

**SPREAD
A SMILE**



THE SPREAD A SMILE APPEAL

5-9 JULY 2026

Get involved.

Five Days. **One Link.** Thousands of Smiles.



+ **Become a
Champion.**



**Five Days.
One Link.**



**Thousands of
Smiles.**



BRINGING SMILES WHEN THEY'RE NEEDED MOST



5-9 JULY 2026

Can't take part during 5-9 July? You're welcome to fundraise before or after campaign week - every contribution counts!

Who we are

Every year, tens of thousands of seriously ill children spend months on hospital wards, cut off from the ordinary joys of childhood.

**No playdates.
No school trips.
No sense of normality.**

Just clinical routines, uncertainty, and fear.

Through a carefully curated team of magicians, musicians, singers, artists and therapy dogs, we bring personalised, joyful experiences directly to children's bedsides in NHS hospitals and hospices.

We don't simply visit. We return, we listen, and we build trust. We become a familiar, joyful presence at one of the most frightening times of a child's life.

96% of parents say our visits have a positive impact on their child's mental health & emotional wellbeing

"Spread a Smile bring familiarity, friendship, love & critically, a sense of normality"

— Jen, Bay's Mum

Why now

This year, we need to deliver **23,000 smiles**.

To do that, we need to raise **£2.3m**. That's why we're launching this campaign: to raise vital funds that keep our services running and our entertainers where they're needed most.

Without it, children who rely on our visits will go without. The laughter that helps them cope with pain and fear simply won't be there.

That's where you come in.

How your company can get involved

There are plenty of ways to take part, from a quick share on LinkedIn to a full office event. Here's a menu of ideas to get you started:

Inter-team challenge

Set up a friendly internal competition and see which department can raise the most. Great for engagement, easy to run, and surprisingly competitive.

Host an office event

Get a treadmill or stationary bike into the office for a sponsored challenge, raise funds through your summer party ticket sales or run a bake sale. Big or small, every event makes a difference.

Support as an individual

Set up your own fundraising page and share it with friends, family and colleagues. The magic of this campaign is volume - even a £5 or £10 donation makes a real difference.

Bring your own idea

This campaign is about energy and creativity - if you have an idea that suits your team or company culture, we'd love to hear it. We'll support you every step of the way.

Match what your team raises

Pledging to match employee donations (up to a set total) is a powerful way to boost participation, show your support, and double the impact.

Open a door for us

Know another business that might want to get involved? An introduction could open the door to another company joining the campaign.

We'll support you every step

Sign up and we'll provide everything you need - fundraising support, branded assets, social media templates, impact stories and a dedicated contact throughout. **Once you're on board, it really couldn't be simpler.**

Ready to get involved?

To sign up or find out more, please email Rosie Perkins, rosie@spreadasmile.org. Thank you!

