



Newsletter

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**HOME
START**
Cotswolds

Waitrose and John Lewis Give a Little Love!

The John Lewis Christmas TV ad is always hugely anticipated and this year it was especially exciting for all Home-Starts across the UK. When the ad aired, it heralded the launch of the Give a Little Love campaign in all Waitrose and John Lewis stores, with the proceeds split between food redistribution charity FareShare—and Home-Start!

The campaign was inspired by the kindness of the British public during the Covid-19 pandemic and the two retailers are encouraging customers to 'give a little love' in various ways. These include: helping in their local community (perhaps being a Home-Start volunteer!); making a donation; and using their loyalty card (until 24th Dec) to increase the Partnership's donation.



In some stores (and online) you can buy branded gifts such as mugs, badges, bags and clothing—even scented candles and heart-shaped umbrellas—all of which would make great Christmas presents!

You can see the full two-minute advert and two others [on our website](#).

This really is a fantastic opportunity to raise awareness of what we do—and hopefully attract more volunteers for our next training course. You can find more about that on page 2...



Santa Starts Work Early!



Amazingly we have already received some funds from the 'Give a Little Love' campaign—which means we can beat Santa at his own game! Right now we are out and about delivering activity packs to our families across the Cotswolds. Many thanks to volunteer Cathy Wheeler, who singlehandedly made up the packs. They each contain all the materials, ingredients and instructions for families to get busy in the build-up to Christmas!



Left: Cathy loads her 'sleigh'. **Above:** Some families have already been busy making gingerbread people—and reindeer!

Do you know a potential Home-Start volunteer?



We are really looking forward to starting our next Volunteer Preparation Course which starts on Wednesday 27th January 2021. (Full details are on our [website](#).) Maybe you know of someone who would like to help families who are going through difficult times?

Covid-19 restrictions have put enormous strain on families, particularly as many have not been able to attend the groups and activities they would normally go to with their children. On top of this, a lot of parents are coping with challenges like depression, multiple births, isolation or low income.



As well as the initial training course, our volunteers receive regular support, supervision and ongoing training. There are also many opportunities to take part in other events for families and volunteers, or fundraising.

Huge thanks must go to The Summerfield Charitable Trust who have donated £2,000 towards the cost of running our January course.

Cake Sale is Great Success!

Teenagers Jenni Weir and Izzy Kettle held a cake sale last month and had to bake all day to cope with demand! They made a wide range of sweet treats, including vegan chocolate cake, gluten free carrot cake and brownies, as well as an extremely popular lemon drizzle cake. There were also fairy cakes for the children and flapjacks. They raised just over £80 for Home-Start. Well done girls!



Thank You!

- We are very grateful to the Gloucestershire Community Foundation for donating £6,000, which is to fund support for isolated parents experiencing emotional and mental health difficulties.
- Big thanks also to The Sumner Wilson Charitable Trust which has given us £5,000 after hearing a recent Home-Start appeal on BBC Radio 4.
- Local comedian and author Ben Miller has donated a percentage of the sales of two of his children's books: 'The Night I Met Father Christmas' and 'The Boy Who Made the World Disappear'. Thank you so much!



Online Christmas Shopping

know that Amazon will donate 0.5% of your eligible purchases to Home-Start Cotswolds, at no extra cost to you? Just go to Smile.Amazon.co.uk and click on 'Get Started'. Please make sure you select Home-Start Cotswolds as your chosen charity, as lots of other Home-Starts are also registered with them. Although 0.5% doesn't sound like a huge amount, it all adds up!

This year will undoubtedly see a bigger than usual surge in online Christmas shopping. Did you



With Give as you Live, you can also raise money for us when you shop at over 4,000 stores online. Just go to the webpage www.giveasyoulive.com/join/homestartcotswolds and sign up for free.

Happy shopping!

To stay up to date with our latest news, please follow us on social media:

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