



CORPORATE SUPPORT



WHAT IS NATIONAL WOODEN SPOON DAY?



Get ready to celebrate **National Wooden Spoon Day** on **19th March**—the day Wooden Spoon was born in 1983.

This isn't just any day; it's our chance to honour the history and amazing impact of Wooden Spoon.

This is the second year we are celebrating National Wooden Spoon day.

Last year we were inspired by the heart-warming messages and enthusiasm that our supporters showed in raising awareness for the charity.

This year we want to make the day to be even bigger and are encouraging our supporters to join up a friend as a member or Wooden Spoon, make a donation or run a fundraising event.

Let's make some noise on 19th March and show the world what Wooden Spoon is all about. What will you do to celebrate National Wooden Spoon Day?



#WOODENSPOONDAY

PASSION | **INTEGRITY** | **TEAMWORK** | **FUN**

ABOUT WOODEN SPOON



Wooden Spoon is a grant-making charity funding life-changing projects across the UK and Ireland. We exist to help the **1.2 million children living with a disability**, the **30% of children growing up in poverty**, and the **3 million children experiencing mental health issues** to live their best lives.

Since 1983, with the support of the rugby community, from grassroots clubs to national unions, we have awarded over **£34 million in grants**, positively impacting **more than 2 million children and young people** who are disadvantaged, disenfranchised, or living with additional needs.

By harnessing the power of the rugby family, we inspire participation, raise funds, and create inclusive opportunities for young people

Our work is shaped around four core themes : **Giving children the chance** to: **Play, Learn, Thrive** and **Be Safe**.

Across all four themes, we fund **sensory rooms and gardens**, **specialist medical and sports equipment**, **playgrounds**, **sports programmes**, **health and wellbeing initiatives** and **education projects**.



30%
of children in the UK live
in poverty



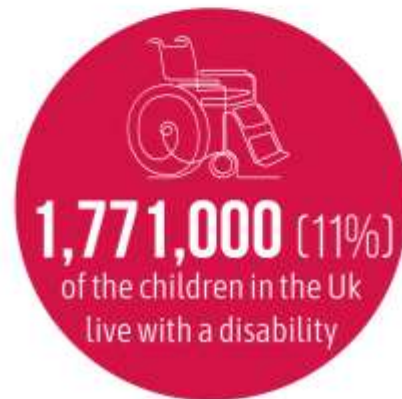
3.7 MILLION
children suffer from food
insecurity



349,000
children with a learning disability in
the UK

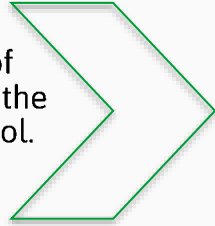


3 IN 5 FAMILIES
with disabled children unable to access
vital specialist equipment



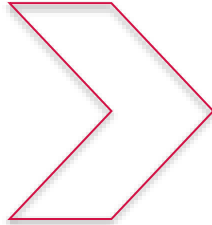
WOODEN SPOON EXISTS TO TRY AND GIVE CHILDREN A CHANCE...

Imagine being one of the **75%** of disabled children who don't have the opportunity to play sport at school.



Wooden Spoon **funds specialist adaptive equipment** including wheelchairs, cycles, boats, horses, walking frames to give children with disabilities the same chance to play as their contemporaries.

Imagine being one of the **30%** of children growing up in poverty...



Wooden Spoon **funds programmes** that enable schools to provide breakfast clubs, so children have the energy to learn, and fund youth clubs where children have a warm friendly space to meet

Imagine being one of the **1 in 5** children who are neurodivergent...



Wooden Spoon **funds Sensory spaces** and playgrounds- a safe-haven for neurodiverse children to manage stress, reduce anxiety, and improve focus

Imagine being one of the **3 million children** that suffers from a mental health issue....



Wooden Spoon **funds projects that engage children in an activity or sport** that can provide a release from some of the sources of their depression or anxiety. Also it helps them share experiences with contemporaries to understand that they are not alone.

