

# ROCK YOUR SOCKS

Together  
**21**  
Delivered by Pioneering Care Partnership

## Business Fundraising Pack



# Welcome!



Together 21 (T21) **Rock Your Socks 2025**

**#T21RYS2025** is a campaign throughout March by T21 and the Pioneering Care Partnership (PCP), that aims to raise awareness of Down syndrome in a light-hearted way, highlight our work and help raise vital funds needed to support our children.

Here at T21, we know that early intervention is essential to target the specific learning profiles of children with Down syndrome. We work to empower parents and to support a child's development by providing access to training, the sharing of information and practical advice.

**All children have the right to develop to their full potential.** Our service includes regular classes and other educational activities specifically designed for children with Down syndrome. These classes are planned and guided by renowned specialists and delivered to both the child and parent, allowing learning to be extended into family home life.

**Throughout March and on Friday 21 March 2025 the world will be coming together to celebrate World Down Syndrome Day.** Jump in with both feet and join millions of people who will be standing tall and showing support by wearing outrageous, colourful and non-matching socks, spreading awareness and fun throughout the land. This is to show that people with Down syndrome are different, but the same. None of us like feeling left out, and people with Down syndrome are no exception, they want to be included too. So reach out and get to know the person, not the condition.

If you would like to come together and help us make a difference, please join the campaign and speak out with us to support this years World Down Syndrome Day theme of: Improve Our Support Systems.

Please register your support or for more info on how you can help contacting us on: [joanne.walker@pcp.uk.net](mailto:joanne.walker@pcp.uk.net).



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# Ideas from the sock drawer - for a fun day at the office

## For Whom the Sock Tolls

- On Friday 21 March (World Down Syndrome Day) declare an 'Odd Sock Wearing Day'.
- Charge a toll for being able to wear mismatched or outrageous socks or fine those who don't!



## Sock Oddyessy

- Develop a treasure hunt or scavenger hunt, using bright socks to mark each clue along the way, or use bright socks to collect scavenged items.



## Sock Toss

- Put a target on the floor and sell a sock to toss (each one a different colour/pattern).
- The participant has to throw their sock closest to the target.



## Rock the Sock/Sock Scrunch

- Put various household and food items in a brightly-coloured sock, one type of item per sock (e.g. macadamia nuts in one, bolts in another etc). Number and peg/pin up the socks and ask people to feel through the sock and guess what's inside.
- Make sure you include different shaped, sized and textured items to make it challenging.



## Fill Your Socks tuck shop

- Fill brightly-coloured socks with snack packets and sell them as a fundraiser. You can also make the socks from paper/cardboard and staple or glue the edges together and fill with yummy things.
- Nibbly/wrapped food and drink can be served in socks for food-based events.



# Ideas from the sock drawer - for a fun day at the office

## Sockerthon/sock it to the goalie

- Organise a knockout “Socker” League with all players wearing mismatching socks. Each team can be a different type of sock. Athletic socks, the Argyles, the Comic socks - don't forget your Cheer squad... the support socks!
- Host a knockout “Sock it to the Goalie”. Charge each contestant to buy a ball.



## Rock Your Socks art

- Run a competition with an entry fee to see who can create the “oddest” odd sock or sock puppet, or turn a sock into the most useful and unusual item. Watch the buttons and bedazzles come out of the craft drawer.



## Secret Sock raffle

- Put gift items or raffle tickets in odd socks and hang them or pin them up. People pay to pick a sock with a lucky dip item or a winning or losing ticket.



## Odd Shots: Social media

- To help spread the word about your organisation and ours, run an “Odd Shots” campaign where you donate £1 for every Facebook or Twitter post with an “ODD SHOT” that includes #T21RYS2025 and your hashtag – helping with your social media marketing whilst supporting an important cause.
- Shot theme suggestions include:
- Take a “feet selfie” in your odd socks in interesting places.



# Why not create a challenge or event?

Come up with a group or individual challenges, which are tied to the number 21. The 21 March is the date on which the world celebrates **World Down Syndrome Day**. The date was chosen for being the 21 day of the 3 month and signifies the uniqueness of the triplication (trisomy) of the 21 chromosome the gene responsible for Down Syndrome, hence 21/03 every year!

Your challenge can be big or small. Be creative, hit that fitness goal, learn a new skill or master one - it's up to you.

Examples from last years challengers include...

- 21 laps of your street for three weeks.
- 21 hour silence (Makaton only).
- 21 recipes.
- 21 bounces for 21 days.
- 21 mile runs/walks.
- 21 days photo challenge.
- 21 days sober.
- 21 workout videos in 21 days.



Maybe you could try and get 21 people to sponsor you £21 pounds. Even raising £21 would help us provide support for our families at a time when they need our support more than ever before.

You can send in photos and updates to us that we can share on our social media to show your sponsors your progress. Any monies raised goes directly to supporting our families, helping us provide learning & support sessions, home learning packs and online support and advice.

Together 21 is a project Pioneering Care Partnership serving families from throughout the North East and currently support approx. 50 families and growing.

No filling in forms needed! Just create your challenge, share your journey, raise funds and donate your fundraising at:

[www.pcp.uk.net/together-21-rock-your-socks](http://www.pcp.uk.net/together-21-rock-your-socks)



Scan me to donate if you can.

