Raising Kind, Confident, Change-Makers

How social action builds belonging, confidence and community



Who?

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Why?

- 1 in 5 children experiencing mental health difficulties[1]



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- Record absenteeism[2]

18.1% of pupils were persistently absent in England in 2024/25

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Why?

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- Record absenteeism[2]
- Employment skills gap[3]
- 70% of young people are worried about the world they are inheriting[4]
- Just turn on the news!

SuperKind

Our Mission: Educating, Inspiring and Empowering young people to make a difference.



SuperKind's Impact:

- **2,000+** schools
- **120,000+** young people
- **350,000+** social actions
- **£2m+** raised
- **84%** say SuperKind increased pupils' sense of belonging
- **80%** say SuperKind improved pupils' confidence



What is Social Action?

Practical action to create positive change for individuals and communities

Much more than just giving money...

- Volunteering
- Writing Letters
- Petitioning
- Protesting
- Donating
- Making Posters
- Raising Awareness
- Organising an Event

The Double Benefit

COMMUNITY/CAUSE







Local to our community in Plumstead and Woolwich as well as our global community

THOSE TAKING PART









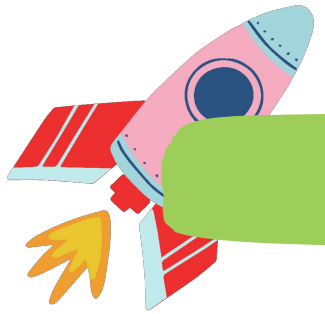
Benefits to Children – Character

- Empathy & Compassion
- Values: Kindness, tolerance, open-mindedness
- Practical Skills: Problem Solving, Teamwork, Leadership, Resilience…
- Sense of Community & Citizenship
- Agency and Empowerment
- Decreased Anxiety
- Overall Wellbeing
- Lifelong Habits of Service

Benefits to Children – Character

"By being actively involved in activities which make a difference to other people has totally transformed my outlook on life. I am committed to stepping up and volunteering to serve others so that we have a world where we are respectful, tolerant and compassionate."

Rhiannon, Year 6 student



Benefits to Children – Attainment

- Improves academic standards
- Increases attendance
- Improves behaviour
- Develops extra-curricular profile
- Increased employability

Good for your children... and our society!



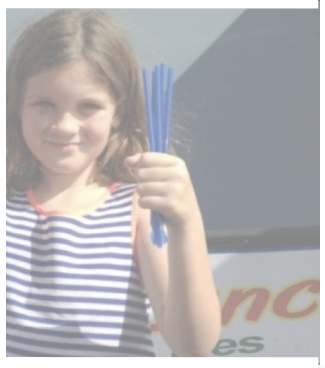






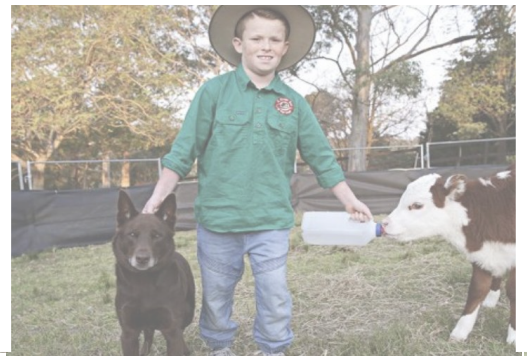


A generation of open-minded, empathetic change-makers with the knowledge, enthusiasm & empowerment to stand up for themselves & others, and take on big problems in the world

