

International Kawasaki Disease Awareness Day 2020

Impact Statement

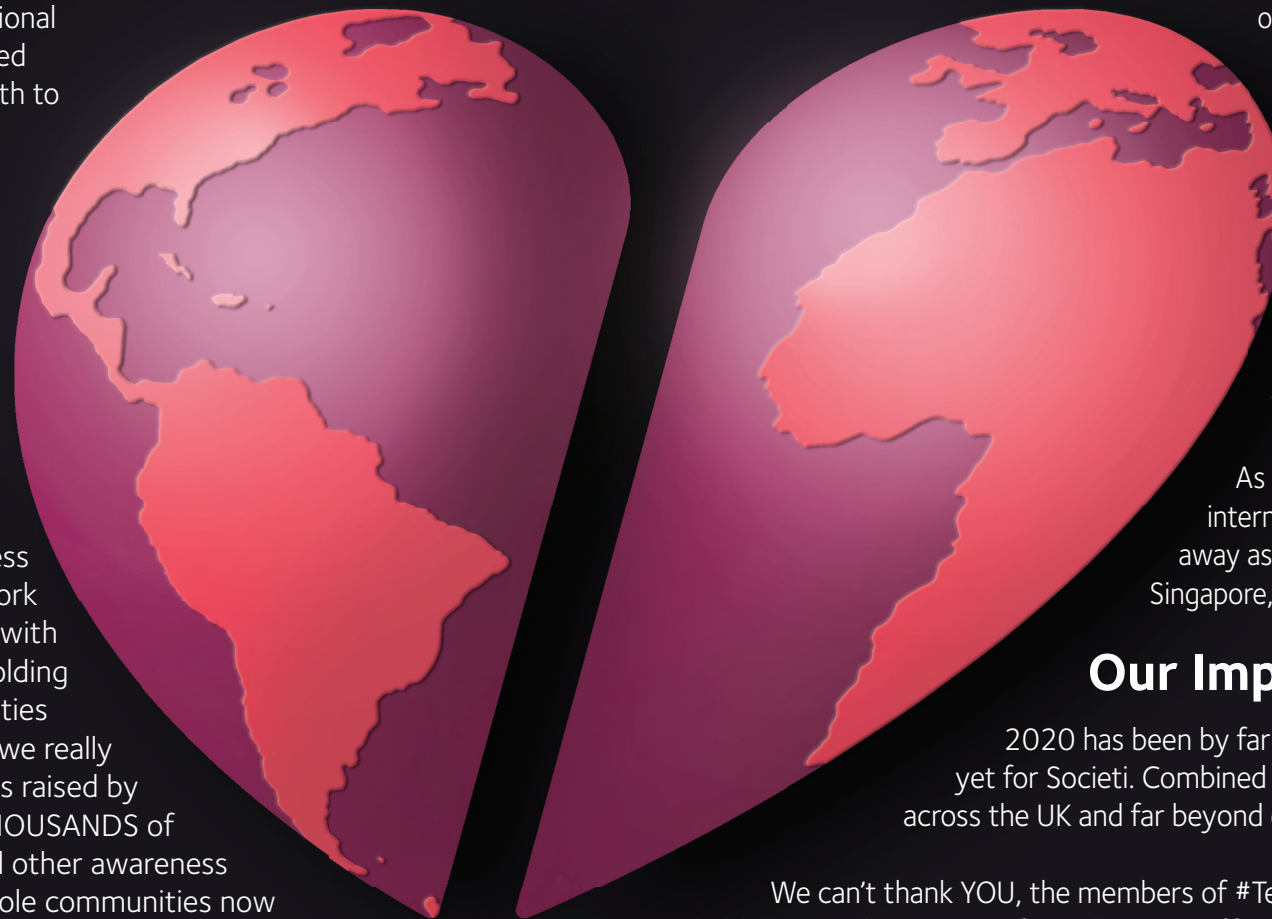
THINK Kawasaki Disease!

