

# Bubble London's charity collaboration

FOR A/W 10, BUBBLE LONDON WILL BE SUPPORTING THE CHILDREN'S CHARITY KIDS COMPANY. CWB FINDS OUT MORE ABOUT THE CHARITY AND WHAT IT WILL BE DOING TO RAISE AWARENESS OF ITS WORK AT THIS SEASON'S SHOW



Camila Batmanghelidjh

[Camila Batmanghelidjh founded Kids Company in London in 1996 with the aim of providing practical, emotional and educational support to vulnerable inner-city children and young people.](#) Many of the 14,000 children reached by Kids Company's services have experienced severe and multiple trauma. Often they are 'lone children', living in chronic deprivation with little or no support and facing the daily anxieties of caring for family as the role of parent and child is reversed. Kids Company offers help by providing a safe, caring, nurturing environment where support is tailored to the needs of each individual. Its aim is to empower children who have experienced enormous challenges to lead positive lives.

This season, Kids Company will be present at Bubble London. Located at a desk near the entrance of the show, visitors can speak to representatives of the charity and learn more about how they can get involved. As many of the children and young people the charity helps are lacking in some of the most basic amenities, including warm winter clothing, Bubble London is encouraging donations of new clothing to Kids Company. For more information on donating clothing, please visit the charity at the show.

## THE NEED FOR KIDS COMPANY

More than 95 per cent of the children and young people Kids Company supports come to the charity seeking help or are referred by their peers, with 97 per cent saying that Kids Company is effective. Research shows that young people coming to the charity face the following difficulties:

- 84 per cent are homeless.
- 82 per cent are victims of substance misuse, this is often a reaction to emotional distress and can indicate a child's vulnerability to being drawn into the criminal world of drug dealing and taking.
- 81 per cent have criminal involvement, often to feed and clothe younger siblings.
- 83 per cent have suffered sustained, complex trauma during childhood.
- 87 per cent have emotional difficulties and mental health problems.
- 39 per cent are young carers struggling to cope.

## KIDS COMPANY'S ACHIEVEMENTS

A study by the University of London of the young people in contact with the charity revealed it had helped:

- 95 per cent improve their relationships.
- 81 per cent reintegrate into education, training or employment.
- 86 per cent engage in work experience.
- 90 per cent reduce their involvement in criminal activity.
- 94 per cent reduce their level of substance misuse.
- 89 per cent move away from crime.



For more information on Kids Company, its work and what you can do to help, visit the Kids Company desk at Bubble London or visit [www.kidsco.org.uk](http://www.kidsco.org.uk).