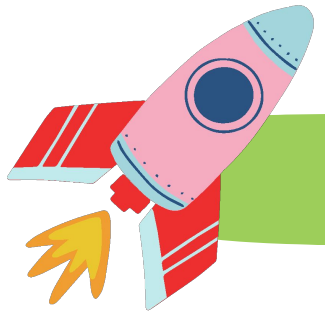






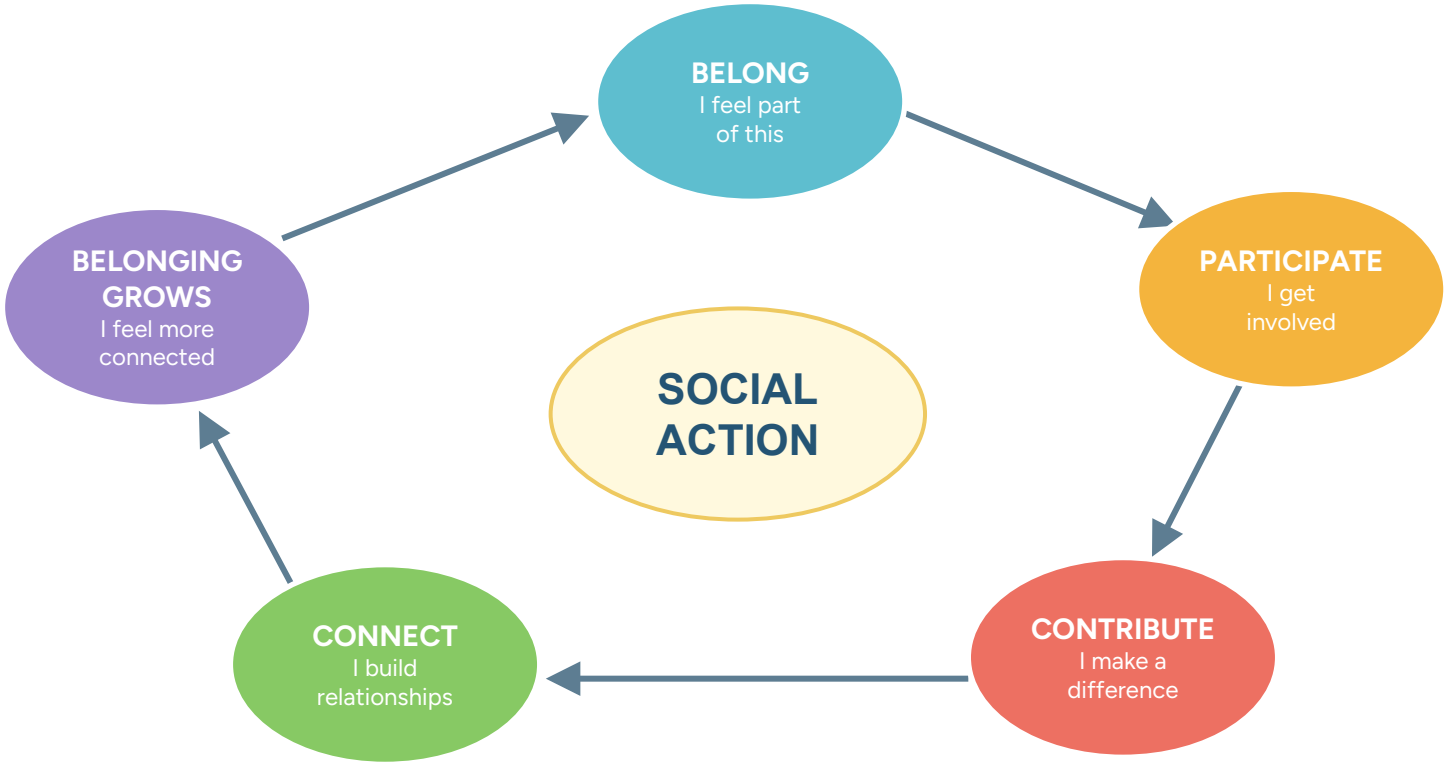






Belonging through Participation

Social action creates a virtuous cycle for children and communities



When children feel they belong, they are more likely to take part. Taking part helps them contribute, build relationships and strengthen that sense of belonging.

How to do a good job?



Social Action has to be ‘meaningful’

- Child ownership: led, owned, shaped, chosen
- Relevant to children: something that they care about (causes, the news…)
- Understood: why the cause needs helping, how to help, what the impact is
- Connected to something bigger (e.g. a campaign, charity, community)
- Reflective (especially of own development)
- Social Impact achieved (i.e. project was success)



Personal development doesn't stop at the school

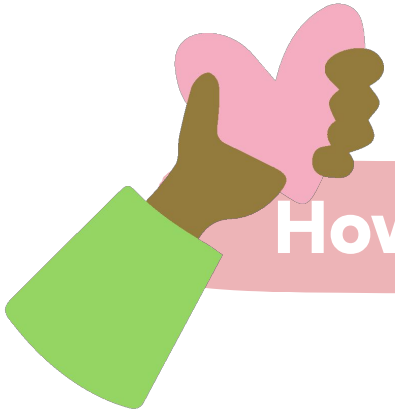
"Parents (and other family members such as siblings and grandparents) inspire and influence children, passing on values, attitudes and behaviours that promote and encourage (or discourage) helping others, community involvement and volunteering."

