

Bright Stars

Kind Kids of Christmas Project

Presented by Grasslot School





Introduction

Following a series of enthusiastic discussions with the Bright Stars team at Grasslot Primary School, pupils expressed a strong desire to create an enterprise project that would be fun, inclusive, and charity-focused. Their vision centered around bringing people together and making a positive impact within their community.

After exploring various ideas, the team decided to design and produce festive goods and organise engaging activities as part of the school's Christmas Fayre. This event would be open to families of pupils and the wider Grasslot community, aiming to raise funds for selected charities while spreading holiday cheer.

To support the pupils in bringing their ideas to life, their chosen mentors Firpress provided invaluable guidance and resources, attending weekly sessions to assist with crafting handmade items for the stall, running small games and activities, supporting the development of promotional materials and helping transform pupil drawings into a professional logo for the project.

This collaboration empowered the pupils to take ownership of their enterprise, develop practical skills, and experience the joy of giving back through creativity and teamwork.

Our Team

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Logo Choosing

After a big brain storming session throwing lots of ideas around, the final choice for the project name was decided as '**The Kind Kids of Christmas**'

The next stage was an activity day exploring logo ideas and logo colours for the mentor team at Firpress to come up with some logo ideas:



The final logo was chosen:



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What to make ?

As part of our exciting Bright Stars enterprise journey, the children came together to brainstorm ideas for festive items we could make and sell at our Christmas Fayre. After lots of lively discussions, we ended up with a very long list of creative possibilities!

To make sure everyone had a say, we held a vote—not just with the pupils, but also with parents and carers. Their input helped us narrow down our ideas to three magical products:

1. Pupil-Coloured Christmas Tree Decorations – each one unique and handmade with love.
2. Sweetie Cones – packed with treats and festive cheer.
3. Magic Bells of Christmas – jingling with joy and holiday spirit.



What to make ?

Just when we thought things couldn't get more exciting, we received a very special surprise... a letter and package from none other than Santa Claus himself and his Christmas Crew at the North Pole! Santa had heard all about our Kind Kids of Christmas project and was so impressed, he asked for our help.

He sent us a magical delivery filled with reindeer food and sparkle dust, asking if the children could make Reindeer Dust to help guide his sleigh to all the children's homes in Maryport on Christmas Eve. Of course, we said yes!

Now, alongside our original three products, we'll also be selling Santa's Reindeer Dust—made with care by our Kind Christmas Crew to help spread magic and joy to families in our community.



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Making our items

Over the past few weeks, we've had a wonderful time preparing for our Christmas Fayre! The children were full of festive spirit as they worked together to create a variety of handmade items to sell.

We set up several exciting stations, including:

- Sweetie Cone Making Stations – where children carefully filled and decorated cones with colourful sweets.
- Reindeer Dust Stations – a magical mix of oats and glitter to help guide Santa's sleigh!
- Bell Making Stations – crafting jingly bells to add sparkle to the season.

It was a joyful and creative experience, and we're so proud of all the hard work and imagination the children put into their creations. We can't wait to share them with everyone at the Christmas Fayre!



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Christmas Games!

To make our project even more fun, our brilliant mentors came up with the fantastic idea of playing games while we worked! We had so much fun participating, and the laughter and excitement added a special touch to our creative sessions.

We've even asked Firpress if they would be kind enough to bring the games to our Christmas Fayre so that all the pupils at Grasslot Primary School can enjoy having a go!



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Even More Ideas!

Working together as such a fantastic team, the ideas didn't stop flowing! Thanks to the amazing progress made in preparing items for the Christmas Fayre, we came up with two more brilliant ideas—and our incredible mentors at Firpress were happy to invest in them so we could expand our festive offerings.

- The new additions are:
- Gingerbread Tree Decorations
- School Class Calendars

To bring these ideas to life, we created an art and crafts table where children across the school were tasked with drawing their own portraits. Firpress will then work their magic to transform these portraits into beautiful decorations and personalised calendars.

We're so excited to see what Firpress produces—and even more thrilled that they've invited us on a trip to their factory to help with the production process. We really hope we get to go!

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Mentor Trip!



