SP. Wednesday's Child



hello

We're delighted you're keen to be part of the Wednesday's Child journey.

It's important to us that we work with partners and suppliers who 'get' our purpose, who empathise with the back story, or who feel deeply motivated to support an initiative which is all about enabling others to thrive.

### Understanding us

Wednesday's Child evolved from our founder's experience of two decades lived with an eating disorder – a mental health illness with a high mortality rate and an often frustrating and limited treatment scope.

We can't all know the way to fix someone's troubled mind or cure them of their mental health battles or their temporary emotional wounds, but we can do small things to remind them of their worth and their rightful place in this world.

Led by a mantra of 'thoughtfulness helps others thrive', Wednesday's Child has at the heart of its social enterprise offering, a carefully curated subscription box.

We take the time to consider what small gestures, mindful tools and kind treats mightjust help lift the mood, or engender self-care, in a recipient.

Whether sent as a 'one off' or as part of an ongoing subscription, the boxes have a chance to perform a gentle and reassuring 'hug' in a sometimes troublesome world.



# A note from our founder

Life with an eating disorder can be cruel, uncompromising, and incredibly isolating.

I should know.



I've contended with this life limiting mental health illness for two decades

That's 20 long years of self-imposed deprivation, harm and denial.

What I've learned throughout that angst-ridden journey, is that the disease makes it incredibly difficult for others to 'wave the wand' and 'magic it away'.

Try as they may like to, friends, family and kind-hearted cheerleaders in your world can only go so far in being able to aid your recovery.

So how do they show a gesture of kindness which will be well received, remind you to 'keep on keeping on' and to evidence their unfailing support of you, your recovery intention, and your quest for a full and fulfilling life?

Wednesday's Child's subscription box is a simple, small aid in the bid to deliver empathy and compassion. It has the power to penetrate that closed anorexic world, and to deliver love and kindness when it's needed most.

Each of the boxes are carefully considered, with all items hand-picked by those who know what it is to suffer, but to have hope. Finding a global fix for low-self esteem, self-harm, mental health suffering, and specifically for eating disorders may be out of reach of us as individuals.

Together, through some gestures of kindness, we can help sow seeds for recovery success.

Thank you Debbie x

#### What we look for in our supplier partners

We don't care how long your business has been going, nor how widely known your brand is. We care more about your ethos and your desire to collaborate

We're after people who have products in the following areas:

Food and Drink

In particular, snacks, nibbles, treats, comforting drinks, nourishing energy-producing foods which feel indulgent.

Beauty

Such items as hand creams, eye masks, balms, soaps, scrubs, mens' shave accessories.





Pampering & Comforting

Candles, reeds, heated wheat bags, hot water bottles, socks, scarves, feet and hand warmers, aromatherapy oils, blankets.

Mindful & Activity

Notepads, colouring books, pencils, affirmation cards, planners, journals.

Books

Particularly those with a wellbeing emphasis or inspirational tale.

Validating

Jewellery, keyrings, message pebbles.

### A Specific and Deserving Audience

You'll appreciate that, with our founding story in mind, and with our intention around supporting those who may be on a recovery journey related to an eating disorder or similar, we take a lot of care about picking the kind of items we think are appropriate

We're careful not to select items which wouldn't seem attractive to the individual, would feel overwhelming, or might indeed be perceived by us to be 'too healthy' such that they send the wrong message.

Often it is perceived that people with eating disorders 'just don't eat', but, the truth is, they, like anyone else, would love to be felt worthy enough to receive an 'indulgence' or an 'edible treat'.

Items tend to work best where they can be small, and perhaps with the ability to be 'nibbled at' in a less challenging way.



## Staying Social and Attracting Attention

We know that to spread the word about our work, and to engage more people in the community, reach more potential 'gift senders', and support more recipients, social media is a really important tool.

Not only this, but we want to celebrate and commend the collaborations which are in place and helping us to deliver our gestures.



With that in mind, when we commence our relationship with you, we'll look to find out and explore some of the following:

- > What are your social handles?
- 🌿 Can we have your logo to use as appropriate?
- $\ref{Mill}$  Will you be willing to run a limited period competition with us?
- ${}^{\!\!\!/}$  Would you want to feature marketing collateral in our boxes
- ⅔ Will you share our mentions of you?
- $\red$  Do you have brand ambassadors who you'd like us to be in touch with?
- ✤ Are you happy to photograph yourself with our brand and boxes?
- Are you interested in joint media activity to your trade press?
- Will you be willing to be filmed or to film yourselves, mentioning your involvement?

- Might you wish to extend a limited-time offer, or a lifetime discount to our Wednesday's Child audience, for direct purchases of your product?
- Perhaps you'd like to run an occasional competition with us, or takeover brand positioning on our packaging or site for a specific campaign or time period?
- Are you keen to have a guest post or vlog on our site, sharing a story or insight which fits with our ethos?



These are just a few areas through which we'd look to work with you when it comes to our social media activity. We're always open to new suggestions.

#### Get in contact

Want to discuss anything about our supplier relationships and potential engagement?

We are keen to chat more about our work and engage you in the community as far as you would like

Please reach out to us on hello@wednesdayschild.co.uk



Thoughtfulness helps others thrive THANK YOU