



Volunteering

Victoria
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BUSINESS IMPROVEMENT DISTRICT



THE BLUE PETER GO CARDZ APPEAL 2010 IN AID OF WHIZZ-KIDZ

About the Appeal

Whizz-Kidz has been selected as the Blue Peter Appeal charity for 2010. Blue Peter viewers will be helping to raise funds and awareness for Whizz-Kidz. We will ask Blue Peter viewers to design and create handmade Christmas cards which will then be sold in selected Tesco stores throughout the UK on Whizz-Kidz behalf. The cards will be sold with all proceeds going towards transforming disabled children's lives.

The Appeal launches on Blue Peter on Monday 20th September. Whizz-Kidz will then receive air time on most shows from then until Christmas and there will be follow up case studies in 2011.



How YOU can help

This is a massive appeal for Whizz-Kidz and we are completely reliant on the support of volunteers to help us make it a success. There are lots of different opportunities available for volunteers:

VOLUNTEER OPPORTUNITY 1

Work in the Whizz-Kidz Fulfilment Centre

We need an army of volunteers to help in the Volunteer Fulfilment Centre (September – November/December.) Volunteers will be responsible for a variety of tasks:

- Assembling the card packs
- Checking cards when they are returned
- Sorting materials into piles
- Franking
- Putting packs of cards into wrappers and boxes ready for sale

It's going to be fun; you can come on your own or as part of a group. You also never know who is going to pop in. Contact us for more details or to sign up as a volunteer by sending an email to john.hodgkiss@inSW1.com

Person Specification:

- Great attention to detail
- Methodical
- Flexible

Location: Third Floor, 1 Warwick Row, Victoria, London SW1E 5ER

Dates: 1 September – 24 December 2010, open 7 days a week

Commitment: Minimum of a half day or a full day (9:00 – 13:00 or/and 14:00 – 18:00)

**London
starts
here** ➔

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VOLUNTEER OPPORTUNITY 2:

Be a Guerilla Marketeer

By spreading the word of the Blue Peter Go Cardz Appeal we will ensure that we get the message of the appeal out to as many people as possible around the UK. Our aim is to make sure that cards are sold throughout selected Tesco stores and that we raise awareness about Whizz-Kidz.

You can play a part in this by signing up to be a Whizz-Kidz guerilla marketer. Armed with a marketing pack (incl. template press release, case studies, dos and don'ts) we encourage you to be as creative and as resourceful as you can to spread the word about the appeal amongst your local community, whether you're dressing up or getting a megaphone to publicise the campaign!

If you show us footage of what you've been up to, we will feature this on our Whizz-Kidz



social media sites such as Twitter, Facebook and Flickr promoting the appeal and celebrating your efforts. The theme is Whizz-Kidz or the Blue Peter Go Cardz Appeal Think out of the box, think blue sky, think clever.

If you want to make a film, you just need to be able to do this on a camcorder or mobile phone. Contact us for more information or to sign up as a volunteer by sending an email to john.hodgkiss@inSW1.com

Commitment: as much or as little time as you can spare

Location: where you live or work

Dates: Between September and December 2010

Person Specification:

- Creative
- Ambitious
- Fun

Thank you so much for your support!





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MORE ABOUT



Whizz-Kidz is a charity that is all about giving disabled children and young people the independence to enjoy an active childhood – at home, at school and at play.

By providing them with mobility equipment, training, advice and life skills, we actually give them something much more important; the independence to be themselves. We make an immediate and life changing difference to their lives and their families.

Whizz-Kidz has changed the lives of over 11,000 disabled children since 1990, but there are still over 70,000 children in the UK who need our support and need it right now.

Should you wish to get involved with Whizz Kidz as a volunteer, please contact john.hodgkiss@insw1.com and we will be happy to send you the relevant details.