We were delighted to visit Firpress for a hands-on experience in producing some of our project items. After an initial health and safety briefing, we headed to the design studio to add the finishing touches to our calendars and prepare the files for print. Next, we entered the digital production suite, where we loaded the machine with paper and configured the settings to print our calendars.

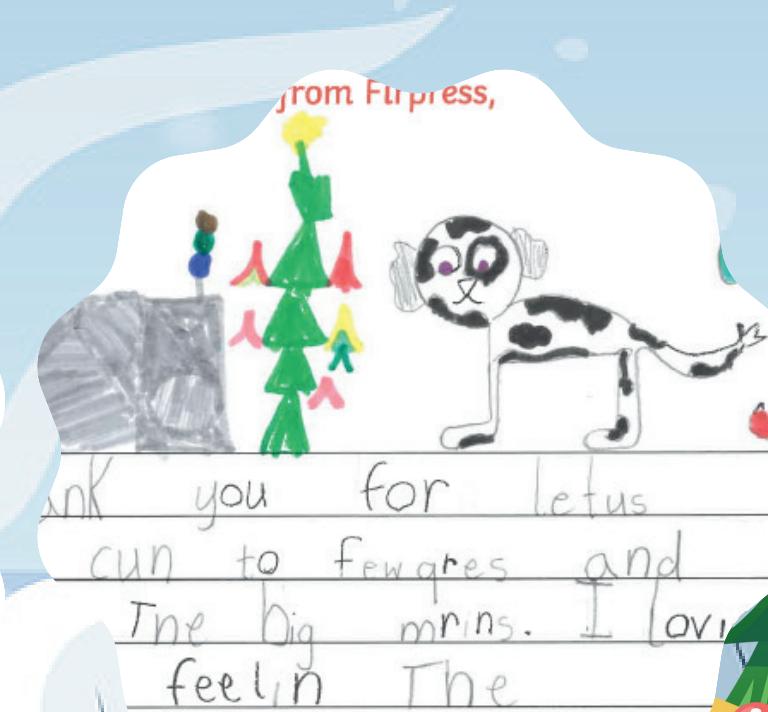
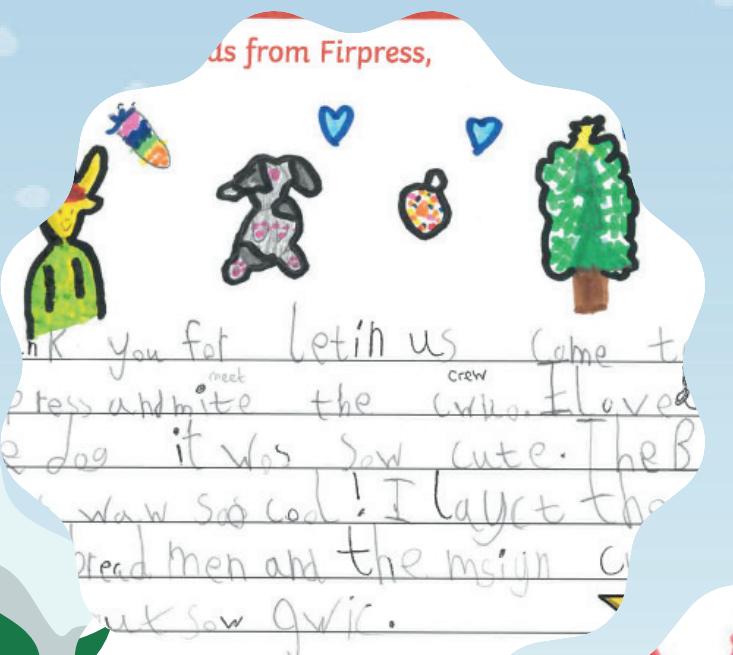
The highlight of the day included meeting Mittens the Elf, who helped us cut and package the calendars! We also enjoyed watching our gingerbread tree decorations being precision-cut on a specialist machine before creating a production line to string them together. To top it off, we even got to meet and pet one of the Firpress dogs, Finn and we all received a tasty chocolate treat for our help!

It was a fantastic opportunity to see the factory in action and meet more of the Firpress team, who have been incredible mentors throughout our project.

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Trip Thanks!

As a token of our thanks for the school trip we were delighted to send some letters of thanks to the Firpress team!



