

St Mary's Colchester

Charity Champions Challenge

Sophia, Lana and Rhian (Year 6)

Event description and goals

We held a handmade jewellery sale for the pupils at school with the aim of raising £500 to donate to Dogs for the Deaf and Make a Wish Foundation.

Detailed schedule and timeline

- 20th January- Met with Head Teacher to pitch our idea and showed examples of our work.
- 27th January- Gave an assembly to the school and began marketing campaign with posters and letters home to parents about preordering.
- 27th-11th Feb- Spent hours making enough jewellery for the whole school, went around to classes to show them our work and took photos of the jewellery on sale.
- 10th Feb- Collated all the preorders ready for the big sale!
- 11th Feb and 12th Feb- The Big Event!

Budget and fundraising plan

We have been making jewellery for a while as a friendship activity so already had all the resources we needed. We therefore did not have any outgoings, and all of our earnings could go straight to the charities. We worked with the school office team to send out a spreadsheet to parents so they could order jewellery for their children ahead of the event, giving us an idea of how much to make.

Daughter's Name	Year Group	Number of Bracelets your daughter would like (please ensure your daughter brings correct monies on the day in a named envelope)
	Prep	1 (£3)
	Prep	1 (£3)
	Year 1	12 (£36)
	Year 1	1 (£3)
	Year 1	2 (£6)
	Year 1	2 (£6)
	Year 1	3 (£9)
	Year 1	1 (£3)
	Year 1	2 (£6)
	Year 2	1 (£3)
	Year 2	2 (£6)
	Year 2	1 (£3)
	Year 2	2 (£6)
	Year 2	1 (£3)
	Year 2	1 (£3)

Marketing and promotion strategy

We were given special permission to give an assembly to the whole school, in order to market the event. We made it really fun and interactive to get the pupils excited. We then visited each classroom throughout the day to show them examples of our jewellery up close. Following this, we put posters up across the school and asked the school's marketing team to share the details on the school's social media pages.

We worked really hard over the next few days and weeks to make hundreds of handmade beaded bracelets with a variety of beautiful designs.

Poster

Aurora Jewellery



Hello, we are 'Aurora Jewellery' and proud to support the school's chosen charities with a jewellery sale of *handmade jewellery*. Each piece is unique, and items cost £3 each. We will be taking orders (please see form attached) and selling the jewellery on Tuesday 11th and Wednesday 12th February during lunchtime break.

Thank you for supporting us and our school charities!

PROUDLY SUPPORTING

Sophia, Lana and Rhian – (Year 6)

Make-A-Wish
UNITED KINGDOM

Hearing Dogs
for Deaf People



Earrings and bracelets
£3 each
(Crystal earrings £4)

- Pre order available
- Sale on Tuesday 11th and Wednesday 12th Feb Lunchtime break
- Please bring correct money in a named envelope



Results

We had an amazing turnout, with most girls in the school purchasing at least one item of jewellery from us- as well as many of the teachers!

Our total was £757.50 which we shared equally between the two charities. We hope to hold another jewellery sale after the great success of this one!