



**BullyingUK**

Part of **family lives**

Stop

## **Bullying UK Fundraising Pack**

**Get your school or organisation involved in raising money to help stop bullying in the UK**



## ***Thank you for supporting Bullying UK***

Thank you for choosing to support Bullying UK for Anti-Bullying Week 2016. Fundraising during Anti-Bullying Week is a great opportunity to get your school or organisation to promote positive messages about anti-bullying, raise awareness of the different forms of bullying, raise funds for Bullying UK and have fun at the same time.

Bullying can have a serious impact on self-esteem, education and mental health and affect someone for years to come. We provide a helpline for young people and adults, online support through our website and social media channels. We also deliver projects in schools talking and working with young people directly.

This pack contains some ideas to help you raise money for us to help people who are bullied. We are very grateful for your support.

Thank you and good luck!

Fundraising Team  
Bullying UK

# *Help us support the victims of bullying*

We want to show you how our work supports young people and families affected by bullying, and how the money you can raise will help.

In this pack we have included ideas for ways you can raise money to support those experiencing bullying. We're sure that there's something here for everyone, but you can always come up with your own fundraising idea too.

**£10** helps a bullied child too scared to go to school to talk to our trained advisors online

**£20** funds individual support sessions for ten families in distress each year

**£25** helps train a volunteer call taker so they can be there for a mum who has just found out her daughter is self-harming because she is being bullied online

# Fundraise for us

## **1. Wear blue campaign**

Hold a non-uniform day or a dress down day and encourage everyone to wear blue to stand up against bullying. You can send us your pics of wear blue day for Bullying UK via Twitter or Facebook so we can celebrate and share your great pictures.

## **2. Anti-bullying bake off**

Get creative with the flour and eggs! Have a bake-off competition and then sell the goodies you have made! Just find a place to have your bake sale such as a classroom, workplace or even your garden and get some posters up and you're away.

## **3. Come dine with me**

Get a group together and hold a dinner party over consecutive nights with lots of fantastic food, great conversation and perfect night in! Great way of raising money and having fun!

## **4. Sponsor me!**

Sponsored events are great fun and a good way to get motivated to do something different for a good cause. You could hop, run, be silent, dance, walk, hike or sing, the choices are endless.

## **5. Bring and buy**

Everyone has things they no longer use, or unwanted Christmas gifts. You can turn this into treasure by running your very own jumble sale. All you need is a space to hold the sale, some tables, and some good sales people!





### **6. Hidden talents**

You could organise your own talent contest, play or concert in aid of Bullying UK. It could be great fun and an excellent way of raising money as well as getting some media coverage.

### **7. Fashion show**

Why not get creative with some old clothes and a sewing machine? Or you could see what you can make out of recyclable materials and add an extra twist to your own anti-bullying fashion show.



### **8. Quiz**

Why not arrange a quiz show? You can get teams together, choose team names and each person pays £1 to enter. You can ask people to donate a prize for the winning team.

### **9. Dance the night away**

Everyone likes to dance, so why not organise a dance for Bullying UK. You can make some posters, charge a small entry fee and even give prizes for the best dancers.



### **10. Poster or Vlog competition**

Get creative and hold your own poster or poem competition to celebrate Anti-Bullying Week and raise money. Alternatively, you can make your own anti-bullying vlog with messages to help and support those affected by bullying. We would love to showcase this on social media so please send them to us too!

# Your event

## **Sponsorship form**

There is a sponsorship form on pages 9 and 10 which you can use to collect donations from your friends and family. Just photocopy it or print out again if you need more.

## **Fundraising online**

It's easy to fundraise online using [www.justgiving.com](http://www.justgiving.com) and [uk.virginmoneygiving.com](http://uk.virginmoneygiving.com) which are websites that allow you to set up your personal fundraising page to collect donations for your fundraising activity to give to Bullying UK, part of Family Lives. They are simple to set up and you can add your own story, pictures and videos to your page to make it your own. Once it is set up your friends and family can donate their money without you having to collect it later. It's also easy for people to add Gift Aid this way.

