to communicate with her son.

From the outset Sandy engaged well with her sessions. Themes emerged early on, including the sense of not being heard, or having a voice. Sandy was trying to move on from her trauma but also to make a shift towards greater independence from the over-protectiveness of her mother. In parallel, Sandy had been trying to protect Toby from further trauma and, herself too, by avoiding talking about Toby's father and what happened.

Sandy shared that she often felt overwhelmed and anxious, fearing that she would 'explode' and that Toby would be taken into care. Through her sessions, Sandy identified that she was always planning, in an attempt to keep worries at bay but this overthinking and desperation to maintain control and be vigilant was exhausting her.

As sessions progressed, Sandy moved on to explore CBT principles with her therapist, challenging some of her negative thought patterns and behaviours, which, with practice, reduced Sandy's anxiety substantially. As a result, Sandy was able to express her own wants and needs and her experience of feeling trapped in a fight/flight response lessened.

As Sandy found her voice, she shared that she was able to make changes in her life, to advocate for her own needs which led to shifts in her work, her mothering, and her relationships with her parents and friends. The shift to greater independence and an increased sense of agency, competence and empowerment was an important and vital part of Sandy's healing from the trauma.

By the end of therapy, Sandy realised that referring Toby to KidsAid, had been probably more about her own unmet/unacknowledged need of therapeutic support for herself. That, until she was able to speak about the domestic violence herself without becoming distraught, she would not be able to talk about it with Toby.

A sign of Sandy's development was demonstrated in her final therapy session when she shared that she and Toby had discussed their trauma together, which was a great relief for them both. Sandy reflected that with KidsAid's support, her relationship with Toby had strengthened and that both her and Toby felt empowered to move forward with their lives.

CLINICAL LEAD REPORT

In my role as Clinical Lead, I am responsible for providing clinical governance and ensuring that everything we do at KidsAid is acting in the best interests of our clients. During this past year our clinical service has significantly developed as monthly group supervision has been introduced to our clinical team; existing policies and procedures have been improved to ensure our safeguarding is more robust; we have been awarded membership with the BACP; and we have developed our therapeutic packages to ensure we are delivering a range of evidence-based and bespoke interventions to meet individual needs.

The number of referrals that KidsAid has received in the last year has doubled from the previous year which demonstrates the growing difficulties that families are facing - largely due to the impact of the pandemic and lack of access to services. The demographic of the clients we are seeing at KidsAid is wide and varied and where we were initially set up as an early intervention service, increasingly the clients are at crisis point upon referral to us.

Across the country there has been ongoing demand for mental health services since before the pandemic. CAMHs are oversubscribed and unfortunately many children and young people referred to them do not meet the threshold for treatment. So those families must find mental health support from local organisations rather than the NHS. The demand for such services has only increased following the pandemic where families who were coping prior are now unable to cope with their children's social, emotional and mental health difficulties.

Since the pandemic we have developed our provision to work more systemically, supporting not only children and young people within families, but also their parents with individual therapy and psychoeducation where needed. We are also recommending attachment work following individual interventions to strengthen relationships within families and hopefully in turn empower them to be able to create lasting change. Working systemically enables us to break generational patterns of trauma and promote more therapeutic ways of dealing with children when they are struggling.

I am thoroughly enjoying the position and love to see the changes we are making have a positive impact on the families we are supporting. Our reputation in the Northamptonshire area is growing quickly. The local authority and many local schools are repeat referrers, which demonstrates the level of professionalism and effectiveness of the provision that KidsAid delivers.

In the next year there are many other changes afoot, such as expanding our services into neighbouring counties and developing CPD programmes to promote emotional safety in schools. I am also excited for our 15-year anniversary in November which we are marking with a conference!

I can't wait to see what this next year brings with KidsAid; it's an exciting time to be involved with the charity and to watch it go from strength to strength!

Cathryn Hicks
Clinical Lead.

TESTIMONIALS

All services are in one place which made the referral process very simple.

Staff attitude is wonderful - everyone on the team is polite, kind and knowledgeable with clear advice and guidance offered.

KidsAid made a big difference to the child they worked with. I would definitely recommend KidsAid to colleagues and other families in need of this service.

Social Worker

I can only say that KidsAid have been incredible.

All my therapy sessions put me in a good mood and brought back the light in my life which was lost for a while.

I finally feel hopeful about the future. I have learned how to accept the past and live with what life brings me now.

My thinking has changed, as has my approach to life.

I feel I am a better Mum. We can finally move forwards with our lives.

Mother

MY PLACEMENT WITH KISDAID



I have always felt drawn to a career of supporting children and young people who have additional behavioural and emotional needs. My undergraduate degree was in Special Educational Needs and Inclusion, and whilst I enjoyed the course and considered many future paths within specialist education (in a SEMH pathway), I realised that a big part of how I understood young people's presenting behaviours and emotions, was related to the child's understanding and response to environmental or traumatic experiences. This is when I found myself following a therapeutic approach to my work with children, and this naturally led me to a career of counselling.