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Marketing

• Posters

Designed by pupils with bright, festive colours and clear details about the event date, time, and location.

• Video

A cheerful clip highlighting our products and the story behind “Kind Kids of Christmas,” shared on social media and during school assemblies.

MARKETING OBJECTIVES

- Raise Awareness – Inform families and the community about the Christmas Fayre and our products.
- Create Excitement – Use festive visuals and pupil involvement to generate enthusiasm.
- Encourage Participation – Invite everyone to attend the Fayre and support our charity efforts.

Our Bright Stars team at Grasslot Primary School has worked hard to create a festive enterprise project that spreads joy and raises funds for charity. To ensure the success of our Christmas Fayre and product sales, we developed a marketing strategy that reflects creativity, teamwork, and community spirit.

We began with a lively brainstorming session involving all pupils. The goal was to decide how best to promote our project and reach families and the wider community. Pupils shared ideas ranging from flyers and newsletters to digital campaigns. After discussing the pros and cons of each option, we agreed the most effective methods.

Why These Channels?

Our brainstorming revealed that posters would capture attention locally, social media would reach parents quickly, and a video would add a personal, engaging touch. Together, these methods ensure maximum visibility and community involvement.



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Costings

Using the Bright Star Set up money and some extra help with resources provided from our Business mentors - we purchased the following items:

Sweetie Cones

**Sweeties /Cone Bags /Gloves
(so no germs when making!)**
£37.36

Our Business Mentors Firpress helped by making some stickers for the bags

Sleigh Bells

Bells / Ribbon
£14.95

Our Business Mentors Firpress helped by making some bell tags

Total Spend
£63.08

**Bright Stars
Investment**
£50.00

Reindeer Dust

Oats / Glitter / Bags
£10.77

Our Business Mentors Firpress helped by making some tags for the bags

Calendars

**Scanning Drawings /
Design & print**
£0.00

Our Business Mentors Firpress kindly covered this cost as part of their investment in the project

