

We're here to help.
More often than you think.



#HelpingCroydon

Launch date: 6 February 2018

Toolkit

About the video

We help thousands of people in Croydon on a daily basis. Our video tells the story of a few of these people and how they can be linked together. The central theme is a tram stop where at any given time in Croydon, you could be sat next to, in a queue with, or walking down the street next to someone whose life has been touched by The Whitgift Foundation. The video aims to bring a sense of interconnectivity to Croydon.

"We're here to help. More often than you think" is the line given at the end of the video, letting the people of Croydon know that The Whitgift Foundation, in one way or another, is there to help someone you know, or may not know.



How we help...

Over 1,000 Foundation staff are employed in education, care and carer support jobs

100 older people live in our Whitgift Care homes with a further 100 spaces open to the Day Care service, 1596 Club

£5 million is granted annually to 46% of our 3,200 students to receive financial support with school fees and promote social mobility

Last year, we received 25,000 enquiries from carers at our Carers Support Centre in Croydon

Help us reach more people who may benefit from our services

We've put together some great time-saving tools to help you spread the word about our new video to your colleagues, friends and family. From posters to teaser videos, you can personalise to promote the charity's work, as well as use example tweets and status updates provided in this toolkit for you to use in the world of social media - it's all here.

Please like and share posts using:

#HelpingCroydon

Include this link in your posts:

bit.ly/1HGRDC2



Useful social media posts

We welcome you to post content to your house style. To help, we have also listed a few ideas you can use on your Twitter, Instagram and Facebook accounts. Simply copy and paste the below into your chosen social media box and personalise it how you like.

 [@I596Whitgift](https://twitter.com/I596Whitgift)

 [@TheWhitgiftFoundation](https://www.facebook.com/TheWhitgiftFoundation)

 [@TheWhitgiftFoundation](https://www.instagram.com/TheWhitgiftFoundation)

Tweets

The Whitgift Foundation educates the young, cares for older people and supports Croydon carers. Take a look at their brand new video to find out more. bit.ly/IHGRDC2 #HelpingCroydon #Croydon #theretohelp #community @I596Whitgift

The Whitgift Foundation helps 1000's of people daily. Find out how: bit.ly/IHGRDC2 #HelpingCroydon #charity #Croydon #theretohelp #community @I596Whitgift

Facebook

@TheWhitgiftFoundation has launched a brand new video! Take a look and discover how the charity prides itself on educating the young, supporting carers and caring for older people in the Croydon community. bit.ly/IHGRDC2 #HelpingCroydon

Instagram

@TheWhitgiftFoundation has launched a brand new video! Take a look and discover how the charity prides itself on educating the young, supporting carers and caring for older people in the Croydon community. #HelpingCroydon #croydon #launch #video #videolaunch #charity #community

Downloads

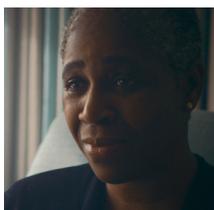
You can download the video to use as part of your social media content planning.

[Video link](#)

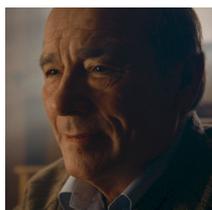
[To embed the video on your website, click the share button on YouTube, then embed, copy and paste the embed code onto your website].

Case studies

Below are some case studies adapted from the film. Use these to help tell a story in your social content:



[Dawn](#)



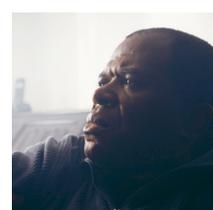
[Bill](#)



[Kathy](#)



[Charlie](#)



[David](#)

Contact

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with the subject line: Video distribution