



# Join us for childhood day

The UK's biggest day of fundraising  
to help keep children safe.

**Corporate fundraising pack**

Retail sponsor

**NSPCC**



# Childhood Day is on 6 June

**Gather your workmates and join in the fun to support NSPCC's Childhood Day.**

It's an annual opportunity for businesses, employees, friends and family to come together to help keep children safe.

**“As part of our ongoing support of the NSPCC, several of our staff members signed up to the Childhood Day 2024.**

**It was a fantastic day full of laughs and challenges – we all really enjoyed ourselves! It was a great way to bond with colleagues, whilst raising funds to help children.”**

Simon Keegan, Managing Director, Griffiths & Armour

Whether you fundraise on Childhood Day on Friday 6 June or on another day from 1 June, we want you and your colleagues to enjoy yourselves and get active when it's convenient to you, so that together we can help support and keep children safe.

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



**raise  
money**

**protect  
children**

**£4**

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



# Get involved

**Be part of the NSPCC'S Childhood Day when businesses and employees across the UK have fun and fundraise to help keep children safe.**

Whether you're looking for a quick and simple way to raise money, or you've got more time for planning, by fundraising for 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!



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

### Need a bit of planning



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

### Don't forget to 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.



**#ChildhoodDay**

### Volunteer for collections

**Fancy something a little different?**



We're holding cash collections up and down the UK between 23 May and 7 June.

This is a fun and low-commitment volunteering opportunity, perfect if you'd like to get involved but you're not sure how!

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



# SCHOOL'S OUT

## for childhood day

**New fundraising activity for 2025!**  
Relive the final week of school by hosting your own School's Out fundraising event for Childhood Day.

### How to get involved:

**Get ready to unleash the fun and make a difference by turning ordinary workdays into end of school celebrations.**

Remember the excitement of the last week of school? The games, the movies, the carefree days with no real lessons, and the anticipation of summer break?

**Now, you can relive those moments with your colleagues by hosting your own "School's Out" events to raise donations that will help keep children safe!**

We reminisced about some of our favourite end of school year celebrations including games day, the tuck shop and extra art classes, but you can celebrate with your colleagues however you like!

Head to our **resource page** if you need a little more inspiration. It's where you can access free resources to help you plan, organise and run your School's Out! Childhood Day fundraising activity.

**Good luck and enjoy!**



For more info, visit [nspcc.org.uk/schoolsout](https://nspcc.org.uk/schoolsout)

**£400**

could help answer  
100 children's  
calls to  
Childline.



# childhood day

## mile

**On Friday 6 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.



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





# 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**

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



# Join the NSPCC's Dragon boat race

Does your business like a bit of healthy competition? Are your employees up for a challenge? Look no further!

The NSPCC's Dragon Boat Race is perfect for them to join in.

## Where?

**Surrey Docks Water Sports Centre, SE16 7SX**

**When? 7 June 2025, 1:30–6pm**

## Registration fee

**£20 per person or £220 per team**

## Team numbers

**11 people per team**

## Fundraising target

**£330 per person, or £3,630 per boat**

\*When you sign up, your £20 registration fee will be deducted from your total fundraising target.

## How to get started:

1

### Sign up

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

2

### Prepare

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

3

### Get fundraising

Share your **JustGiving page** with colleagues, friends and family and encourage them to donate. To help hit your target, set up a simple fundraiser.

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.

**Sign up here**



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](https://www.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.

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

**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.**





# NSPCC

## Play your part this **childhood day**

**play  
together**

**raise  
money**

**protect  
children**

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

**Friday  
6 June**

Registered with



**FUNDRAISING  
REGULATOR**

**EVERY CHILDHOOD IS WORTH FIGHTING FOR**