



#ValueOurLove **campaign toolkit**

This handy guide will help you think through how you can join Kinship's **#ValueOurLove** campaign to create effective and impactful change for kinship families.

What's included:

- Why do we campaign?
- About Kinship's #ValueOurLove campaign
- 4 ways to get involved

WHY DO WE CAMPAIGN?

Kinship carers across the country are campaigning because we want to make a difference. We want to challenge the current situation and secure greater support for kinship families.

We campaign because we know it is an effective way to bring about the change we want, both nationally and in our local areas. But to bring about that change we need action. We need to come together to form a strong, people-powered movement right across the country to transform the future for all kinship families.

By being part of Kinship's #ValueOurLove campaign we can make our voices louder and our arguments stronger, to make sure we are no longer overlooked and invisible to politicians.



Do you feel strongly about wanting a better future for kinship families?

Do you know others who share your thoughts?

Would you like to challenge the current lack of support?

Then join us and get campaigning!



ABOUT KINSHIP'S #ValueOurLove CAMPAIGN



We've launched our first major campaign - **#ValueOurLove** - to highlight the crippling lack of support available for kinship families.

Every child needs love. Love gives children certainty; love reduces stress, anxiety and fear; love allows children to concentrate on schoolwork and build friendships; love grows confidence, self-esteem and happiness. Love means commitment to children, being there for them and supporting them as long as they need it. That is why children do better when they are kept within their families.

162,000 children in kinship families across England and Wales know the value of love. But politicians still overlook kinship families and undervalue the role of kinship carers in keeping children out of the care system.

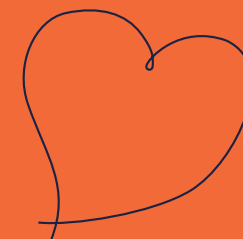
Unlike children in foster care, most kinship families receive no financial or practical support - 8 in 10 kinship carers aren't getting crucial local authority support, which risks the futures of thousands of children.

WHAT WE WANT:

We're calling on the Government to value kinship carers' love and **commit to a first ever kinship care strategy which includes these four urgent changes** so that kinship families are entitled to the same support as foster and adoptive families: **We need to:**

- 1 Equalise allowances between foster and kinship families.**
- 2 Equalise access to training and support between kinship carers and foster carers.**
- 3 Equalise leave between adoptive and kinship families.**
- 4 Equalise support between children in kinship care and those in care.**

We are supporting you as kinship carers to lobby the Government, your MPs and your local authorities.



4 WAYS TO GET INVOLVED

Kinship

Value Our Love

Here are 4 easy ways you and your group can get involved with the **#ValueOurLove** campaign and help create a big impact!

1 Sign our online petition and email online action

A petition shows politicians that lots of people care about an issue which helps put pressure on them. Sign at ValueOurLove.Kinship.org.uk and email your MP at the same time to show your support.



2 Take a photo

If you are part of a group of kinship carers, take a photo all together. If you have a **#ValueOurLove** sign make sure to include that as well. Please tag Kinship and use the hashtag **#ValueOurLove**.



3 Follow up with your MP

Once you have signed the **#ValueOurLove** petition and your MP has been automatically emailed, make sure you follow up with them. If you get a response from your MP send it to comms@kinship.ac.uk. We will send you a template letter you can use to reply back to them.

Enter your postcode at www.theyworkforyou.com to find your MP.



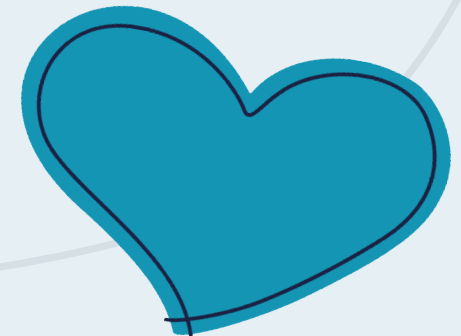
TOP TIP

Consider adding a personalised message to your letter about the challenges you have faced as a kinship carer as this will really resonate with your MP.

4 Share the **#ValueOurLove** petition by email, Whatsapp, Twitter or Facebook

Take 5 minutes out of your day and share the **#ValueOurLove** petition with 5 of your family and friends.

Try and think of 3 other people you can share the petition link with to get them to sign it. If everyone does that think of how many people we would reach.





Newcastle and Middlesbrough Kinship Campaigners developing their local campaigns.

Find out more about the campaign and sign the petition at:
ValueOurLove.Kinship.org.uk

If you have any questions about this toolkit and how you can get involved with campaigning or would like to tell us about campaigning you've been doing please email:
kelly.taylor@kinship.org.uk