



HELPFUL HINTS TO SAVE FOR YOUR CHILD'S FUTURE

KidStart's 'Save a Million for UK Kids' campaign highlights money-saving ideas to help you save for their future

With the recent government cuts to children's benefits announced, it is now more important than ever to put money aside regularly for their future. KidStart, the free parents shopping club recently announced its 'Save a Million for UK Kids' campaign, with thousands of UK families sharing their money-saving ideas. The campaign aims to build a community of like-minded mums, dads, aunties, uncles and companies who can share tips and ideas to help everyone save for the future of UK kids.

Since the launch, over £300,000 worth of ideas have been suggested by families and companies, with the best ideas being showcased on www.saveforukkids.co.uk. The ideas are being judged by a panel of experts including BBC presenter Sophie Raworth and Chris Pond from FSA. The winning idea will be awarded with £1000.

The top 10 money-saving ideas so far include:

Save up to £250:

Have Fun AND Save!

When you do the weekly shop with your children, play a game. If they can find five items from the shopping list 'on deal' or cheaper such as the supermarket's own brand, then what you save goes into your child's 'piggy bank'. This keeps children entertained as well as saving money, not to mention improving their numeracy skills and giving them a sense of how much things cost.

POTENTIAL SAVING OF £208

Be a Friend to the Environment

Get a free monitor from your electricity supplier to show your household usage. Make sure nothing is left on standby and check it before you go to bed. A fridge freezer only costs 1p an hour to run so if the monitor shows you're using any more than that, don't go to bed until you find out what has been left on - and switch it off!

POTENTIAL SAVING OF £115

Designer Baby

Repurpose old business shirts for clothes for your baby as- they make fantastic cotton dresses, shirts and booties! A great idea if you have access to a sewing machine. Children's clothes can cost so much, especially as they grow out of everything so quickly!

POTENTIAL SAVING OF £200

Clever Cooking

Turn the oven off 5 minutes before the cooking time ends. It will stay plenty hot enough for the time you need and save money!

POTENTIAL SAVING OF £100

Save up to £500:

Become a Bookworm

Make use of the library! There are some amazing books at the library and there are always fun free activities at weekends for kids. Also, the CDs and DVDs are a great place to get good, educational programmes at a fraction of the cost while supporting a great institution. You're also keeping your carbon footprint low by not spending on books.

POTENTIAL SAVING OF £480

Buy Bulk!

Save money and time by buying meat in bulk and freezing it. Most local markets have a fantastic butcher where you can get a week's worth of meat for a certain amount – usually saving around £5 a week on individual costs and you will always have something in the freezer just in case.

POTENTIAL SAVING OF £260

Swap Shop

Swap toys every month or so with your Mummy friends. Everyone should select two toys to pass around and exchange. Your children get to play with something new and you save the money on buying new toys.

POTENTIAL SAVING OF £300

Save OVER £500:

Savvy Spending

To try and cut down on spending too much money, take out a set amount of money at the beginning of the week, and do not use your bankcard at all. As you become used to living on a smaller amount, you start to spend less of that, and at the end of the month all spare money can go into your child's saving account.

POTENTIAL SAVING OF £2080/£40 PER WEEK

Creative Playing

If you can't afford expensive private playgroups, try your local Sure Start Children's Centre. These centres provide lots of different activities and they're all free. Activities include Toddler Talk, Storytelling and Messy Play every week as well as offering courses in Baby Massage and Baby Yoga and it doesn't cost a thing.

POTENTIAL SAVING OF £600

Freecycle

Before you shop for items you want/need, log onto your local Freecycle to see if someone is giving item away. The majority of items offered are all in excellent condition with some even being brand new.

POTENTIAL SAVING OF £3000

There are loads more excellent ideas to help you save for your child's future at www.saveforukids.co.uk. Check it out, register, suggest your own ideas and be part of KidStart's 'Save a million for UK Kids' campaign this Christmas.

- Ends -

Check us out on your social media platforms:

Facebook: www.facebook.com/Kidstart

Twitter: <http://twitter.com/KidStart>

YouTube: www.youtube.com/user/KidStartUK

Editor's Information

About KidStart's 'Save a Million for UK Kids' Campaign

Today's kids are facing an ever more expensive future yet family finances are getting ever more squeezed. Parents know that they will need to take more responsibility for helping their kids financially; they want to but it is not easy. It is against this backdrop that KidStart has announced its "Save a Million for UK Kids" campaign in September 2010. The ambition is to use the campaign to help create a community of individuals, parents and companies all committed to helping families help themselves by discovering, and sharing innovative ways in which they can save money for their kid's future.

About KidStart

Launched in 2008, www.KidStart.co.uk is a free shopping club that rewards families with money for their children whenever they shop at a wide range of retailers and service companies. KidStart members get money back for their kids at over 250 high street locations by shopping at any House of Fraser, JoJo Maman Bébé or Goldsmiths. In addition, KidStart offers money back on online purchases at over 400 well known retailers, from Mothercare and Argos through to Boden and House of Fraser, meaning parents can save money for their kids on virtually all of their shopping. KidStart is not a typical loyalty programme. There are no points, no membership cards, no hassle, no catches, and no hidden charges. Just cash, for kids, for free – it's simple.

For further information please contact KidStart@bitecommunications.com