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August 2023

Thank you for holding the hands of children

Hello Clare,

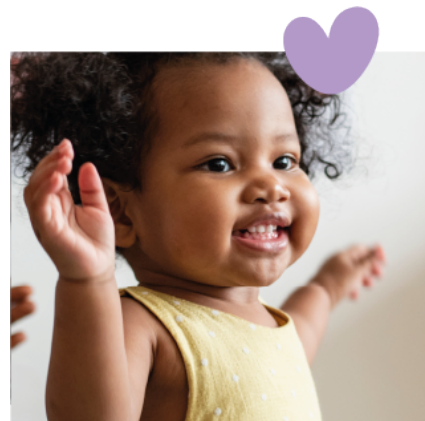
My name is Emma, you may remember me from your recent chat with us, when you kindly agreed to do something amazing – become a very special KidKind supporter.

I'm so glad to have this opportunity to **thank you personally for supporting KidKind**. You're now part of a wonderful community of like-minded people in the Midlands who are dedicated to helping little children across the globe overcome adversity.

Sometimes, when I'm cuddling my son, I think of supporters like you. I know how lucky we are not to have experienced the crisis faced by children every day. Children who are being helped by KidKind supporters like you. **By making a regular gift, you're doing an amazing thing** and I hope you feel proud of the difference you're already making.

As you may know, 100% of your wonderful gifts go directly to provide the care our children so desperately need. From essential supplies to get them clothed and fed, to community projects to ensure they don't fall back onto difficult times. Love and care provided by KidKind and our incredible supporters **have already made a difference** to thousands of babies, toddlers and school-age children, right up to age 16.

Please turn over...



Akifa's story

After the events of 2021, basic necessities were a daily struggle for baby Akifa and her mother, Joyce. With empty tummies and tattered clothing, they desperately needed a helping hand. KidKind was able to provide nutritious food and warm layers, as well as a home in a local women's shelter. Akifa's now the bright, thriving little girl you see here.



If you'd like to read more, visit kidkind.org/stories or scan the QR code.

But there's still so much more to do before we lose children in desperately sad – and preventable – circumstances. And **I passionately want there to be more help, more services, more supplies** for the little ones that need it.

I know there are lots of reasons to be optimistic about our generation being the one to beat poverty for kids. But I also know it won't happen without people like you helping to fund essential services. **Every pound you give each month will make a real difference.** I truly believe that together we can beat poverty faster – and save more lives sooner.

Along with this letter, you'll find a window sticker from KidKind. I hope that you'll display it and show you're a dedicated supporter. It's wonderful to know that you'll be there for kids in the future – as well as the scores of children facing new adversity every day.

On behalf of KidKind, we, thank you again for your continued support. You're amazing! I hope you feel good knowing the difference you're personally making to children in crisis, as well as to their families and loved ones.

With best wishes,

Emma Williams

Emma

P.S. KidKind are including a great little booklet that tells you all about the charity and the challenges faced by kids worldwide. You also meet more people like Akifa who have been helped by our funding, so please have a look if you can.
Thank you! ☺