Wierking and Bekkers, 2007; Taylor-Collins et al, 2019

Extra benefits:

- Inspire each other (works both ways)
- Build connection
- Spend time together (in a new way)





How to make it worthwhile at home

- Never too young to talk
- Maximise everyday kindness
- Lead by example
- Help them explore all the different ways to help
- Empower children to choose their own cause & action
- Commit
- Make traditions
- Keep the conversation going & self-reflect
- Celebrate the actions taken



Some Examples of things you can do...

AT HOME

- Sort toys or books to donate
- Write cards for neighbours or care homes
- Cook or collect for a food bank

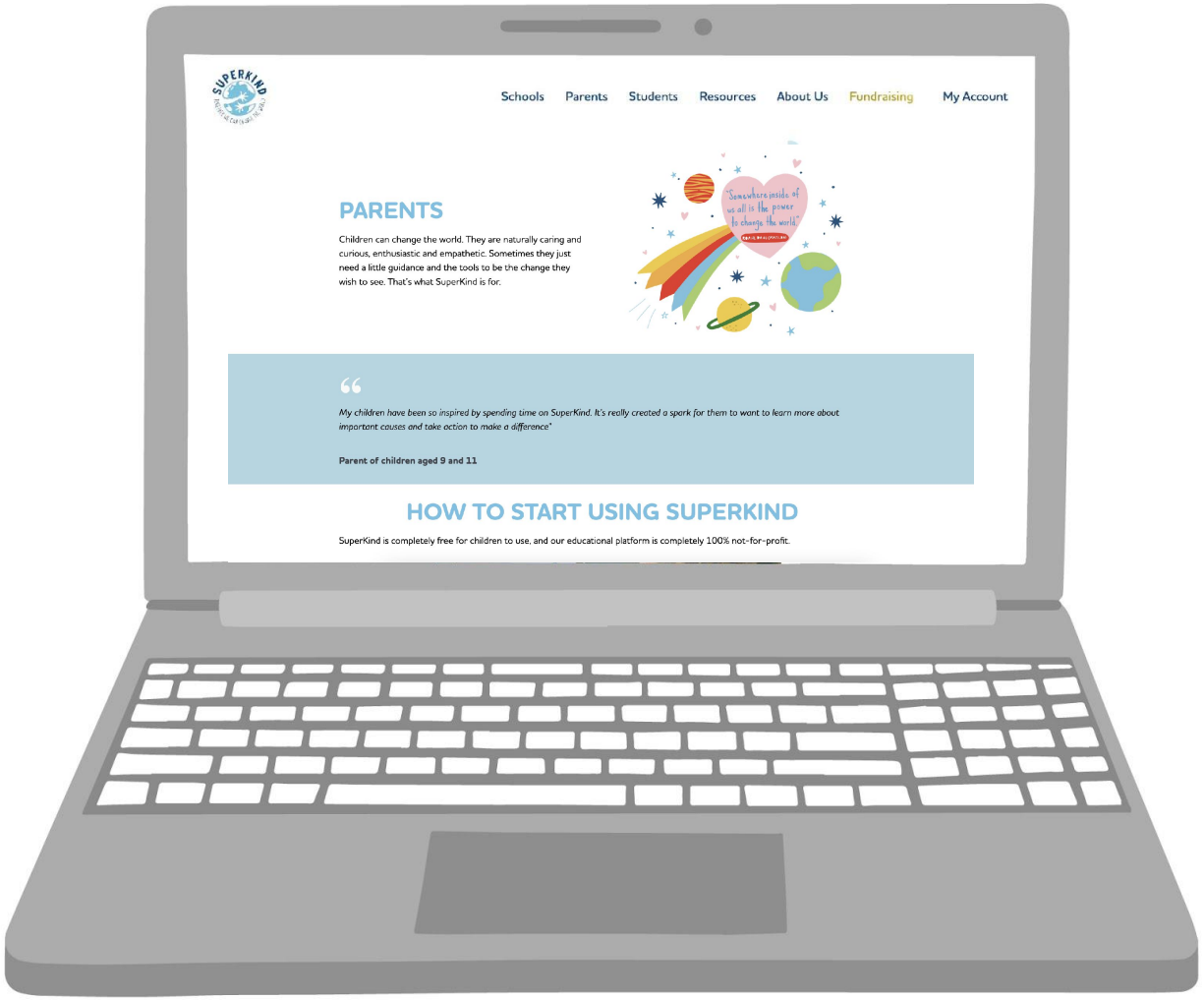
IN YOUR COMMUNITY

- Pick up litter on the way to school
- Walk, cycle or save energy together
- Help at a school or community event