I studied my MA in Counselling Children and Young People at the University of Northampton. I was attracted to this course due to the placement availability and the training and expertise of the lecturers within their field/therapeutic modality.

I found KidsAid through the university's list of prior placement providers. I researched many providers and found that KidsAid supported my values, ethos, and mindset as a therapist and as a professional. I was particularly attracted to their focus on creative practice, and the opportunity to practise in both therapy rooms and in schools. When I reached out to KidsAid, I felt comforted by the welcome and support offered to me and felt immediately at home within the charity.

The experience of my placement at KidsAid was everything I could have dreamed of and more. They went above and beyond my expectations. I was offered clinical practise which allowed me to be challenged and develop as a therapist, but was not beyond the scope of my trainee status. My clients varied in ages, needs, and interests which allowed me to develop skills and confidence in all areas of my clinical work.

The support I received from the charity was incredible. I had regular contact with the Clinical Lead, who provided me with support and advice when I was unsure of my skills in specific modalities (play therapy, for example, as this was not widely covered in my training). The Charity Director and Administrators are a constant comfort

and source of advice. My case manager provided me with regular support with my client work and was available to discuss any concerns I had for my clients.

Policy, practice expectations and procedure of managing client paperwork etc. is clearly set out from the very beginning, which provided comfort in knowing my expectations as a member of the team, and comfort in knowing the procedures after safeguarding disclosures/concerns are dealt with seriously and immediately.

As a student on placement, I was offered additional support in terms of supervision and paid travel expenses. KidsAid also provided me with a budget for client toolkits - which was a great support for providing individualised support, based on clients' interests.

It has been incredible to watch the growth and development of the charity over the period of time that I have been privileged to work with KidsAid. The charity is developing exponentially and is providing more and more support for children and young people (and their families) across Northamptonshire, not only in counselling practice for children and young people but in psychoeducation and support for schools and parents, wellbeing groups and more.

I am truly honoured to be a part of an incredible team and organisation which are determined and passionate about developing the support for children and young people across the country.

Are you interested in having your placement with us? If you are a student studying your master's in counselling and need hours to complete your qualification, we can offer you the experience you need in addition to in-house clinical and group supervision.

Call 07471 762737 or email info@kidsaid.org.uk

FUNDRAISING ACTIVITIES 2021-22



Nene Valley Rotary Club donated £1000 to KidsAid and also fundraised for us through their Rokart 22.



Protest Ltd started supporting us as their charity of the year!



Chrysalis Foundation donated these gorgeous Star Cuddle Cushions to our therapy rooms!



Northampton Musical Theatre Company supported us by various fundraising activities during 2021-22. They also supported some of KidsAid's families with free theatre tickets.

FUNDRAISING ACTIVITIES 2021-22



Kristina raised a whopping £1505 by shaving her head for KidsAid!



Lillia from Wootton Park School ran one mile at Silverstone racetrack to raise money for KidsAid.



Weston Favell Shopping Centre supported KidsAid with various fundraising activities throughout 2021-22 and raised an incredible £8545 through their honesty library!



FUNDRAISING ACTIVITIES 2021-22



Cube Parters held a staff afternoon tea at The Park Cafe in Abington Park and raised money for us.



Amazon UK supported KidsAid with a total of £1500 through two donations last year!



Fortus fundraised for KidsAid by taking part in the Three Peaks Challenge



Persimmon Homes raised £2500 to support us with the work we do!

TESTIMONIALS

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KidsAid does an amazing job in our local community.

To be partnered with a charity that we admire so much gives our staff the added motivation in their fundraising efforts!

Protest ES Ltd.

“

We reached out to see if KidsAid needed our help with marketing and we supported the team for roughly 18 months. This was our way of donating to the charity.

Helping spread awareness of the work this charity does is our absolute pleasure. They are brilliant!

The Brady Creative

ACKNOWLEDGEMENTS AND THANKS!

Our sincerest thanks to every individual, organisation, business, school, and grant making trust who supported us with our work last year. We feel incredibly privileged to be recognised and supported by so many from our local community.

Without you, our work wouldn't be possible. From the bottom of our hearts, and on behalf of all of us at KidsAid, THANK YOU!