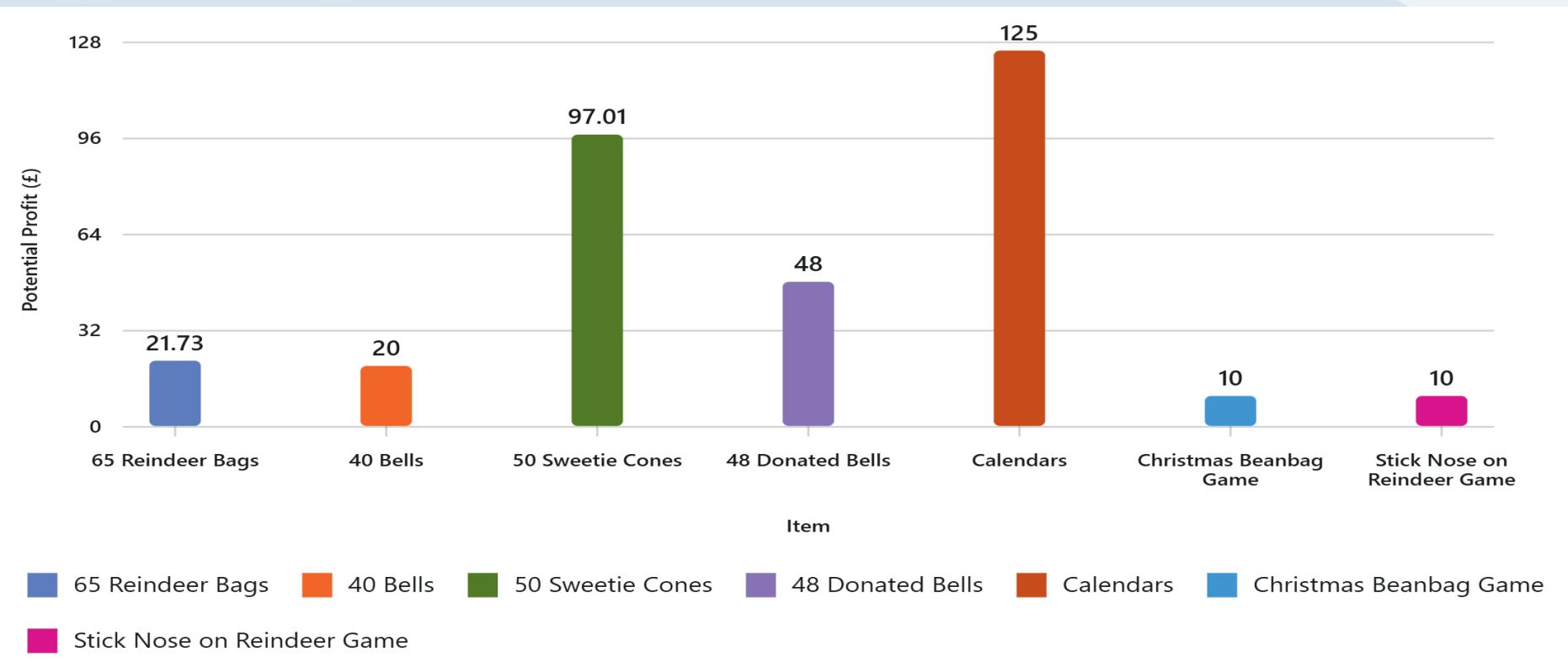
Firpress Investment

Name Badge Stickers
Beanbag Game
Sweet Cone Stickers
Tags for Reindeer Dust
Decoration Templates
Dress up Novelties
Design & Print of Calendar

Logo Badges
Rudolph Game
Tags for Sleigh Bells
Oats for Reindeer Dust
Printed Decorations
Paint for Ornaments

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Potential Profits



Item	Quantity	Selling Price	Cost per Item	Potential Profit
Reindeer Bags	65	£ 0.50	£ 0.17	£ 21.73
Sleigh Bells	40	£ 0.50	£ 0.37	£ 20.00
Donated Bells	48	£ 1.00		£ 48.00
Sweetie Cones	50	£ 2.00	£ 0.75	£ 97.01
Calendars	50	£ 2.50		£ 125.00
Christmas Beanbag Game	20	£ 0.50		£ 10.00
Stick Nose on Reindeer Game	20	£ 0.50		£ 10.00
				£ 331.74

We've calculated a total potential profit of **£331.74** from all planned activities and items.

Every contribution counts, and these efforts will help us get as close to our fundraising target as possible.

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Budget vs Actual

Based on the sales from our Christmas Fayre -
we are pleased to report we achieved the following in sales:

Stall items and games £88.10

Calendar Sales £50.00

**This resulted in an overall profit made of
£ 138.10**

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Success Stories

Although the profits raised were not as high as anticipated, this does not diminish the success of the project or the enjoyment it has brought to pupils and mentors alike. From developing creative ideas to making the goods, testing the games, taking part in the school trip, and hosting the Christmas Fayre, it has been a truly wonderful and enriching experience for everyone involved.

With the proceeds raised the school aims to use them in the following way:

£70.00 to be donated to the Henderson Suite

£68.10 towards school funds

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Final Summary

The Kind Kids of Christmas initiative at Grasslot Primary School has been an inspiring journey of creativity, teamwork, and community spirit. From the initial brainstorming sessions to the successful Christmas Fayre, pupils demonstrated exceptional enthusiasm and commitment to making a positive impact.

Key achievements include:

- Creative Product Development: Pupils designed and produced festive items such as sweetie cones, sleigh bells, reindeer dust, and calendars, alongside fun games for the Fayre.
- Community Engagement: The project brought families and the wider community together, spreading joy while raising funds for charity.
- Mentorship & Skills Growth: Firpress mentors provided invaluable support, guiding pupils through design, production, and marketing, including a hands-on factory visit.
- Marketing & Promotion: Posters, social media campaigns, and videos helped raise awareness and excitement for the event.
- Financial Impact: With a modest budget and creative resource management, the team achieved a profit of **over £130**, contributing to a charitable donation and school projects.

Although profits were slightly below expectations, the true success lies in the experience gained, the confidence built, and the sense of achievement shared by all involved. This project exemplifies the power of collaboration and kindness, leaving a lasting legacy for pupils and the community.

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To everyone at Bright Stars

THANK YOU SO MUCH!

we hope you enjoyed our
business plan presentation

Grasslot
School

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FIRPRESS
Design · Print · Signage