

Twinkl and local Sheffield community raise over £7,000 for BBC Children in Need

Twinkl is delighted to announce that it has raised over £7,000 for BBC Children in Need this year.

The official appeal day was Friday 15th November, but team members have been fundraising on either side of this date. As the Official Education Partner of the charity, Twinkl has been dedicated to raising as much money as possible, holding both internal fundraising activities and external events. Here's a roundup of everything that went on...

A note-worthy music festival

In September, Twinkl organised its first-ever 'TwinklFest'. This was an evening of live music and performances, held at Bloo 88 in Sheffield. The event was attended by over 100 people and showcased the amazing talent of Twinkl employees, who performed in the evening. There was an eclectic mix of acts, from acoustic music to blues guitar, and a set from the Neighbourhood Voices choir.



A* for fundraising efforts

The Twinkl offices were buzzing with activity during the run-up to the BBC Children in Need appeal day. Three Twinkl team members very bravely did a sponsored bungee jump, whilst others organised activities to involve the whole office.

This included 'I'm A Twinklee, Get Me Out Of Here!', where six teams battled it out to raise the most money and win weekly prizes. Teams that raised the least money each week were faced with a dreaded forfeit. In order to raise money, the teams sold raffle tickets, baked cakes, sold crisp sandwiches and even got pied in the face. Unfortunately, Ant and Dec were unable to attend...

Breaking a Guinness World Record

The month of November began on a high with perhaps the biggest fundraising event in the Twinkl calendar this year... On Thursday 7th November, Twinkl was joined by over 350 members of Sheffield's community to achieve a Guinness World Records title!



After weeks of hard work, planning and practice, a total of 384 people came together to achieve the record title of 'most people in a singing relay-multiple songs'. This is where each word of at least three songs is performed by a different person, in time with the original music. Popular film songs such as Beauty and the Beast and Edelweiss were performed for this record. Most of the participants in this event were school children - some as young as 7 - making the moment even more special for everyone involved!

Diggin' out the legwarmers

This appeal day at the Twinkl offices, employees came dressed in sports gear for a Sports Day theme. The offices were split into 7 teams, which competed in a series of activities and races, whilst onlookers could pick a competitor to sponsor. Activities included an egg and spoon race, a fancy dress relay and a 'flap the fish' race.

However, holding office-based activities wasn't enough for the Twinkl team. They also took their sports-themed fundraising public, by holding a fitness flash mob on the Moor, in Sheffield City Centre, to the astonishment of passers-by.



They performed the YMCA, before completing a High-Intensity Interval Training (HIIT) workout followed by the Macarena and the Cha-Cha-Slide. They were even joined by Pudsey the bear, much to the delight of the city centre shoppers who had stopped to watch and even joined in!

BBC Children in Need's mission is to make sure that every child in the UK has a safe and happy childhood and the opportunity to reach their potential. It is currently supporting over 3,000 local charities and projects in communities across the UK that help children and young people facing a range of disadvantages. Twinkl is so proud to be the Official Education Partner of BBC Children in Need and to support the charity and its work.