FOR A CAUSE

- Choose a charity to learn about
- Make a poster, video or assembly
- Fundraise through a birthday or challenge

Foxfield & SuperKind



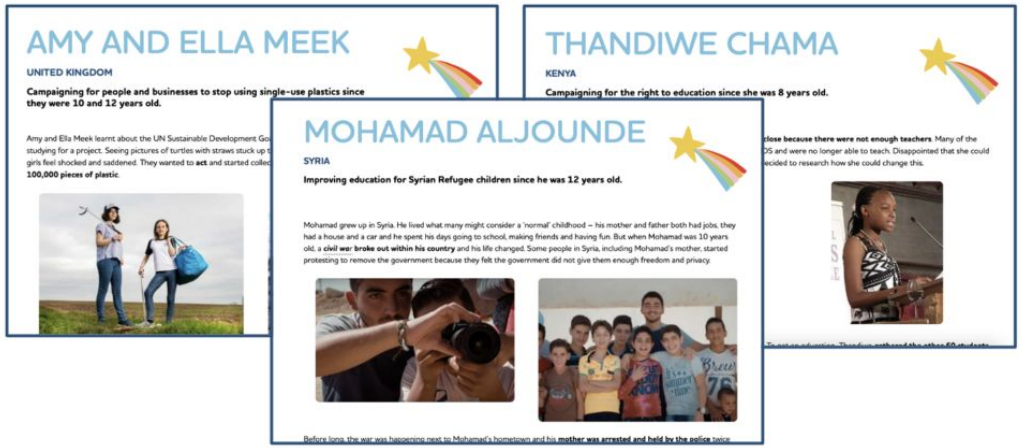
www.superkind.org/parents

Find a Cause



- Unrivalled resources on 17 UN Sustainable Development Goals, and other important current issues.
- Safe space for children to learn about important global issues.
- Engaging, age-appropriate content (videos, photos etc) – all with an emphasis on action.

Get Inspired





- Over 50 case studies of young change-makers who have taken action and achieved incredible things
- Badge system to reward children for taking action

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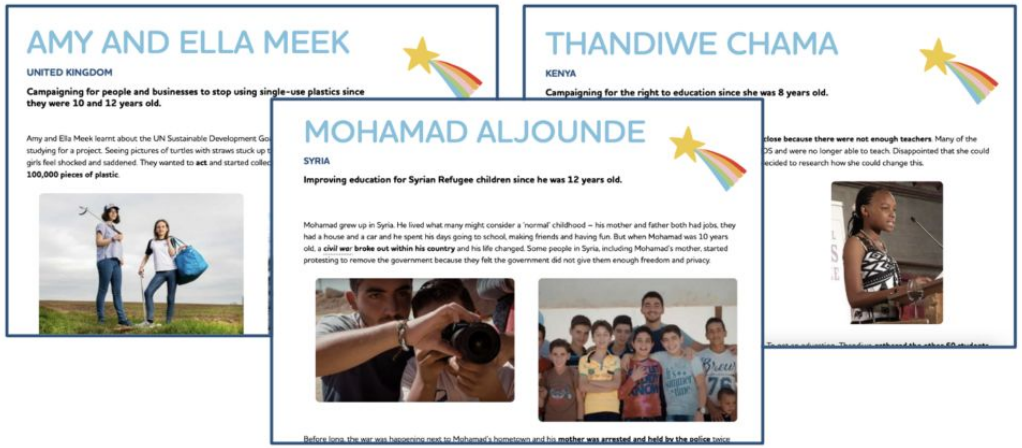



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Two Stories That Started at Home



Henry Cleary, 7

Henry had wanted to help people sleeping rough from a young age, often asking his parents if he could give them food or blankets.

At **7 years old**, inspired by Captain Tom, he decided to run a marathon over 10 days to raise money for Crisis.
His parents initially thought the challenge was too much — so Henry emailed them explaining why they should let him do it, and persuaded them.

With encouragement from his dad when the running got tough, Henry completed the challenge and raised **£9,565**.