GIVING CHILDREN A CHANCE TO PLAY

REMOVING BARRIERS TO SPORT AND INCLUSIVE PLAY

3 out of 4 children with disabilities do not play sport at school

We fund inclusive playgrounds, sports facilities and programmes that enable children to be active, confident and connected.

This includes **Wooden Spoon International Tag Rugby Festival (Tag Fest)**, which gives children with mild to severe learning difficulties the opportunity to take part in rugby, often for the first time, and experience a sense of belonging and teamwork.

#ChanceToPlay



GIVING CHILDREN A CHANCE TO LEARN

BUILDING CONFIDENCE, LIFE SKILLS AND LEARNING OPPORTUNITIES

1 in 5 pupils in the UK are persistently absent from school

We support projects and programmes such as **The School of Hard Knocks** that equip children and young people with essential life skills and supportive learning environments through the sport of rugby

#ChanceToLearn



GIVING CHILDREN A CHANCE TO THRIVE

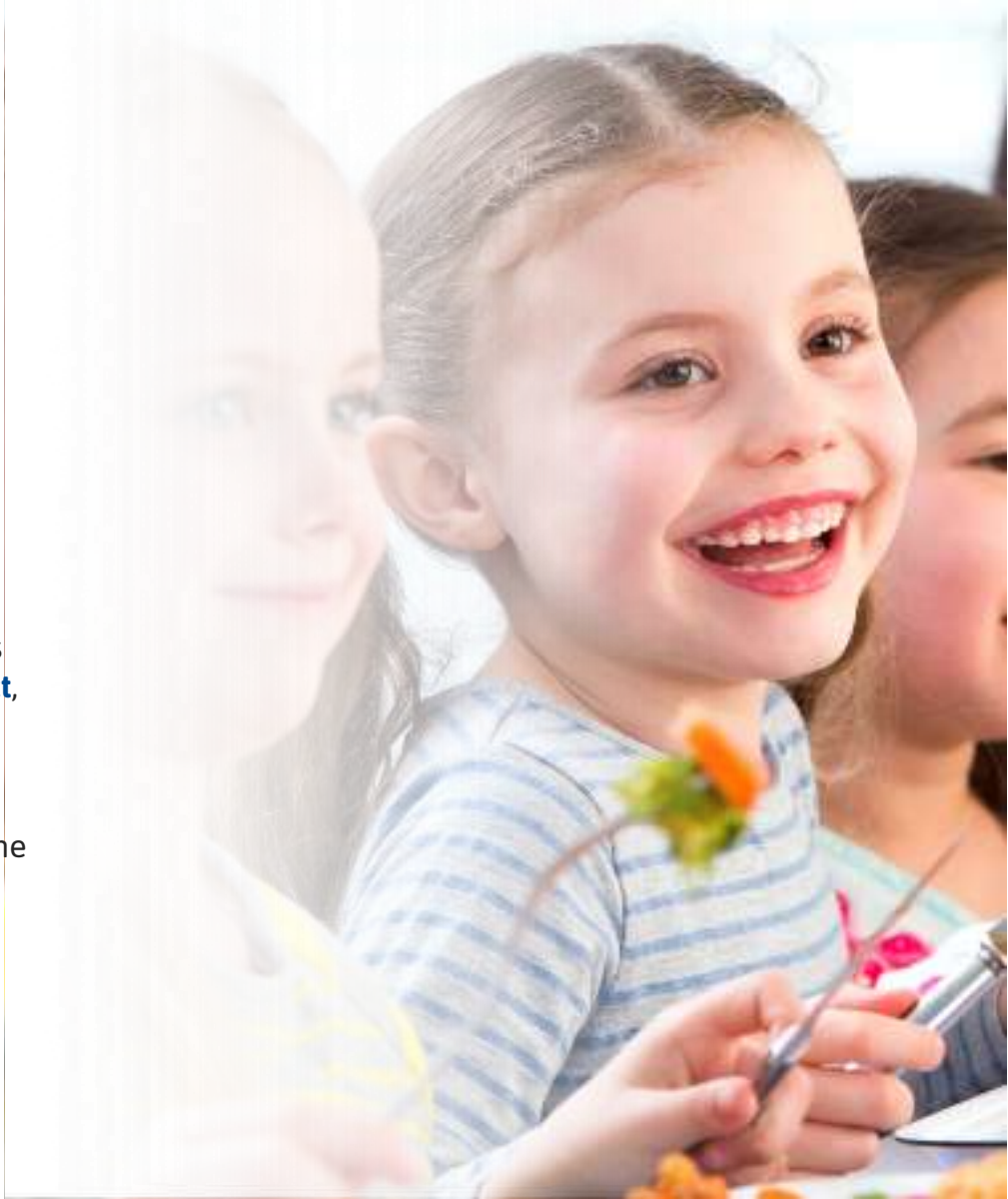
SUPPORTING MENTAL HEALTH, WELLBEING AND BASIC NEEDS

30% of children in the UK live in poverty
1 in 5 children experience a mental health issue
1 in 5 children in the UK are neurodivergent

Our grants tackle the challenges preventing children from thriving, including food poverty, caring responsibilities, bereavement and mental health recovery. Through initiatives such as **Pass the Plate** and programmes like **The Wave Project**, we help reduce hunger, isolation and anxiety while building confidence and resilience.

Since 1983, we have funded over **100 sensory spaces** across the UK and Ireland, investing £4.6 million and supporting more than **202,000 beneficiaries**

#ChanceToThrive





GIVING CHILDREN A CHANCE TO BE SAFE

SAFEGUARDING, PREVENTION AND PROTECTION FROM HARM

44% of children have suffered from online bullying

Children face increasing risks from online bullying, exploitation, loneliness, knife crime, gangs and substance misuse. We fund projects that promote safeguarding, raise awareness, provide early intervention and support rehabilitation, ensuring children and young people feel protected and secure.

