

Friday 1 March 2024

Sparkle
Day



 **newlife**
The Charity for Disabled Children



Corporate Deck

Sparkle your way to help disabled children

 Registered with
**FUNDRAISING
REGULATOR**

About Sparkle Day



Brightening the lives of disabled children across the UK

Sparkle Day is our very own day to shine a spotlight on the needs of disabled and terminally ill children across the UK.

Newlife The Charity for Disabled Children is the UK's largest charitable provider of specialist equipment for disabled children, and offers support for their families through our free Nurse Helpline.

There are now 1.7 million disabled and terminally ill children in the UK. Thousands of them rely on Newlife to get the equipment and support they need.

On Sparkle Day we bring together schools, businesses, organisations and individuals with one goal in mind; to raise much-needed funds to provide essential equipment such as wheelchairs, buggies, beds, seating and more. And we do it with added sparkle!

By supporting Sparkle Day, together we can make sure disabled and terminally ill children receive the life-changing equipment they deserve.



A bit about Newlife

Newlife is a national disability charity supporting children and families across the UK.

Founded more than 30 years ago, we are now the largest charitable provider of specialist equipment for children and young people with disabilities in the UK.

Our services and activities are developed by listening to families, supporters and health professionals.

We know that we can do so much more by working together.



Our vision

is that every disabled or terminally ill child and their family get the equipment they depend on, the quality of life they deserve, the caring support they need and the chance to benefit from pioneering medical research.

Our mission

is to make life better for thousands of disabled and terminally ill children and their families.

Our values

are to put people at the heart of what we do, to be compassionate, to make things happen for those we serve and to be leaders in our field.

Now more than ever

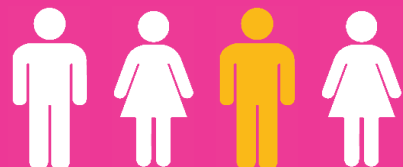
Parents and carers of disabled children have been disproportionately affected by the cost of living crisis, with two-thirds of the families that receive equipment from us on low incomes and living in poverty.

In the first half of 2023, we saw a rise of 163% in applications for essential equipment when compared to the same period last year.

As a charity, we need your help to make sure that disabled and terminally ill children continue to receive the life-changing equipment they need.



Around two-thirds of applications are from families living in poverty



A quarter of applications are considered urgent

£1.8m

the value of the specialist equipment we provided to families in 2022

£1,900

is the average cost of a piece of specialist equipment.

Our Services



Play Therapy Pods

Our free loans of specialist sensory toys empower disabled children with learning opportunities, essential skills, and joyful moments, as well as the opportunity to bond and enjoy play time as a family. Toys are available to suit a range of abilities and ages, starting from birth.



Equipment Grant Service

Newlife knows the difference having the right equipment at the right time can make to a disabled or terminally ill child. Our Equipment Grant Service provides the correct specialist equipment to offer comfort, prevent injury and enable more independence, enabling your child to thrive in their daily life.



Emergency Equipment Loans

Essential equipment is delivered urgently to vulnerable disabled and terminally ill children across the UK within a week of receiving the application, to provide vital equipment when it's most needed.



Free Nurse Helpline

Newlife's dedicated helpline is staffed by specialist nurses who are there to help families in need, whether they are struggling with a recent diagnosis and need information and support, or are facing day-to-day challenges of their child's needs.

Fundraising Ideas

In the workplace:

- Dressing up is the new dressing down so encourage all staff to wear something sparkly for a suggested donation of £1-2
- Run our 'Guess the number of stars' sweepstake
- Hold a best-dressed desk or workstation competition - the sparklier, the better!
- Use our cake flags and hold a bake sale
- Hold a sparkle-themed raffle
- We can organise a Text to Donate campaign for you to share with your customers
- Set up a Sparkle Day JustGiving page to share with your customers and show your contribution towards our event
- Help raise awareness by using our Sparkle Day Teams or Zoom backgrounds, email footers and screensavers in the run-up to the event
- Payroll Giving or PAYE



Fundraising Ideas



Team challenge!

We can help tailor a bespoke challenge event for your staff, or you can choose to take part in one of our 'off-the-peg' events already available. We are happy to set up a meeting with our team and our preferred challenge event organiser to help you organise an event to make your day a sparkling success!

Your team could:

- Climb the highest peaks
- Cycle across the country from coast to coast
- Leap from an aeroplane
- Walk across hot coals
- Bungee!

Raising Awareness

There are now 1.7million disabled and terminally ill children in the UK. Thousands of them rely on Newlife to get the essential equipment they so vitally need. Some families needing support could even be members of your staff.

- We can provide articles and case studies for internal and external communications on how your support helps disabled children.
- Full-colour Sparkle Day assets are available to download from our website for your own publications and social media, and our design team are on hand to help with any special requests.
- Lots of resources are available for quick and easy access to help you promote your event, including resources for your online meetings and intranet.



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Whether you bake, dress up or walk,
whatever you do, make it sparkle!

