

# National Children's Day UK partnership with The Childhood Trust aims to raise £750k for London's disadvantaged children

- for immediate release -

The Summer Give, a campaign designed by the Childhood Trust to alleviate the impact of child poverty during the summer holidays, is being timed to co-ordinate with this year's National Children's Day 2016 [www.nationalchildrensdayuk.com](http://www.nationalchildrensdayuk.com) #NCDUK2016, which takes place on Sunday 15<sup>th</sup> May.

Childhood poverty has deep and long-standing implications. Children who suffer from poverty and deprivation are more likely to experience poor health and shorter life expectancy. They are also likely to have a higher incidence of learning difficulties, truancy, exclusion from school, anti-social behaviour, drug abuse and teenage pregnancy. School holidays present an additional challenge to families when the structure, supervision and meals provided at school are no longer there.

The concept of Children's Day was established by the UN General Assembly in 1954 as a day of worldwide fraternity and understanding between children. The Assembly suggested to governments that the day be observed on the date and in the way which each considers appropriate. In the UK it was launched by the Save Childhood Movement in 2014 and is now held at the beginning of summer.

The trust expects many of its projects to arrange events during the week up to and including the day. From midday on Monday 16<sup>th</sup> until midday Wednesday 18<sup>th</sup> May it is then running an online 'double your donation' campaign focused on charities who are supporting London's poorest children during the school holidays. The match funding to double donations comes from a combination of pledges (charities own major donors) and the Childhood Trust.

Last year 18 projects took part, £527k was raised and 3,718 children benefitted from the funds raised. Activities ranged from play initiatives for the youngest children, through to facilitated work experience and interview skills training for older teens. This year The Childhood Trust is adding more funding into the 'champion pot' and expects around 25 charities to take part, with the potential to raise around £750k.

**Wendy Ellyatt, Chief Executive of the Save Childhood Movement said:**

*"We are delighted to be partnering with the Childhood Trust for this year's NCDUK and hope that the initiative will rapidly grow to be a national platform alleviating the impact of child poverty. There are currently 3.7 million children living in poverty in the UK in 2013-14. That's 28 per cent of children, or 9 in a classroom of 30 – with London the area with the highest rates of deprivation. Together we hope to significantly raise awareness about the issue and to give the public an opportunity to get involved and really make a difference."*

People can run any kind of mindful, heartfelt, big or small event that they

want for the week up to and including NCDUK. The Summer Give will then take place from Monday 16<sup>th</sup> to Wednesday 18<sup>th</sup> May.

The conversation continues on social media #NCDUK2016

- Ends -

For more information, please contact

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## NOTES TO EDITORS



**LOTTERY FUNDED**

### The Save Childhood Movement/NCDUK

- National Children's Day UK is an initiative of the Save Childhood Movement – [www.savechildhood.net](http://www.savechildhood.net). The movement was established in 2013 and consists of a growing collaboration of individuals and organisations that share a deep concern about societal values and wellbeing and the current erosion of natural childhood.
- The first NCDUK took place in May 2014 and highlighted Children's need to connect with Nature. NCDUK2015 explored 'The Science and Magic of Play' with more than 250 events and activities taking place throughout the UK - and an estimated audience reach of 300,000+adults and children.
- The initiative has recently received its second 'Awards for All' Big Lottery grant

The Big Lottery Fund is responsible for giving out 40% of the money raised for good causes by the National Lottery. The Fund is committed to bringing real improvements to communities and the lives of people most in need and has been rolling out grants to health, education, environment and charitable causes across the UK. Since its inception in 2004 we have awarded close to £6bn. The Fund was formally established by Parliament on 1 December 2006.

- The Save Childhood Movement is currently a totally voluntary organisation and, since its launch, has achieved significant support and a national presence. The movement's first patron is the ex Children's Commissioner for England and currently President of the British Medical Association (BMA), Sir Al Aynsley-Green. The movement has forty

globally known expert advisors and has recently launched its new Ambassador's Programme.

### **The Childhood Trust - <http://www.childhoodtrust.org.uk>**

The Childhood Trust is a charity with a single mission to alleviate the impact of child poverty. It does this by fundraising and working with selected charity partners using digital fundraising platforms such as [www.thebiggive.org.uk](http://www.thebiggive.org.uk). By match-funding digital campaigns such as Summer Give, it enables small charities to acquire the skills to attract donations online. The public are incentivised to give during two online giving days because their donations will be doubled and gift aid added too, meaning a £20 donation becomes £45 to the charity project. In 2015, its first Summer Give raised over £0.5M for 18 projects running holiday provision schemes benefitting 3,718 children.

### **Child Wellbeing in the UK**

- **Poverty:** There are currently **3.7 million** children living in poverty in the UK. That's over a quarter of all children. 1.7 million of these children are living in severe poverty. In the UK 63% of children living in poverty are in a family where someone works. *Barnardo's, Jan 2016*
- Four in ten babies don't develop the strong emotional bonds – what psychologists call “secure attachment” – with their parents that are crucial to success later in life. Disadvantaged children are more likely to face educational and behavioural problems when they grow older as a result – *Sutton Trust, Baby Bonds Report, 2014*
- Children and adults from the lowest quintile (20 per cent) of household income are three times more likely to have common mental health problems (than those in the richest quintile) - *Centre for Social Justice Report, Feb 2011*

*“The consistent thread running through our analysis of the problems associated with, for example, family breakdown, housing, looked-after children asylum seeking and the criminal justice system, is the high level of mental ill-health in our poorest and most disadvantaged communities. It is a key barrier to their transformation and to the unlocking of potential in young and old alike*

- Early child poverty has been linked to brain changes related to depression in older children. *“Children from poorer families are more likely to experience changes in brain connectivity that put them at higher risk of depression, compared with children from more affluent families.” American Journal of Psychiatry, January 2016*  
<http://www.medicalnewstoday.com/articles/305208.php>