**Internal comms to primary schools**

**KCU mascot competition open to all primary schools, with winning school to receive book vouchers**

All primary schools across the district are being encouraged to take part in creating a kindness, compassion and understanding (KCU) mascot which will be used as part of a wider campaign to address issues around bullying, like discrimination, loneliness, poverty, and prejudice. The winning school will receive book vouchers, as well as the winning individual or groups receiving a prize, and the KCU mascot will also be displayed at a children’s and young people’s mental health exhibition at Cartwright Hall this summer.

**What pupils needs to consider when creating the KCU mascot**

The KCU mascot needs to be someone who can spread kindness, compassion and understanding.

Pupils must:

* Give their mascot a name
* Write a couple of sentences or paragraphs on the mascot’s personality, its hobbies, what does it like and dislike
* Create a mascot by drawing or physically constructing it, or they may decide to use arts and crafts or simply sketch their mascot, the choice is theirs as we would like to see their ideas and creativity.

**Who can take part?**

The competition is opened to all primary schools across Bradford District and Craven. There’s no number on the amount of KCU mascots that a primary school submits, any year group can take part and pupils can create the mascot on their own, in groups or on behalf of their year group.

**Closing date for entries**

All entries must be submitted by **5pm on Friday 8 April** to [KCU@allstarents.co.uk](mailto:KCU@allstarents.co.uk) (via Dropbox or WeTransfer) with the winning school announced week commencing 25 April.

**About the kindness, compassion and understanding (KCU) campaign**

The KCU campaign is currently being delivered to primary schools across the district who have requested for this. The workshops for the KCU campaign are delivered by a set of young people from across Bradford District and Craven, who are called KCU ambassadors.

Primary schools who have not launched the KCU campaign at their school can still take part in the KCU mascot competition. If primary schools are interested in finding more about the KCU campaign and would like to have this implemented at their school, they can email [KCU@allstarents.co.uk](mailto:KCU@allstarents.co.uk)