Throughout the whole of January 2020, thanks to the incredible work of #TeamSocieti supporters from right across the UK, we encouraged simply thousands of people to THINK Kawasaki Disease for International Kawasaki Disease Awareness Day 2020. #TeamSocieti worked non-stop on awareness raising projects throughout the month to get Kawasaki Disease known. Once more, we surpassed our previous Awareness Day achievements, reaching record numbers of people with our awareness messages. Our campaign, supported by hundreds of fantastic Societi Supporters, was one of the biggest across the globe. This Impact Statement shares just some of #TeamSocieti's achievements from our 2020 Awareness Day campaign.

Impacts across the UK

Getting Kawasaki Disease known by 'just' 65 million people, that's everyone in the UK, is our aim. And Awareness Day is a very important milestone in our calendar as we work to make this a reality. #TeamSocieti today is growing fast with many new and long-standing supporters. YOUR work in holding activities and events to raise awareness in YOUR communities about Kawasaki Disease for awareness day will make sure we really do get Kawasaki Disease known. Made possible with funds raised by #TeamSocieti, throughout January, Societi HQ sent out THOUSANDS of leaflets, posters, wallet cards, schools packs, GP packs and other awareness raising resources to help get Kawasaki Disease known. Whole communities now know how important it is to THINK Kawasaki Disease – through cake sales, non-uniform days, wear red days, school mail outs, coffee mornings, workplace awareness and even community treasure hunts! The reach of #TeamSocieti grows stronger and further each year, and Awareness Day gets bigger and better – thanks to YOU!

We are hugely grateful to all our Supporters for making Awareness Day 2020 such a massive success. Not only by raising awareness but also by raising much needed funds for Societi. As well as funds raised at events up and down the country on Awareness Day, we received nearly 50 separate donations through supporters Virgin Money Giving and Just Giving pages too! Money raised will contribute directly to awareness raising throughout the rest of the year. THANK YOU SO MUCH to everyone who contributed to raising awareness and funds – YOU power our work!



Our Digital Footprint

We created over 50 new awareness raising pictures and animated gifs to post on Facebook, Twitter, Instagram and LinkedIn for our 2020 campaign. We posted over 100 Kawasaki Disease awareness raising posts on our social media channels throughout January, resulting in our BIGGEST online campaign to date. Once again #TeamSocieti was outstanding and played an absolutely CRITICAL role, sharing Societi posts, retweeting and liking our Insta pics – to reach THOUSANDS of people. Together, we directly reached over 100,000 people – with engagement with posts at an all-time high too! Thanks to Societi partners like Master Cardiology on Insta, even single posts by those with already HUGE followings reached tens of thousands more people. So we know that the indirect reach of our work together was EVEN BIGGER – and potentially millions of people will now have heard of Kawasaki Disease. WOW!

As well as amazing coverage throughout the UK, Awareness Day was truly international for Societi too. With your help we reached supporters from as far away as USA, Australia, Philippines, Italy, Germany, India, Canada, Mexico, Singapore, Norway, France & New Zealand!

Our Impact TOGETHER

2020 has been by far the most successful International Kawasaki Disease Awareness Day yet for Societi. Combined efforts from everybody at #TeamSocieti have meant that tiny hearts across the UK and far beyond can be protected from Kawasaki Disease.

We can't thank YOU, the members of #TeamSocieti enough – whether you shared or liked a Facebook post, held a cake sale, a non-uniform day or a coffee morning – or whether you had a Kawasaki Disease conversation. Our impact is only possible with the input of every single member of #TeamSocieti. We are truly grateful for each and every action that helps to get Kawasaki Disease known. TOGETHER we have made a huge difference. Because of OUR impact thousands of children's hearts will be protected from Kawasaki Disease!



52,000 +
Facebook
post reach
141%↑
post engagement
64 New Facebook
followers
675 page
views



3,900
Instagram
Impressions
↑ Following
321
likes



51,500 +
Twitter
Impressions
5 Profile
visits
34 New Twitter
followers
51 Tweets



100s of donations
received from
Societi Supporters



Kawasaki Disease is the leading cause of acquired heart disease in children in the UK. It's time we changed that...

...Together we will!



societi.org.uk