Deichmann & Barnardo’s Best Foot Forward Press Release

DEICHMANN AND BARNARDO’S PARTNER TO LAUNCH ‘BEST FOOT FORWARD’ SCHOOL CHARITY CAMPAIGN

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DEICHMANN AND BARNARDO’S PARTNER TO LAUNCH ‘BEST FOOT FORWARD’ SCHOOL CHARITY CAMPAIGN & SHOE DONATION SCHEME

Europe’s biggest footwear retailer Deichmann, together with the UK’s leading children’s charity Barnardo’s, today launch its ‘Best Foot Forward’ charity campaign and school shoe donation scheme to support disadvantaged families and schools in deprived areas across the UK. Harnessing the market-leading retailer’s core brand values; family and trust, Deichmann has partnered with Barnardo’s to introduce a brand-first shoe donation scheme for schools across Barnardo’s network of 800 children’s services around the UK and will donate a £50,000 fund ahead of the new school term in September 2021.

After food and energy costs, buying a new pair of school shoes can be a struggle for many parents, including those accessing Barnardo’s Family Support services which last year supported over 179,000 people. ‘Best Foot Forward’ is committed to helping families start the new term with a spring in their step, particularly after an especially challenging year for many. The shoe donation scheme from Deichmann will reach 1,000 children across Barnardo’s services throughout the course of the summer. Working directly through Barnardo’s children’s services, vouchers for new school shoes will be provided to those in need to ensure a positive return to school this Autumn. An allocation of shoes will also be made available directly to families from Barnardo’s services, making them directly accessible to those most in need.

Deichmann has been announced as the headline sponsor for one of Barnardo’s flagship fundraising events, ‘The Big Toddle’ sponsored walk from June 28th – July 4th and will also support the ‘Barnardo’s 300,000 Steps Challenge’, encouraging families to help raise money and ensure every child goes back to school in September feeling confident and supported. The brand has made a further commitment by donating £50,000 directly to Barnardo’s, to distribute to its services supporting children in need across the UK. In 2019-20 Barnardo’s supported more than 358,000 children, young people, parents and carers through more than 800 services.

Member Of The Executive Board, Samuel Deichmann comments that:
“We are thrilled to be partnering with Barnardo’s on this special campaign. Ever since the founding of Deichmann in 1913, a commitment to social welfare has been part of our DNA. With family and trust at the core of everything we do, the partnership with Barnardo’s felt like the perfect fit, particularly for our 20th Anniversary in the UK. The Deichmann family and the company are proud of our involvement in a number of humanitarian projects across the globe over the years. Our ‘Best Foot Forward’ campaign is the perfect chance for us to support families in need across the UK, to give back after a turbulent year for so many.”

Barnardo’s Chief Executive Javed Khan said:
“The pandemic has affected everyone’s lives, but the impact on the children and young people we support at Barnardo’s has often been devastating. Children and young people are facing a multitude

of challenges in the wake of coronavirus, and many families across the country are experiencing financial difficulties, often struggling to buy food, heat their homes and clothe their children. We are delighted to welcome Deichmann as the headline sponsor for our Big Toddle event. We are very grateful for their generous support, which will help us provide vital services to some of the UK's most vulnerable children and young people, as well as making sure 1,000 of these children can start the new school year with properly fitting shoes."

Members of the public can sign up to The Big Toddle and 300,000 Steps Challenge on the Barnardo's website: www.barnardos.org.uk/get-involved

NOTES TO EDITORS

DEICHMANN
German family-owned retail giant Deichmann has been a global market leader for value footwear and accessories for women, men and children since 1913. Famed for its price guarantee on leading brand names, including adidas, Fila, Nike and Skechers and headline collaborations with A-listers Rita Ora, Halle Berry, Ellie Goulding and Cindy Crawford, Deichmann promises quality footwear at unbeatable prices for all the family. Deichmann has stores in 31 countries across the globe. The brand will be celebrating its 20th anniversary in the UK this year and now has over 100 stores nationwide. Its UK flagships are in Westfield London and Westfield Stratford. As a company, Deichmann strives to marry fashion with quality and affordability, using a convenient 'rack-room' (help yourself) style shop layout to keep its margins low and pass the savings onto the customer. www.deichmann.com

BARNARDO'S
Last year around 350,000 children, young people, parents and carers were supported by Barnardo's through more than 800 services across the UK, such as young carers, care leavers, foster carers and adoptive parents, training and skills or parenting classes. We work to support vulnerable children in the UK and every year we help thousands of families to build a better future. But we cannot do it without you. Visit www.barnardos.org.uk to find out how you can get involved. Registered charity No. 216250 and SC037605. Follow Barnardo's media team on Twitter @BarnardosNews

THE BIG TODDLE
The Big Toddle is a short sponsored walk for under 5s. This year, after almost a year stuck indoors, it is so much more than that. It is an opportunity to focus on the incredible experiences we can give our little ones, to see the joy they can find in the rustle of leaves and the splatter of boots in puddles. It is a chance to stop worrying about dirty clothes and muddy faces, and simply have buffaloads of fun. For Barnardo's, the health and safety of our supporters is completely paramount.

This year, getting involved with the Big Toddle is easier than ever before. We have two incredible Safari-themed ways that little feet can make a massive difference in 2021:

1. **Toddle Together** – with your nursery, playgroup or friends. You can choose the date, location and distance of your Big Toddle and we will provide you with all the fundraising assets.

2. **Home Safari** – due to the current situation, you can also take part in the Toddle at home and we will provide you with an ideas pack on how to get started.

300,000 STEPS CHALLENGE
The 300,000 steps challenge has been offered by Barnardo's as a virtual event for the past 11

months, having adapted to fit a virtual world where in-person events have been cancelled. Of all the virtual challenges offered to supporters, it has been the most popular and has, until this point, been run as an off-the-shelf product to be done at any time. The 300,000 steps challenge ties in perfectly with the 300,000 service users that Barnardo's supports each year.

The challenge is to walk 300,000 steps over the course of 30 days (this is equivalent to 10,000 steps a day). You can take part on your own or combine the steps as a team! Exercise has shown to reduce stress, improve your mood and release endorphins. So, we want to encourage people to get walking and help raise funds so we can be there for every child that needs us. The challenge is free to sign up for, but we are encouraging participants to raise £50 to support our work with vulnerable children.

HOW IT WORKS
Participants will be able to sign up to take part in the 300,000 step Challenge by visiting: www.barnardos.org.uk/300000-step-challenge