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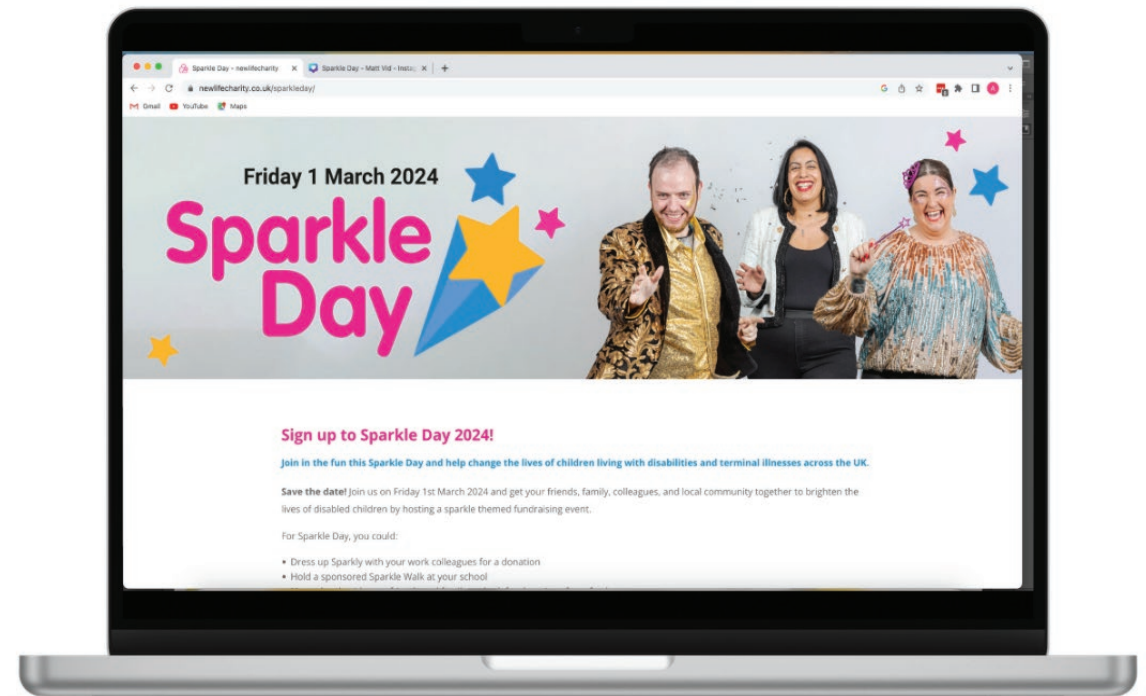
Sign up today: newlifecharity.co.uk/sparkleday

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- A Sparkle Day JustGiving campaign page can help to demonstrate your impact.
- Use the social media hashtags **#SparkleDay24** and **#TeamNewlife** to share your news and photos with us - we'd love to hear from you, and we'll be happy to share and promote your posts too!
- Encouraging your teams, staff and stores to share information, posters and social media posts will raise Awareness of the difficulties faced by disabled children when they don't have the equipment they need.



Joining in with Sparkle Day will help to brighten the lives of disabled and terminally ill children across the UK!

“We absolutely loved taking part in Newlife’s Sparkle Day celebrations. We hosted a sparkly cake and samosa sale in our head office and encouraged our colleagues to dress up in their glitter and sparkles. People really got stuck in and loved getting dressed up in the office or for virtual meetings. There was also a sparkle themed raffle with prizes including a Pandora voucher and tickets to the Silverstone museum.”



A Sparkling Relationship

Sparkle Assets

We have got a wide range of assets available to download, with more being added regularly.

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Join in the fun and Sparkle for disabled and terminally ill children

Stick your JustGiving QR code here!

newlife is the UK's largest charitable equipment for disabled children.

Every donation will help raise vital funds to ensure children get the best possible start in life.

in support of **newlife**
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With your support, we can ensure more children get the best possible start in life.

Sparkle with me on _____
at _____
to help brighten the lives of disabled and terminally ill children.

Where _____

RSVP _____

Event details _____

Can't attend? You can still help to brighten the lives of disabled children. Scan to donate!

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A portable hoist from Newlife has made life much easier for 15-year-old Rhys Porter from London who has Cerebral Palsy affecting both arms and legs and means he can now experience so much more in life.

Not only does the hoist mean Rhys can be moved safely without risk, either to himself or his parents, it also allows him more freedom and independence so he can easily go to watch his favourite football team and even play wheelchair football himself, as well as enjoy days out with family and friends without so many restrictions.

Mum Kelly said: "We didn't have a hoist at home that Rhys could use so his dad and I would have to carry him, which we shouldn't really be doing. He needed both hips and femurs broken and reset, so we urgently needed a hoist for him as it was the only way we could move him post-surgery. Thankfully Newlife was able to quickly help. We literally don't know what we would have done without it. It's given him so much more independence."

**How your help
makes a difference**

Thank you



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