



GOLD FOR KIDS CELEBRATES ITS BIGGEST MELT YET, RAISING £18K FOR CHILDREN'S CHARITIES FROM UNWANTED CROWNS AND BRIDGES

Gold for Kids, the charity which collects and melts down unwanted precious metals to transform the lives of children living in poverty, is celebrating raising an amazing £18,000 from its biggest ever melt to date.

Just under 2 kilos of waste metals was deposited with the charity's gold merchant in Hatton Garden, collected from a number of dental practices who have signed up to donate their precious and semi-precious metal to help some of the most vulnerable children in the UK.

4.5 million children live in poverty in the UK

It's hard to believe in this day and age that millions of young people in the UK are living in poverty – and this is a statistic that is on the rise as the cost of living crisis cuts deeper into the pockets of families everywhere.

Charity founder and trustee Leticia Casanova, from London Periodontics and Implant Dentistry, set up Gold for Kids in 2018 with her husband David Holmes when they discovered a really easy way that those in the dental industry could make a huge difference. She said:

"These figures are shocking and totally unacceptable – and when we realised how much scrap metal accumulates over time in our industry, we thought it was a fantastic way to help children who are struggling with the very basic essentials we all need to live.

"All of the funds we raise go directly to children's charities - and remember, by supporting our charity, you are also contributing to your Corporate Social Responsibility activities. It's a win-win situation."

Increasing the number of beneficiary charities

In total, Gold for Kids has now raised over £50,000 to help charities like the National Society for the Prevention of Cruelty to Children (NSPCC) and Barnado's, who consistently bring the voices and experiences of children and young people directly to decision-makers across the four nations of the UK. Smaller charities, too, are benefitting, like Transforming Lives for Good whose 'Make Lunch' initiative, providing lunches for children in the school holidays, received funding from the charity's last melt.

Now, Gold for Kids is in the process of adding to its list of beneficiaries. By increasing the number of local charities they help, they aim to reach as many vulnerable young children as possible and give them the chance of a better life. It also means those laboratories and practices donating can help children in their own town or city. A full list of beneficiaries for this latest round of funds will be revealed soon.

How Dental Laboratories Can Transform Gold Into Hope

Gold For Kids is now calling for more UK dental laboratories to get involved and to become Ambassadors for the charity by donating their waste gold. Once the charity has collected your donation, the weight of the precious metal is recorded and the gold is kept in the Gold for Kids' safe until there are enough donations to melt.



Co-Founder David Holmes said:

“We would appeal directly to dental laboratories to ask us for one of our signature crown collection pots so that they can start donating any unwanted or broken crowns, bridges, dentures, PFMs, PFGs or other precious or semi-precious material. It would mean so much to so many.

“We are also appealing to patients and the public to donate any crowns or bridges that are being taken out or replaced by their dentists, to donate them through their practice.”

The Donation Process – How It All Works

All dental laboratories need to do is to collect their waste dental restorations, like gold crowns and bridge work, in their Gold for Kids collection pot, then request a Royal Mail collection from their premises to send restorations (and any old or broken gold jewellery) to the Gold for Kids secure storage facilities. These are then sent to a metal refinery to be processed and turned into bars which are sold to leading jewellery traders for cash.

The money is then sent to carefully selected children’s charities which are dedicated to improving the wellbeing and prospects of children in need. As Gold for Kids is a registered charity, gift aid can also be claimed on donations from UK taxpayers, increasing the value of donations by 25%.



Leticia Casanova continued:

“As a thank you for your support, you will also receive a certificate from the Gold for Kids charity recognising your generous donation as well as social media support from us to help set you apart from your competitors.”

Become a volunteer

If you are looking for an opportunity to volunteer for an incredible cause, you are in luck. Gold for Kids would like to expand its reach across all parts of the UK. If you think you can bring Gold For Kids to your area or you are looking for a way to contribute to the project, please get in touch. Perhaps you have some time to distribute Welcome Packs, talk to dentists in your area or send our introduction flyer to your contacts. No matter how much time you have, any contribution will be gratefully received.

How to get in touch

For more information about the charity, to register interest or to request a collection, please visit www.goldforkids.org where you can also download a welcome pack. You can also email the charity at info@goldforkids.org