

**MISSION  
CHRISTMAS**  
cash for kids



# Hits Radio and Greatest Hits Radio Cash for Kids is a grant giving charity helping children aged 0-18 that need it most



## ABOUT US

The local team work across the 10 boroughs of Greater Manchester to improve the lives of disadvantaged children and young people in our communities who are affected by poverty, illness, neglect or have additional needs. We believe that all children should be able to express their individuality, achieve their potential and live life to the full.

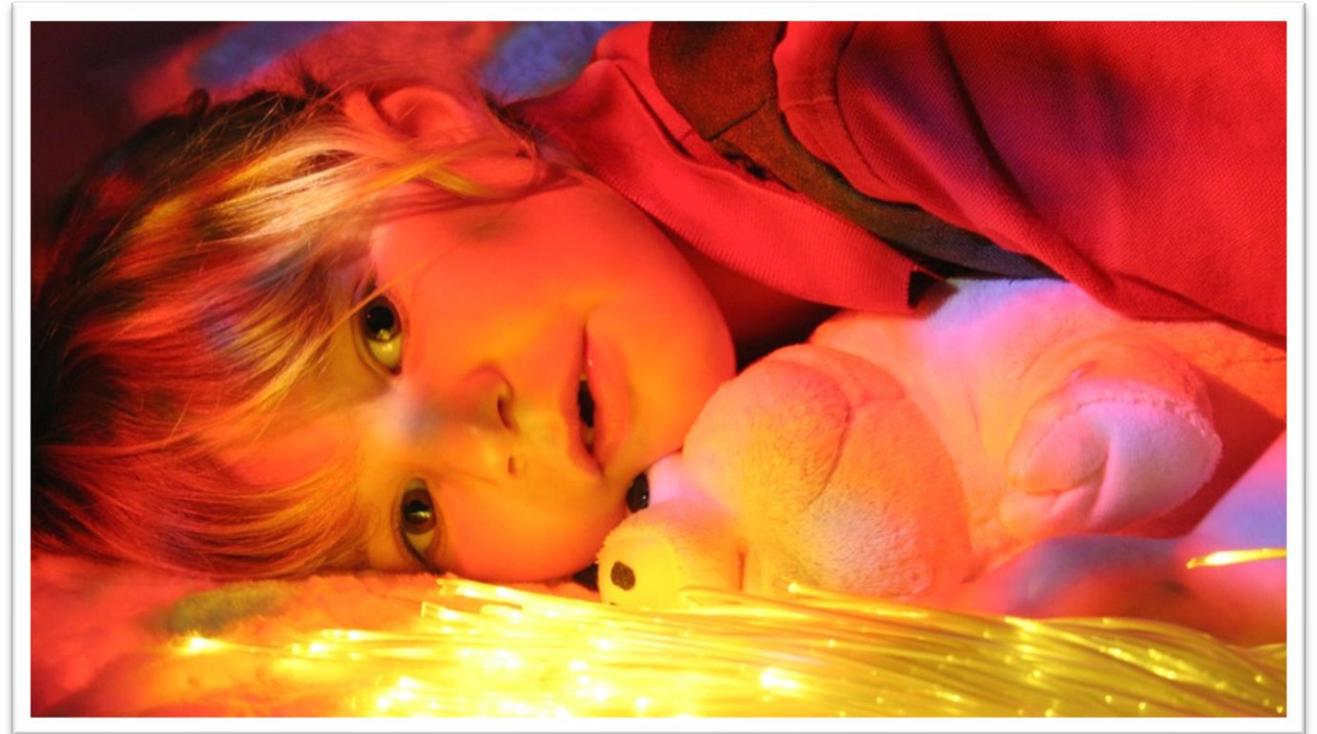
We work all year round with grass-roots organisations that aim to make a difference to young lives, supporting families who may have nowhere else to go.

# HELP MAKE THIS CHRISTMAS DAY DIFFERENT

Mission Christmas is the biggest campaign of the year for us, and we aim to bring the magic of Christmas to those children who would otherwise go without.

**A third of the youth population are going to bed without a hot dinner, living with no central heating, and don't have a sufficient school uniform. For these families, Christmas is simply a luxury they can't afford.**

Our Mission is to ensure that EVERY child and teenager wakes up to a visit from Santa on Christmas morning.



“children are being denied the happy childhoods and the good start in life other children take for granted.”

Sam Royston, Chair of the End Child Poverty Coalition



# KEY INFORMATION

- Mission Christmas is the largest children's Christmas gift appeal in the UK.
- Last year in Greater Manchester we were able to help 30,697 children, and a total of 255,607 across the UK, but there are so many more who need our help.
- In Stockport, we were able to ensure that 2100 children received a gift last Christmas
- Children are identified by social services, teachers and other charitable organisations.
- The Cash for Kids team project manage all operational and logistical requirements for the distribution of gifts. We rely on the generosity of local businesses donating stock and funds to help us bring the magic of Christmas to children who would otherwise go without.
- Throughout November and December we are based in a warehouse in Hazel Grove where we rely on volunteers to help us achieve our mission



# How can people get involved?

- We ask businesses and organisations to make donations, fundraise and collect gifts.
- The age groups we always have a shortage for are babies and 10+ so we rely on fundraising and donations to enable us to purchase gifts from wholesalers so these children are not forgotten.
- In your positions, it would be incredibly helpful to spread the word to maximise the success of the campaign and ensure we are reaching those children most in need.
- Encourage applications for underprivileged families who's children would otherwise go without on Christmas morning.

**THANK YOU**

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