



Save the Children
DEN DAY

DEN DAY

GROWN-UPS' KIT



DEN DAY



BUILD DENS. GET SPONSORED. CHANGE LIVES.

Thank you for signing up to Save the Children's Den Day!

Join families all over the UK and build a den out of everyday items to share a magical experience with your children.

Den Day is a great way for your kids to have fun and learn about children who live in other countries.

And by getting sponsored to build their dens and stay in them overnight, they'll be helping to make life better for children around the world who might not have a safe place to sleep tonight.



PREPARE FOR AN ADVENTURE

GET INSPIRED TOGETHER

Share our den-builders' kit with your children - it's full of stories about Save the Children's work and fun activities.

GREAT RESOURCES

There are lots more resources on our website including activities for your den-builders, visit denday.org

SPECIAL FILM

Don't miss our special film showing how we helped children who lost their homes in the 2015 earthquakes in Nepal. Find it at denday.org

GET SPONSORED

Set up an online fundraising page for your family at justgiving.com with a sponsorship target, or use the sponsorship form found in your den-builders' kit to hand round to friends and family.

GRAND DESIGNS

You can make a den out of almost anything - everyday materials like bedsheets, boxes and clothes pegs are always useful. Don't forget waterproof materials if you're heading outside!

ON THE DAY

Building your den will be a really special day for all the family. Here's how to make the most of it.



1 GET BUILDING

Any items around the house can make a magical den; boxes, blankets or bedsheets. Whether your children are building a secret sofa hideout or a climbing frame castle, make sure that you're on hand to supervise and keep everyone safe.

2 RAISE YOUR FLAG

Find your Den Day flag online along with a sign to hang on the entrance and bunting. Why not get creative and make your own decorations?



REMEMBER YOUR DEN-DWELLERS' SAFETY. Keep dens within earshot of an adult. Have torches to hand but never have open flames in your den. Every den's unique so check your kids are safe while building and when it's complete.



3 DEN DISTRACTIONS

Bedtime stories or midnight feasts are great if your kids are staying overnight in their den. Take a look at p6 for some fun fundraising ideas to try out on Den Day.

4 GET SOCIAL

We can't wait to see your den creations! Let us know what you're getting up to on Twitter, Facebook or Instagram – and don't forget to tag your posts **#denday**



Don't forget to let everyone who sponsored your den-builders know how they got on, and collect the money you've raised. Pay it in using the instructions on p12

FUNDRAISING IDEAS

The money your den-builders raise by getting sponsored will make a huge difference. Want to go above and beyond? Here are some top ideas to take your fundraising even further...

DEN HOTEL

Add some fundraising fun to a sleepover – turn your den into a hotel and ask for donations from everyone who comes to stay.

DEN PARTY

Hold a den tea party and get everyone who comes along to bring a dish or some snacks and make a donation. If everyone's staying overnight, why not hold a midnight feast?

INTO THE WILD

Gather together a group of friends and head to the local park or woods to build your dens. The more den-builders and grown-ups take part, the more you can raise! (Make sure you're home by bedtime.)

COME DEN WITH ME

Follow Holly's (below) lead and invite friends over for a den party. Holly baked cakes to sell to her friends and held a raffle to raise extra money.



"I felt really sad when mummy told me that not all children have safe places to live and that some children don't have mummies or daddies so I wanted to do something nice to try and help them."

Holly, aged 4

TOP TIPS FOR GETTING SPONSORED

- > Create an online fundraising page at [justgiving.com](https://www.justgiving.com) and share it with your friends on Twitter and Facebook.
- > Set a sponsorship target and let everyone know how their support will change children's lives around the world.
- > Ask your most generous supporters to pledge first – once they're on board, it'll be easier to inspire others.
- > If you enjoy sharing on Facebook, post photos or even a special film of your den-builders' creations to show friends and family. Let them know what you're doing and ask for sponsorship.
- > Ask your donors to tick Gift Aid on their donations. The government will pay in 25% more for your donations - and you won't have to lift a finger!

DEN-SPARATION

Looking for ideas? Check out how these families used everyday items to make incredible dens, and what they got up to on the day.



Mum Shivani built this den with her children Ishaan and Rohan and raised £208 in sponsorship. "We talked about how some children don't have a safe place to sleep and live," says Shivani, "but we also had loads of fun building and decorating the den. The children had a popcorn party in the den and we had story time in there too."



Jessica and Emilia transformed their bedroom into a super-cosy hideout.



Holly held a Den Day party at her house and everyone made box dens in the garden. "Holly spent lots of time thinking about different ways to raise money. She even saved her sweets from holiday to give out to her friends as a thank you for supporting us," says mum, Katie.



Harvey and Amman built this awesome outdoor tepee. They even let dad join in!

Dylan and Tomos stayed overnight in their secret sofa hideout, complete with homemade bunting and fairy lights.



HOW YOU'RE HELPING

At Save the Children, we do whatever it takes to help children when they need us most.

We're there when disasters like earthquakes strike, and when children are caught up in conflict in countries like Syria and forced to leave behind everything they have in search of a life where they're not afraid.

We give them vital things like food and water, healthcare, protection and education. And we make sure they have a safe place to shelter at night.

No child should miss out on any of these things, but every year, millions do.

The money your den-builders raise could help give more children a safe place to shelter and the things they need to grow up healthy and happy.

It doesn't take much to make a big difference.



Photo: Shumma/Save the Children

£33 could buy five sheets of tarpaulin to help provide shelter to families who have lost their homes in an emergency.



Photo: Cain/Gloway/Save the Children

£75 could provide everything needed to run a reading club to help children learn literacy for a year.



Photo: Jonathan/Hugh/Save the Children

£105 could buy a kit to help a family living as refugees to protect their shelters against the weather.



Photo: GHB Akesh/Panos Pictures/Save the Children



Photo: GHB Akesh/Panos Pictures/Save the Children

SHABANA'S STORY

Shabana is eight years old and lives on an island in Kurigram district, Bangladesh.

Her family grows food for a living, but their crops were destroyed by floods. We gave Shabana's family money to feed themselves and rebuild their lives.

"During the floods, the water came inside my house," Shabana says, "even in my bed. It covered everything so we had to leave and

stay with my auntie on a different island. I was so upset to see the water in my house – I keep thinking about it."

Your den-builders' kit has more stories and activities to help bring our work to life for your children and show how their fundraising can help change lives around the world. Find out more about our work at savethechildren.org.uk

PAYING IN

After your Den Day, don't forget to send us your hard-earned donations. However much you've raised, there's a quick and simple way to send it to us.

FUNDRAISING ONLINE

The simplest way to fundraise is to set up a page at [justgiving.com](https://www.justgiving.com) and send the link out to family and friends. That way you won't need to count a penny as the money will come straight to us.

PAYING IN ONLINE

Go to [denday.org](https://www.denday.org) to make a quick, secure payment.

PAYING IN BY POST

Send us a cheque payable to 'Save the Children', and address it to:

Den Day
Save the Children
1 St. John's Lane
London
EC1M 4AR

Please write your name and postcode on the back of your cheque.

GIFT AID

Please also send us your completed sponsorship form so we can claim back Gift Aid and raise an additional 25%.

Please don't send cash in the post.



Registered with
FUNDRAISING
REGULATOR

[denday.org](https://www.denday.org)

020 7012 6400

supportercare@savethechildren.org.uk

