

Twinkl launches biggest ever classroom project giveaway

Sheffield, UK | Monday 01 December 2025 - Twinkl, one of the UK's leading EdTech experts and resource providers, has launched its biggest ever giveaway ahead of Giving Tuesday on December 02.

As part of the campaign, which aims to acknowledge the contribution that educators make, Twinkl is offering UK-based teachers the opportunity to win up to £20,000 towards an educational project they are involved in - whether that's a new music room, a field trip, or new classroom materials.

Amplifying the campaign further, an additional £20,000 of funding will be awarded to smaller projects spread across the UK.

Giving Tuesday is a global drive that focuses on spreading gratitude and giving back. Jon Seaton, Co-Founder and CEO of Twinkl, said: "Supporting those who teach has been at the heart of our mission from day one. We not only provide outstanding educational resources – we've built a global community of educators who inspire one another and drive real change in their classrooms."

"Our biggest ever Community Collection giveaway is a chance for us to champion those teachers with bold ideas and the determination to make them happen. I can't wait to see the impact this campaign has, not only on the teachers, but also the students they guide."

With Twinkl's own research showing that over 40% of school teachers in England rely on gifts and donations to provide their students with enough classroom materials during the school year, limited school finances remains an ongoing concern.

Twinkl hopes that this giveaway goes some way in giving back to all the dedicated teachers who show up every day to support their students.

The campaign will run throughout December, with teachers encouraged to apply for funding via the Twinkl website: [twinkl.co.uk/giveaway/communitycollectiondec](https://www.twinkl.co.uk/giveaway/communitycollectiondec)

The window for applications will close on December 31 with all winners contacted by January 31 2026.

-ENDS-

Media Enquiries

For media enquiries, please contact lewis.walker@twinkl.co.uk or media@twinkl.co.uk

Notes to Editor

- Between September 2024 and August 2025, Twinkl received close to 25,000 Community Collection applications from educators and ultimately supported 693 different schools and organisations.

- Twinkl's research was sourced via its **Thank a Teacher Day survey**. Twinkl surveyed 2,639 UK-based teachers, making it a statistically representative sample. The survey was conducted between April 7 and April 11, 2025.

About Twinkl

Twinkl was founded in 2010 by husband and wife Jonathan and Susie Seaton, with a mission 'to help those who teach'. The company provides high-quality learning materials and educational services, which are all teacher-created and checked.

Today, Twinkl serves more than 6 million customers around the world, offering over 1.5 million resources via its website, with new content added daily. These range from classroom content and assessments, to AI tools and augmented reality games.

Twinkl is used and trusted by schools and educators across the UK, and in over 190 countries and regions around the world - including primary and secondary school teachers, nursery workers and parents.