Dear Parent,

I really need your help to make Kent cleaner and greener.

The KM Charity Team, which runs the walk to school and/or home reading scheme used at your school, is involved in a public vote. If we win, my charity will receive a £5,000 grant from Aviva to work with 25 schools in Kent and Medway – and it could be your school!

If you help us and we are successful your school will be in the running to win one of 25 Green Champion packages that will be available.

You might be aware that our Active Wow scheme is currently used by more than 40,000 children and families each week – all helping to remove traffic congestion outside the school gates, teach vital road safety skills and ensure children get daily exercise through the walk to school.

Last academic year this activity generated 700,000 green journeys and removed 318,000 school-run car journeys from Kent and Medway roads.

If we are successful in winning this grant – with your help – we could make an even bigger impact this year.

To vote you should visit: www.kmcharityteam.co.uk/avivavote

Voting opens on 24 October and closes on 21 November.

Thank you in advance for your help.

Rebecca Smith
Deputy CEO