Amazon UK

Arnold Clark Community Fund

BBC Children in Need

Billing Finance Ltd

Buckingham Group Contracting Ltd

Cockerill Masonic Charity

Crick Software

Chrysalis Foundation

Cube Partners

FG Solicitors

Fortus

Gay & Peter Hartley's Hillards Charitable Trust

Grosvenor Centre

Hartwell Scouts

H.O.M.E Barbers

Igloo Books

Kelly Family Charitable Trust

Localgiving Magic Little Grants

Masonic Charitable Foundation

Mercedes- Benz Financial Services UK Ltd

National Lottery Community Fund

Nene Valley Rotary

Northampton Children's Trust

Northants Community Aid

Northamptonshire Community Foundation

Northampton Law Society

Northampton Musical Theatre Company

Peak Empower

Persimmon Homes

Postcode Places Trust

Protest ES Ltd

Square Media

St Leonards Church

Tesco Community Grant

The Abbey Primary School

The Albert Hunt Trust

The Barclaycard Pensioners Club

The Boutique by Lovecats

The Brady Creative

The Cantare Singing Group

The Co-Op Community Fund

The Freemasons

The Royal and Derngate

University of Northampton

Waitrose at Wootton

Weston Favell Shopping Centre

MEET OUR SOCIAL MEDIA VOLUNTEER, JULIA!



She looks after the content on our social media channels, helping people to learn more about what we do at KidsAid.

Julia grew up in Northampton, and has recently moved back to buy her first home. As a professional writer, she felt that supporting our online content would be the best way to get involved.

What do you do for KidsAid?

I'm trying to help get the word out about the amazing things KidsAid does for children and young people. So I set aside about a day a month to check in with the team online, see what the charity's been up to lately and what's ahead, and then write up and schedule the posts for each of the social channels. I also donate some of my salary each month through Payroll Giving.

What made you want to support us?

KidsAid is a proper local charity. It's part of the community I live in, and it's using all its might to change the lives of local kids who are going through a hard time. I know the last few years have been particularly bad for mental health, and for children in difficult circumstances. I'll do anything I can to help out - and since I'm a writer and have worked in digital, I felt like I could add something to the charity's social media profiles.

What would you say to anyone who wants to get involved?

Whatever your charity, I don't think there's ever been a more important time for us all to pull together and help each other out. Whether it's a bit of money, sharing knowledge, or just helping out with your free time. It's so rewarding and I know that, with KidsAid, it goes so far.

Check out our social media content by following:

- The KidsAid Foundation on Instagram and Facebook
- Kids Aid UK on Twitter and LinkedIn

There are so many ways to volunteer or raise funds for KidsAid. If you want to help out, just get in touch with us at info@kidsaid.org.uk!

TESTIMONIALS

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The trauma-informed training session we had last week was great! Focusing on support for parents as a way to help children is really relevant to the work the team do.

We have already started using the strategies and tools we were given which is proving to be a huge help to the families we work with. Thanks KidsAid!

Early Intervention / ACE Team

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We strongly believe in our social responsibility and want to make a positive contribution to our community.

As KidsAid help disadvantaged children, we felt like this was a great match with our values. It is our pleasure to support them.

Crick Software

THERE ARE SO MANY WAYS TO SUPPORT US...

Did you know you can raise donations FOR FREE when you shop online?

Use Amazon smile when shopping on Amazon, and easy fundraising elsewhere. It only takes a couple of minutes and makes a MASSIVE difference to us!



You can also support us by playing the LOCAL LOTTO!

Just go to www.local-lotto.co.uk and search for KidsAid.

Tickets cost £1 per week and you could win up to £25,000!

Supporters must be 16 years of age or older

SUPPORT US AS YOUR CHARITY OF THE YEAR!

THERE ARE SO MANY WAYS TO SUPPORT US...

You can make a one-off donation, set up a regular monthly donation, donate through Payroll Giving, contact us about sponsoring a child's therapy, or organise a fundraising event... Do you need inspiration? What about these ideas?

1

THE OFFICE BAKE OFF:

Run a bake off in your workplace and combine it with a bake sale.

2

ABSEILING:

Who would like to see the amazing views off the Northampton Lift Tower?

3

CHARITY BIRTHDAYS:

Why not consider swapping birthday celebrations so instead of buying cake and a card, give some money to KidsAid in honour of the birthday person.

4

CHARITY CHOCOHOLIC:

Ditch chocolate for a month and get sponsored.

5

OFFICE RAFFLE:

Dig out all those unwanted gifts and clothes you've never worn and organise an office raffle.

6

A WALK-A-THON:

Get your walking boots on and clock up your steps.

7

HEAD SHAVE/HAIR DYE/SHAVE BEARD:

KidsAid commend you!

8

PERSONAL RUNNING CHALLENGE:

Look on here for ideas

<https://etchrock.com/my-fundraising#campaigns>

9

SWEEPSTAKES:

You have 1 question, for example, 'How many sweets in the jar?'

10

SPONSORED SILENCE:

If you're a chatterbox who finds being quiet a challenge.

You can also donate by scanning our QR code!

You can make a one-off donation, set up a regular monthly donation, donate through Payroll Giving, contact us about sponsoring a child's therapy, or organise a fundraising event...



**INSIDE EVERY
CHILD THERE'S
A STORY THAT
NEEDS TO BE TOLD**

