

YOUR WORKPLACE'S GUIDE TO

NATIONAL

PYJAMA DAY



the
pyjama
foundation



**REGISTER.
GET COSY.
RAISE FUNDS.
CHANGE A LIFE.**

**FRIDAY
24
JULY**

OR HOST PYJAMA DAY
ANYTIME IN JULY - AUGUST

GET INVOLVED AT NATIONALPYJAMADAY.COM

Get cosy for a cause!

National Pyjama Day is a simple and meaningful way to bring your workplace together while supporting children in foster care.

Whether you're a professional services firm, community organisation or remote team, there are plenty of ways to get involved.

Every dollar raised helps The Pyjama Foundation provide children in care with the support, confidence and learning opportunities they deserve.

Choose an activity that suits your workplace:

- **Wear Pyjamas or Comfy Clothes to Work** – Ask team members to donate to participate
- **Funky Socks Day** – Perfect for professional or frontline workplaces where pyjamas aren't practical.
- **Team Trivia** – Host a lunchtime trivia challenge with entry fees.
- **Virtual PJ Day** – Remote teams can join online with virtual backgrounds and fundraising challenges.
- **Cosy Morning Tea** – Bring a plate and make a gold coin donation.
- **Book Swap** – Donate a book and make a contribution to participate.
- **Department Challenge** – See which team can raise the most funds.
- **Lucky Door Prize or Raffle** – Source prizes from local businesses or internal supporters.



NATIONAL
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Why your workplace matters

Many children in foster (and out-of-home) care experience disruption, uncertainty and educational disadvantage. Without consistent support, they are significantly less likely to achieve positive educational outcomes.

That's where The Pyjama Foundation comes in.

Through our Love of Learning Program, trained volunteer mentors known as Pyjama Angels spend one hour each week with a child in care.

Together they read, learn, build confidence and create the positive relationships every child deserves.

When your workplace participates in National Pyjama Day, **you're helping provide life-changing opportunities for children who need them most.**

The impact of your support

Funds you raise with your workplace helps us:

- Recruit and screen more volunteer mentors
- Train and support more volunteer Pyjama Angel mentors
- Match children with suitable mentors
- Deliver ongoing support throughout the mentoring journey
- Help children build confidence, literacy and life skills
- Help children with reading, writing and learning

One workplace fundraiser can help change a child's future



Your workplace could be part of that positive change for vulnerable children in our community.

Where your fundraising goes

It costs approximately \$1,673 to provide a child in care with their own Pyjama Angel mentor for a year.

That investment helps create a consistent, positive relationship that can transform a child's confidence, learning outcomes and future opportunities.

Your workplace fundraising impact

Amount Raised	Impact
\$250	Provides high quality educational resources and learning support to kids in care
\$500	Supports volunteer mentor training and screening
\$1000	Helps support a child through the Love of Learning Program
\$1,673	Provides a child their very own special volunteer Pyjama Angel mentor for a year
\$5000+	Supports multiple children through the program who are currently on our waitlist



Why we need your help

Children in care are

2-4

TIMES MORE LIKELY

to have **lower reading scores** than children with no child protection involvement.

Approx

35%

OF YOUNG PEOPLE

in state care end up **homeless** after they turn 18.

Approx

52%

OF KIDS IN CARE

do not meet or exceed national minimum reading standards in Year 3.

Together, we can change these statistics.

Fundraising made **easy**

Secure Leadership Support

When leaders participate, others follow.

Ask executives, managers and team leaders to:

- Attend the event
- Share the fundraising page
- Encourage participation
- Match donations if possible

Set a Team Goal

People are **more likely** to donate when there's a target.

Examples:

- Raise \$500
- Raise \$1,673 to fund a Pyjama Angel
- Achieve 80% staff participation

Make Donating Easy

Display your QR code poster in:

- Reception areas
- Kitchens
- Staff noticeboards
- Meeting rooms
- Internal newsletters
- Teams or Slack channels

Create Friendly Competition

Encourage departments/teams to compete for:

- Highest fundraising team
- Best dressed team
- Most creative workspace
- Biggest donation champion

Celebrate Success

Recognise participants and share your impact.

Thank donors, volunteers and organisers through:

- Team meetings
- Internal newsletters
- LinkedIn posts
- Staff awards and recognition programs



Your 4-Step workplace fundraising plan

Step 1. Register Your Workplace

Sign up at nationalpyjamaday.com and create your workplace fundraising page.

Step 2. Choose Your Fundraiser

Pick an activity that suits your team:

- Pyjama Day
- Funky Socks Day
- Morning Tea
- Trivia Event
- Team Challenge
- Book Swap
- Raffle

Step 3. Promote Your Event

Use our ready-made resources:

- Posters (including QR Code Poster)
- Teams and Slack messages
- Flyer on The Pyjama Foundation
- Email Signature
- Social media assets
- Zoom backgrounds

Step 4. Host and Make an Impact

Enjoy your event, collect your donations and celebrate the difference you've made for children in care.

Every conversation started and dollar raised helps create brighter futures for vulnerable children.

Ready to get started?
Register today at
nationalpyjamaday.com

Questions?
donate@thepyjamafoundation.com



Any questions? Reach out at donate@thepyjamafoundation.com

nationalpyjamaday.com