



Count your blessings

Lent 2011

Serious neglect kills children, yet studies suggest that up to 10 per cent of children in the UK experience neglect. In 2009, we launched a three-year appeal to make the UK wake up to neglect. Please take your action for children this Lent, starting from the day after Shrove Tuesday – simply donate based on how much you are blessed each day!



1 How many pancakes did you and your family eat yesterday? **Donate 10p for each one.**

Today's donation

2 Many children and young people have never been on a holiday. **Donate 50p if you are going away during Lent.**

Today's donation

3 Neglect can leave children hungry every day. **Donate 5p for each tin in your cupboards.**

Today's donation

4 Do you need to buy a special gift for someone and would like to add your own personal touch? **Visit Action for Children's online shop and you'll be amazed at the selection: www.actionforchildren.org.uk/shop**

5 Action for Children promotes social justice by lobbying and campaigning for change. **If you have read a newspaper today, donate the cover price.**

Today's donation

6 Action for Children has badges for sale based on Eric Carle's *The Very Hungry Caterpillar*. **Donate 30p if you have ever read the book.**

Today's donation

7 A week has passed – **donate 10p for every thing you miss that you've given up for Lent.**

Today's donation

8 We have recently celebrated two exciting anniversaries. Last year Northern Ireland celebrated their 10th anniversary, and in 2011 Wales are celebrating their 100th! **If you have an important anniversary during Lent, donate £1.**

Today's donation

9 Neglected children may not have regular meals every day. **Donate 20p if you've had a hot meal today.**

Today's donation

10 Contact with family and friends is very special. **Donate 20p for every time you speak to a friend on the phone today and 5p for each text message you receive.**

Today's donation

11 Neglected children may not get the medical or dental care they need. **Donate 10p for every doctor/dentist appointment you've had so far in March.**

Today's donation

12 Many neglected children wear clothes that aren't suitable for the weather. **Donate 20p for every raincoat you own.**

Today's donation

13 A free day! Why not consider holding a coffee morning for your friends, family or colleagues and **ask them to make a donation to Action for Children.**

14 78% of professionals questioned felt poor parenting skills were a reason for increasing neglect statistics. Our parenting classes start with things like how to make a sandwich. **Donate 10p if you have made a sandwich today.**

Today's donation

15 The internet can be fun and useful but visit our website for our NetSmart guide to keeping safe. **If you have been online today, donate 20p.**

Today's donation

16 In the UK, 4000 children, many of whom have been abused or neglected, are waiting for adoptive families. **Donate 20p for each young person in your family.**

Today's donation

17 Neglected children may not have toys to play with. **If you have a toy box at home, donate 50p.**

Today's donation

18 Many of our family centres benefit from a 'garden makeover' by a local company. **If you have a garden, donate 5p for each tree.**

Today's donation

19 Teddy Bear Step Out is an Action for Children fundraising event held in nurseries, schools and playgroups. **Donate 10p for every teddy bear in your home.**

Today's donation

20 Our innovative youth arts programmes encourage young people to express their feelings through art. **Donate 5p for every picture hanging on the wall at home.**

Today's donation

21 In our recent report *Seen and now heard*, almost two-thirds of children asked had seen signs of neglect in their peers. **Take a look at the full report by going to <http://www.actionforchildren.org.uk/content/180/Research>**

Neglected children desperately need our help

as long as it takes

22 Action for Children staff offer families advice on keeping their homes clean and tidy. **Donate 5p for every cleaning product in your kitchen.**

Today's donation

23 In serious cases of neglect, a child may not even know when their birthday is. **If your birthday falls during Lent, donate £1.**

Today's donation

24 You can now order free Action for Children materials for your fundraising events by going to www.actionforchildren.org.uk/takeaction

25 A sign of neglect can be children wearing dirty clothes. **Donate 20p for every time you used a washing machine last week.**

Today's donation

26 Less than one per cent of care leavers go to university. **Donate 50p for everyone in your family who has been lucky enough to benefit from further education.**

Today's donation

27 Adequate heating and hot water can be a real luxury for some families. **Donate 20p if you have had the heating on today or enjoyed a warm bath.**

Today's donation

28 A child not being clean can be a sign of neglect. **Donate 5p for every toiletry product in your bathroom.**

Today's donation

29 Neglected children may spend little or no time with their family. **Donate £1 if you have been on a family outing during Lent.**

Today's donation

30 A balanced diet is important for children and adults alike, and our family centres have fruit bowls ready for the children who visit. **Donate 10p for each piece of fruit you've eaten today.**

Today's donation

31 Some Action for Children centres have vegetable and flower gardens. **Donate 20p if you have a vegetable patch or allotment, and 10p for a window box.**

Today's donation

32 We have an exciting new fundraising website called 'My action for children' where you can **donate to a specific project of your choice.** Take a look at www.my.actionforchildren.org.uk

33 Give 10p for every book you lend to a friend during Lent, and write a note of warm wishes as a bookmark.

Today's donation

34 Each year hundreds take part in our running events. For some children, moving and walking is a challenge, and we have services for disabled children. **Donate 20p if you have been for a walk today.**

Today's donation

35 Some of our family centres have special classes for mothers with English as a second language. **Donate 20p for every language you can say hello in.**

Today's donation

36 There are no quick fixes for neglect and we know we need to be there for those affected by neglect for as long as it takes. **Donate 5p for every clock at home.**

Today's donation

37 Neglected children can often feel isolated and lonely. **Donate 10p for every family member you will see at Easter.**

Today's donation

38 Why not bake some cakes and organise an Easter-themed cake sale? Everyone loves homemade cakes and you can **ask for donations to be made to Action for Children in return.**

39 Easter is coming. **Donate 20p if you have bought an Easter egg so far this year.**

Today's donation

40 And finally, if the sun shines today, donate 20p. **Thank you so much for taking part and have a very happy Easter!**

Today's donation

TOTAL AMOUNT RAISED **£**

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Gift Aid declaration

Are you a UK tax payer? Then please tick for Gift Aid! This means we can reclaim the tax from your donation and the government will give us 25p* for every £1 you donate – it won't cost you a penny. Occasionally we agree with carefully selected organisations to contact each other's supporters about our work or services. If you would prefer not to be contacted in this way, please tick this box:

We would like to keep you updated on the work we do with children. If you do not wish to receive this information, call **0300 123 2112** or email ask.us@actionforchildren.org.uk

*You need to have contributed an equal amount of UK tax, or more, than the 25% we will claim.

At the end of Lent, please give the money you collect to the person who gave you this sheet or send a cheque to Action for Children Customer Support, 3 The Boulevard, Ascot Road, Watford WD18 8AG. Cheques should be made to **Action for Children** and please write LENT on the back. Remember to include your completed sheet!

Name:

Address:

Postcode:

Email:

www.actionforchildren.org.uk