#ChanceToBeSafe

HOW CAN YOU HELP?

Our goal is to make it easy, fun, and meaningful for your organisation to participate in National Wooden Spoon day.

Every action big or small counts!

From posting on Social Media to a organising a fundraising event. Help celebrate National Wooden Spoon day.

We have a short list of ideas of how you and your organisation can get involved but why not try something different?

We are excited to see how you can make **#WOODENSPOONDAY** something amazing. Just remember to tag us on social media.



Wooden Spoon Charity



@WoodenSpoonCharity



@charityspoon



@WoodenSpoonTV

PASSION | **INTEGRITY** | **TEAMWORK** | **FUN**





A FEW IDEAS

Here are a few ideas but also please create your own

Matched Giving: Match your staff's fundraising through Payroll donations and volunteering

Lunch & Learn with Impact During a group lunch, share our Wooden Spoon video about how funds help disadvantaged children.

Post on Social Media about supporting National Wooden Spoon Day

Ask staff to join as a member of Wooden Spoon

Make a donation

Sign up for a challenge to raise funds for Wooden Spoon

Do a challenge in your office to raise money

MARKETING MATERIALS

Wooden Spoon will provide a suite of marketing materials to help you publicise your event or raise funds. These will include:

- A poster template to promote your event
- Customisable social media graphics
- A simple fundraising form and QR codes to link donations straight to Wooden Spoon.
- 100 Square online raffle
- Instructions for setting up online Just giving page.
- Short videos or stories showcasing Wooden Spoon projects
- Key stats, impact stories and infographics about the difference the charity makes.
- Press release to announce your rugby club's participation
- Sum up donation link to collect donations.

#WOODENSPONDAY



PASSION | INTEGRITY | TEAMWORK | FUN

THANK YOU



Wooden Spoon
The children's charity of rugby



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Wooden Spoon is a registered charity in England and Wales (Reg No: 326691) and in Scotland (Reg No: SC039247)

