



# REGION 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.**



**12.7 MILLION**

children live in the UK

**30%**

of children in the UK live  
in poverty

**ONLY 1 IN 5**

disabled people had taken part  
in an organised activity session in  
the last year

**3.7 MILLION**

children suffer from food  
insecurity



**1 IN EVERY 100**

child in the UK  
has autism

**349,000**

children with a learning disability in  
the UK

**1.7 MILLION**

school pupils in England identified  
with Special Educational needs

**3 IN 5 FAMILIES**

with disabled children unable to access  
vital specialist equipment

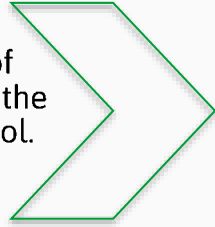


**1,771,000** (11%)

of the children in the UK  
live with a disability

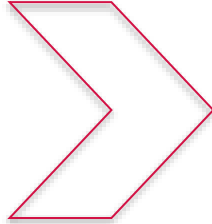
# WOODEN SPOON EXISTS TO TRY AND GIVE CHILDREN A CHANCE...

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 of 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

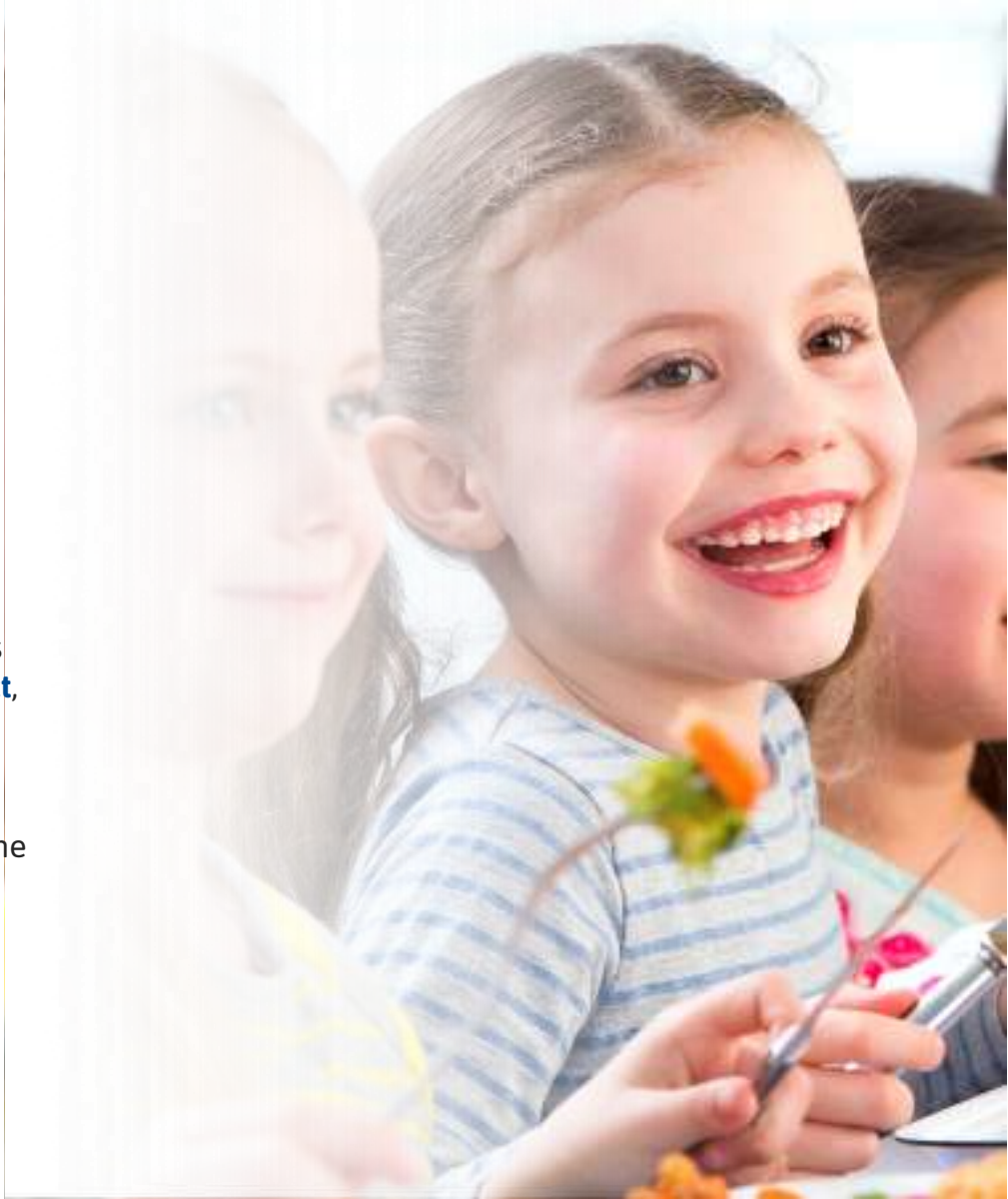
## SUPPORTING MENTAL HEALTH, WELLBEING AND BASIC NEEDS

**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 YOU CAN HELP

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

Every action big or small counts!

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

We have a short list of ideas of how you 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.

**Post on Social Media** about supporting National Wooden Spoon Day

**Wear Wooden Spoon colours** to raise awareness

**Organise a Six Nations fundraiser event** at a club (Super Saturday is just a few days before)

**Fun match fines** in favour of Wooden Spoon

**'Try for Spoon'** make a donation to Wooden Spoon for each try scored over the weekend before the 19<sup>th</sup> March

**Kick-a-thon:** Collect sponsorship for every conversion kicked over the weekend of rugby at your club.

**Organise a fundraising** muffy day or decorate Wooden Spoons competition at a school you have supported with a grant.

Organise a **quiz night** or a **bake sale**

# ONE HUNDRED SQUARES

The National office have secured a Special Edition Bottle of **Hirundine Whisky**, signed by Scottish Internationals, **Duhan Van Der Merve & Pierre Schoeman.**

We will be offering every region one bottle to raffle using our 'Branded Online 100 Squares'.

The link to sell the squares will be supplied, so all you have to do within your region, is share and sell 100squares at £5 per square. This £500 of fundraising will be retained in your region!

Good luck and thank you for sharing in our celebration of **National Wooden Spoon Day**



**#WOODENSPOONDAY**

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# 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.
- Online 100 Square “raffle” link
- 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.

**#WOODENSPOONDAY**



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# 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)

