



#ValueOurLove **campaign toolkit**

This handy guide will help you think through how you and your group 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.

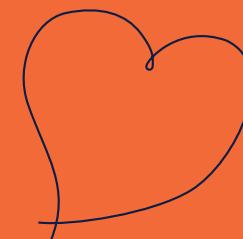
Unlike children in foster care, most kinship families receive no financial or practical support - 8 in 10 kinship carers aren't getting crucial local authority support, which risks the futures of thousands of children.

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



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

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.



TOP TIP

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.

2 Take a photo

If you are part of a group of kinship carers, take a photo all together with your **#ValueOurLove** campaign sign. Please tag Kinship and use the hashtag **#ValueOurLove**.



3 Write to your MP

Writing to your MP is an effective way to voice what you want to change. If MPs receive lots of letters about more support being needed for kinship families it puts the issue higher up on their agenda.



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.

You can use our template MP letter provided. To make a bigger impact why not get everyone in your group to

sign it! Just make sure you nominate one person from your group to be the key contact and include their contact details so that you get a reply. Once you have your letter signed, pop it in the pre-stamped envelope and post it to your MP.

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

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



You can share the petition link or a post describing what the value of your love means to your kinship family. Consider sharing a photo of your happiest moments, your first moments, your most proud moments with your kinship family. Please tag Kinship and use the hashtag **#ValueOurLove**.





*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:
charlotte.lawson@kinship.org.uk