Campbell Remess, 9

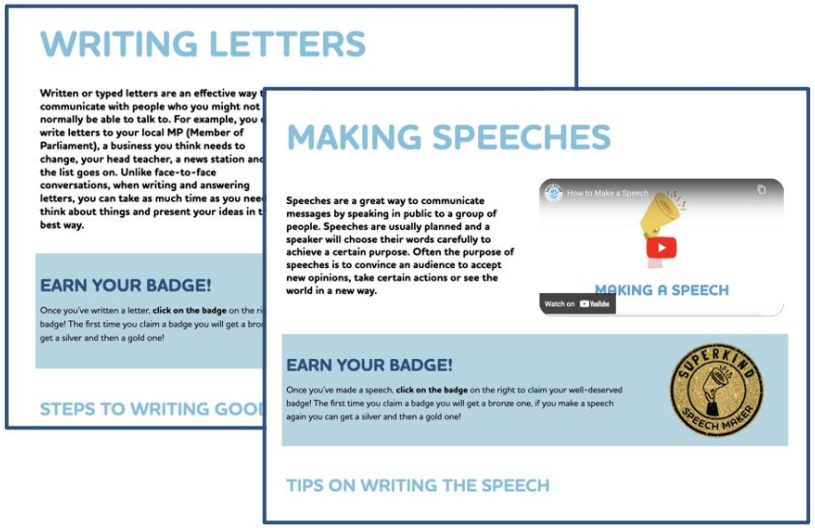
Campbell was **9 years old** when his mum, who worked as a florist, came home with a carload of unsold flowers on Christmas Eve.

Campbell suggested they give the flowers away to people in the local community.

Afterwards, he asked why they hadn't also given presents to children in hospital — and decided to start making one toy every day to give away the following Christmas.

His idea grew into **Project 365**, which has since made and delivered thousands of handmade bears.

Take Action





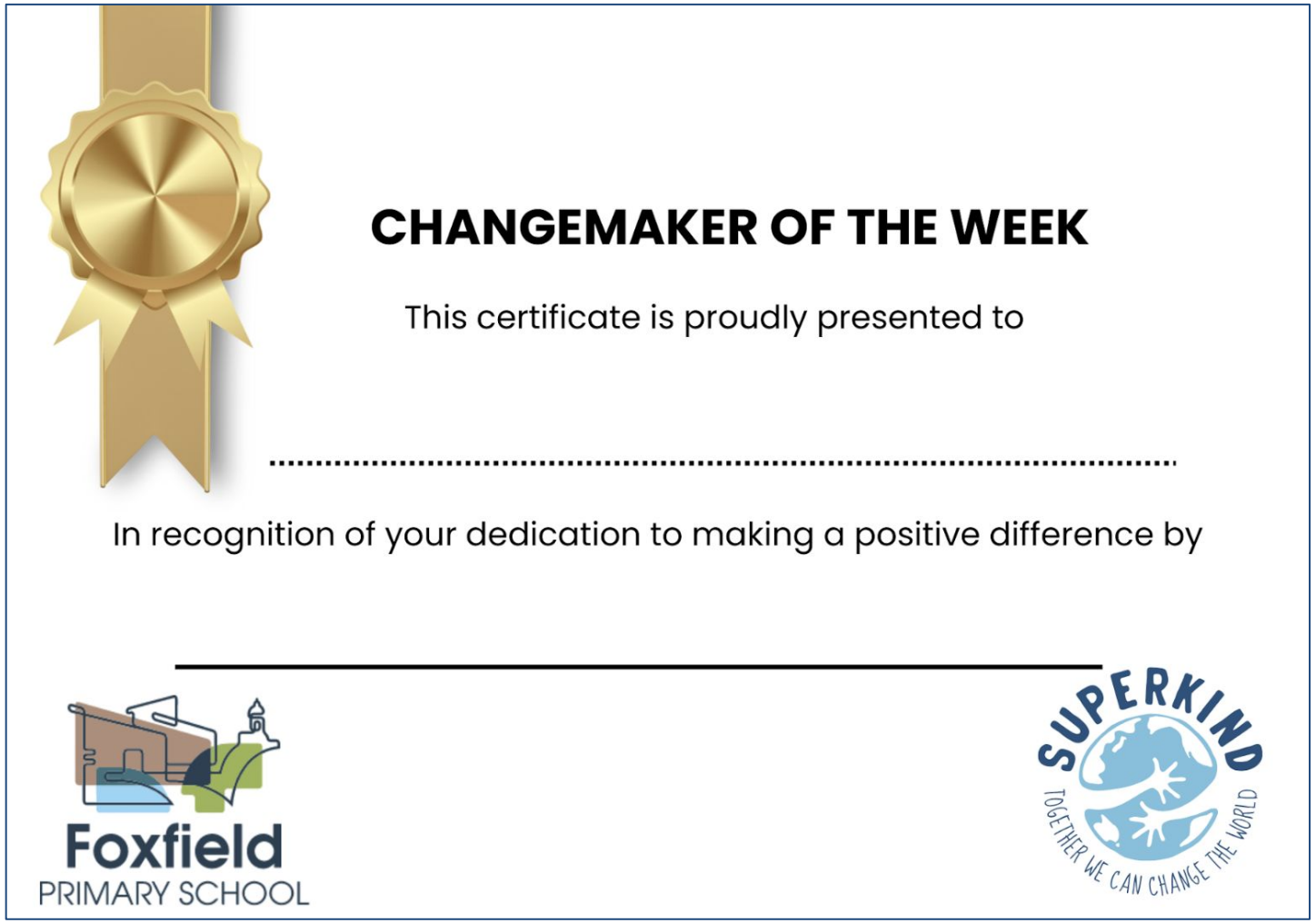
- Step-by-step toolkits to teach children how to take action in an easy and meaningful way
- The world's first cross-charity fundraising platform built for children, featuring over 40,000 charities & good causes

