

Year -End Donation

Supershoes boosts the wellbeing of children & young people enduring treatment for cancer. We currently reach 1 in 5 of all children in the UK with a cancer diagnosis. With your help we can receive and produce even more Supershoes requests. Supershoes is a unique volunteer-led charity, so you can be sure that the funds you contribute are for one purpose: to provide the unique gift of a customised pair of Supershoes, to a child with cancer. We know that a pair of Supershoes enhances wellbeing, encourages vital mobility and helps them reconnect with their identity, that they are more than just their diagnosis.

Thank you for considering Supershoes for a Year-end tax efficient donation from your business. It's an ideal time to donate to charity and a donation to Supershoes can make it highly demonstrable.

SMEs and growth businesses are now increasingly realising they should implement policies which contribute positively to the environment and the wider society. A considered CSR approach, regardless of the company size, is central for any prospering business and is a benchmark by which stakeholders increasingly measure it's appeal. When faced with a choice between two companies that offered products that offered products and services for the same price, *82% surveyed said their decision would be affected by whether a company engaged with charity.

Supershoes has UK wide reach as we take referrals from every children's oncology in the country, which makes it relevant to your clients and stakeholders regardless of where in the country they are. As a charity funded 100% by donations we rely on our business Sponsors. Without them we couldn't operate, and we are very grateful for their ongoing support.

We are committed to sharing with our supporters the outcome of their donation enabling them to clearly demonstrate their Corporate Social Responsibility externally. Each business supporter has its own webpage, with a unique shareable URL, showing all the specific shoes they have sponsored. Super Sponsors will be regularly featured in our Social Media campaigns and feature on our website as a key supporter.

To understand our mission further please watch this 2 minute video explaining what Supershoes do and why: <https://www.youtube.com/watch?v=6M51G0J1UnM>

We'd love to hear from you and explore how we can support your CSR objectives whilst helping children and young people with cancer.

Email: corporate@supershoes.org.uk

Call the Supershoes office: 01908 274944

**Real Business*

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