

# KIDSMAAS 2020 OVERVIEW

It's all about children

**At Barnardo's, we believe Christmas is a truly magical time for children – it's a time of Santa Claus, flying reindeer and snowball fights. Sadly, while most of us enjoy festive rituals, vulnerable children across the UK are struggling.**

That's why we launched Kidsmas – a Christmas campaign to help people rediscover the childhood magic of Christmas and celebrate across the UK.

We asked people to come together with their families, friends, colleagues and communities and raise vital funds to ensure that vulnerable children are happy, safe and cared for.

The Covid-19 crisis increased the risk to vulnerable children. Abuse, poverty, mental health issues and loneliness continued to rise, depriving children of the chance to enjoy this very special time of year.



## WE ARE LOOKING FOR PARTNERS WHO CAN TAKE OUR KIDSMAAS CAMPAIGN TO THE NEXT LEVEL.

**amazon**



Amazon's donation to Kidsmas supported 1,360 beneficiaries at Barnardo's Children's Services across the UK to host Christmas activities.

👩👧👦 **It wasn't just the much needed financial help but knowing someone was there for us. Thank you so so much for the help. 🙏**

Parent of young person



Once they're gone, they're GONE!  
Everyday Amazing. ALDI

For Barnardo's 150<sup>th</sup> anniversary ALDI created a soft toy version of Kevin the Carrot from their television advert and a Barnardo's baubles kit, with 100% of profits supporting vulnerable children, young people and their families.

**vodafone**



Kidsmas Live was Barnardo's first ever live-streamed fundraising event. Vodafone's headline sponsorship made a significant impact on all aspects of Kidsmas Live.

Let's make this Kidsmas magical and change the lives of vulnerable children and young people.

**KIDSMAAS IS ALL ABOUT CHILDREN.**



**Believe in children**  
 **Barnardo's**