

Your voucher will be sent to a primary school in the selected area – schools know which of their families are most in need, and will distribute them accordingly.

The vouchers are redeemable at our dedicated website, and each will cover the cost of one coat, including delivery.

The website will be available September to October for parents to 'buy' their children's coats.

## **THE CHILDREN WILL NOT KNOW THEY ARE WEARING A CHARITY COAT**

### **OVER 4 MILLION CHILDREN IN THE UK LIVE IN POVERTY †**

**Of these, over a million have no access to even the basics, like a guaranteed meal, let alone a winter coat. †**

Coats4Kids aims to give each of these children a brand new quality coat to keep them warm in the winter. Why should our children miss out on being children?

A simple warm coat will:-

- boost the child's confidence
- help avoid bullying
- allow them to be ready for learning
- let them play outside and not worry about keeping warm
- relieve financial pressure on the family

Donating a coat couldn't be easier. Simply purchase your Coats4Kids voucher through our website. [www.rotaryclub1070.org](http://www.rotaryclub1070.org)

You can choose where in the UK your vouchers will be used - in your local area, or somewhere else of your choice, or you can let us choose for you.

## **OUR COATS WILL BE DISTRIBUTED THROUGHOUT THE UK.**

† Source: The Joseph Rowntree Foundation, report 2020-21

Rotary

E-Club of District 1070



Rotary

E-Club of District 1070



Rotary

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Keeping children warm in winter is incredibly important, not only for their comfort, but for their development, health and well-being.

Children use a lot of energy, for running around, of course, but also - and more importantly! - for growing and developing their bodies and minds. A child's metabolism has to run at a much higher rate than an adult's in order to cope. In winter, energy can be diverted away from these vital processes just to keep the body warm, and that is why it is important to make sure that children are always properly dressed for winter weather. Being cold will impair a child's growth and physical development, and by suppressing the immune system can make them more prone to infections. A child without a winter coat is thus at a severe disadvantage compared to a child who has one - quite aside from the misery of being cold!

Schools do their best to help, and there are several initiatives offering second-hand coats to families who can't afford new ones. But children can be very cruel, and an identifiably "charity" coat may single out a child for teasing and bullying.

We think this is unacceptable, and are making available to children in need a new, high quality, branded coat with no possible taint 'of "charity".

**We believe that every child should be able to stay warm in winter.**



[www.rotaryclub1070.org](http://www.rotaryclub1070.org)

<mailto:coats4kids@rotaryclub1070.org>

# Coats4Kids

Supplying winter coats to needy children



[www.rotaryclub1070.org](http://www.rotaryclub1070.org)