

Appendice 4

My Things Matter Campaign and sign up

In January we launched our new 'My Things Matter' campaign as NYAS' flagship 2022 campaign. Supported by [Madlug](#) (Make a Difference Luggage) – an award-winning UK bag brand – we are asking local authorities to sign the 'My Things Matter' [pledge](#).

So far, **32** local authorities have signed the campaign pledge. Please see the breakdown by region below.

North	Central	South	Wales
12	6	10	4
Tameside	Suffolk	East Sussex	Neath Port Talbot
Redcar and Cleveland	Norfolk	Bexley	Swansea
North Yorkshire	Buckinghamshire	Hammersmith and Fulham	Torfaen
Hartlepool	Oxfordshire County Council	Medway	Vale of Glamorgan
Warrington	Rutland	Redbridge	
Wakefield (no NYAS contract)	Herefordshire	Devon	
Wigan		Southampton	
Lincolnshire		West Sussex	
Middlesbrough		Ealing	
Hull		Dorset	
Newcastle Upon Tyne			
Leeds			

On 6th October, [NYAS' 'My Things Matter' campaign took home the Partnership Award](#) at the National Children and Young People Awards 2022. NYAS were nominated alongside [Madlug](#), as this award recognises organisations who have worked together to place children and young people at the centre of their work.

On NYAS winning the award, NYAS Group CEO Rita Waters said:

“We are delighted to have won this prestigious award, recognising the value of working together to create change for children and young people. We are incredibly grateful for the children and young people who have shaped My Things Matter and continue to be our focus, and also want to thank our partners at Madlug who are a vital part of our efforts. We



will not stop campaigning until every child has the best possible moving experience while in care.”

Our flagship campaign for 2022 has also been shortlisted for ‘The Children in Care Award’ at the [Children and Young People Now Awards](#) 2022, which will take place in November 2022.