

# The Pyjama Foundation

## Sprinkling kindness for kids in care

The Pyjama Foundation

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### Dear Fairy Important Person,

Thank you so much for supporting Fairy Bread Day this year, we're thrilled to have you on board for the sweetest day of the year.

At The Pyjama Foundation, our vision is for a **world of unlimited opportunity** for all children. With your help, we hope to create positive relationships for every Australian child in foster care; empowering them with learning, life skills and confidence.

This Fairy Bread Day, The Pyjama Foundation is aiming to raise both awareness and funds for young people in foster care. Your involvement directly impacts our **Love of Learning Program**, helping to get these kids one step closer to achieving their dreams.

Thanks to you, and the support of hundreds of other generous schools, cafes, businesses, and organisations, we will be able to:

- Continue supporting over 1,300 vulnerable children in our Love of Learning Program
- Assist over 800 children awaiting their own Pyjama Angel mentor
- Recruit and train more Pyjama Angel mentors
- Provide new learning resources and heartfelt birthday gifts for each child

Host your own Fairy Bread Day this year and help raise funds to support The Pyjama Foundation. Let's make this year's **Fairy Bread Day** the most memorable yet!

To really put the fun in *fundraising*, find more promotional materials on our website at [fairybreadday.com](http://fairybreadday.com)!

Thank you again for joining us for the sweetest day of the year to sprinkle kindness for Australian children in care.

Sweetest regards,  
The Pyjama Foundation



[fairybreadday.com](http://fairybreadday.com)

Follow these steps to ensure your Fairy Bread Day is a huge success! 

## 1. Share your fundraising page:

After registering at [www.fairybreadday.com](http://www.fairybreadday.com), you can log in and share the link with your family, friends and colleagues to promote your amazing support of kids in care.

**Data shows that those who share their fundraising page, raise 79% more!**

## 2. Donate:

To kickstart your fundraising efforts, why not start with a self-donation? This shows your supporters that you're really serious about empowering foster children with learning and life skills, and will inspire your friends, family and colleagues to donate like you have!

## 3. Prepare:

Where will you host your Fairy Bread Day? Will you hold a bake sale or a morning tea? Maybe a book reading session or perhaps a whole team Zoom meeting whilst eating fairy bread? The options are endless!

## 4. Host your Fairy Bread Day:

With your event planned and your fairy bread ready, it is time to kick off your sweet tooth party! Share your donation page link and spread the word about your fundraising efforts.

Raising awareness is integral to the success of your Fairy Bread Day fundraising.

We hope you have the sweetest Fairy Bread Day! Thank you again for coming onboard to sprinkle kindness in the lives of children who need it most.

P.S. If you need support or help any step of the way, please reach out to our dedicated Fairy Bread Day team via [donate@thepyjamafoundation.com](mailto:donate@thepyjamafoundation.com).



**DONATE THIS  
FAIRY BREAD DAY**