Reflect & Celebrate



- Tell Foxfield what your child has done — so school and home can celebrate it together.

Present to the school community



All children's social actions will be acknowledge and celebrated.

On Fridays, teachers will select a 'changemaker of the week' from each year group to share their action in our celebration assemblies.

Special recognition



Once a child has achieved **ten** social action badges, they will receive a special **SuperKind** pin from the leadership team and will be celebrated in our newsletters (from November 2026).



Ideas for badges and example impact statements

SuperKind Fundraiser badge



Giving away old items to help charities, or collecting free resources for those in need.

- My family and I gathered up our old, unwanted clothes and books and took them to a local charity shop that sells items to help people in need.
- I sorted through my old toys and games with my parents and donated the ones I don't play with anymore to a local community center or shelter.
- My family collected spare tinned food or packets from our kitchen cupboard and dropped them off at a local food bank box.
- I helped my family gather up old towels and blankets we don't use anymore and took them to a local animal rescue center.

Examples of impact:

- Because of my actions, we managed to give items to the charity shop, which means local families can buy clothes and books for very little money.
- My fundraising means that children using the community centre will now have access to toys and board games that they can play with for free.

SuperKind Speech Maker badge



Practicing speaking up and sharing positive messages with family and trusted neighbours.

- I practiced at home and then stood up at our family dinner table (or a small family gathering) to tell my relatives why we all need to be kinder to our neighbours.
- I stood up in our living room and gave a short talk to my family about why we should turn off the TV and lights when we leave the room to save energy.
- I spoke to my family and a next-door neighbour on our doorstep about why recycling our plastic bottles is important for nature.
- I told my family a short story I wrote about a lonely child, explaining why it's important to welcome new people to our street.

Examples of impact:

- By speaking up about this issue, I helped my audience realise that small acts of kindness at home make our whole household a happier place to be.
- After listening to my speech, my family decided to change how they use electricity, which will help lower our energy bills and protect the environment.

One small action

On the way home, ask your child:

“What is one thing you would like to change or help with?”



Then help them choose one small, realistic action — something they can do, notice and feel proud of.



Any Questions/Thoughts/Feedback?

References

1. NHS Digital (2023). *Mental Health of Children and Young People in England, 2023: Wave 4 follow-up to the 2017 survey.*

2. Gov.Uk. *Pupil absence in schools in England.* Available at: https://explore-education-statistics.service.gov.uk/find-statistics/pupil-absence-in-schools-in-england/2024-25?utm_source=chatgpt.com

3. PwC. *70% of employers say there is too much focus on grades in secondary education.* Available at: https://www.pwc.co.uk/press-room/press-releases/-70--of-employers-say-there-is-too-much-focus-on-grades-in-secon.html

4. Save the Children. *Survey reveals scale of climate anxiety among British children.* Available at: https://www.savethechildren.org.uk/news/media-centre/press-releases/survey-reveals-scale-of-climate-anxiety-among-british-children