## **Gift Aid**

Gift Aid provides donors with the opportunity to increase the value of their donations, if they are a UK Taxpayer and live in the UK. Gift Aid allows us to claim an extra 25 pence for every pound which is raised with no extra cost to either the sponsor or the fundraiser. So for example if you raise £1, with Gift Aid this is worth around £1.25 to Bullying UK. People can sign up for us to claim Gift Aid on their donations by ticking the box on the sponsorship form and including their full name and address. If they are donating at your JustGiving or Virgin Money page they will collect any Gift Aid for Bullying UK. There are lots of rules and regulations relating to Gift Aid so if you have any questions please do ask.

## **Make your event stand out**

Try to make your event stand out whether it's in an email or on your online fundraising page. Give them lots of information about your event, such as

location and time, and also why you are raising money for Bullying UK, and use photos to get people interested. Tell people about Bullying UK. You can find information on our website [www.bullying.co.uk](http://www.bullying.co.uk) Design some promotional materials such as flyers, leaflets and posters to advertise your event. You can use our posters at the end of this pack or make your own.

## **Tell people about your event**

Telling people about your fundraising event can really help to make it a success. You can spread the word through posters, bulletin boards, or online through a school website, or Facebook or Twitter page. Don't forget to tell us too and we can help get the message out!

## **Contact your local media**

Your local media is a great place to contact about your fundraising event. Local newspapers, radio stations and TV are always looking for stories about local people. Have a look in your local newspapers for examples of other fundraisers. Here are a few tips about what they might be looking for:

- Local media will like a story which is original and interesting so think how you can make your event stand out.
- If you have an interesting story about why you have chosen to raise money for Bullying UK they will be more likely to accept it. But please remember that you may be asked to talk about your personal background when discussing your event. If you, or the people you're close to aren't comfortable with this and you're having concerns, you can always talk to our Press Office about what to expect.
- Pictures - local media like a good photo

The best way to inform your local media about your fundraising event is to send them a press release, we recommend doing this 28 and seven days before it takes place. Include information such as what the event is, how much you are trying to raise for Bullying UK, where and when it will take place and who is doing it and why. If you have a personal story behind the event, or any of the participants include that too.

Alternatively you can simply pick up the phone and ask to speak to the relevant person. It's never too late to talk to the press and remember that you can still contact them again afterwards with photographs to tell them how it went.

### *How to collect money*

If you did a sponsored event, some people prefer to sponsor you after you've completed your event so you let people know what you've just done, and how well it went. Don't be afraid to give those who promised to sponsor you a gentle reminder.

Remember to say thank you to everyone who sponsored you, or who helped you organise your fundraising event and let people know how much money you raised.



### *Sending us your money*

Anything you've raised online through Just Giving will automatically be transferred to us at [www.justgiving.com/familylives](http://www.justgiving.com/familylives) so you won't need to do anything there.

- If you've collected offline funds please try and send these in no later than two months after your fundraising event. Please remember to send in any sponsorship forms with the donations so we can claim the Gift Aid.
- Make sure you let us know your name and the event you took part in when sending in your funds so we know who to thank. If you'd like us to thank a group by name then please let us know.
- Please make cheques out to Family Lives and send to this address:  
Bullying UK, part of Family Lives,  
15-17 The Broadway, Hatfield,  
Hertfordshire, AL9 5HZ
- Please do not send cash.
- You can also make a donation over the phone by credit or debit card if you need to. Please call us on 020 7553 3080.

### *Share your story*

If you'd like to share your story and help inspire other fundraisers, please send your stories, quotes and photos to [webcoordinator@familylives.org.uk](mailto:webcoordinator@familylives.org.uk) We'd love to use these in our future newsletters, social media channels and on our website.

You could also add your story to your school's website, post it on your blog and share on social media.

# Checklist

- Let us know about your fundraising event, when it is and where it will take place, you can email [webcoordinator@familylives.org.uk](mailto:webcoordinator@familylives.org.uk)*
- Make a fundraising plan of who you will ask and how much you think you can make from your event.*
- Set up your online fundraising page - see page 6 of this pack for more information.*
- Contact your local media. See page 6 of this pack for tips and advice.*
- Promote your fundraising page on Facebook, Twitter, email, posters and any other way you can think of.*
- Collect offline sponsorship and complete the sponsorship form included with this pack.*
- Thank all your donors for every donation. Let them know how your event went and how their donation will help Bullying UK.*
- Send in your money.*
- Email us at [webcoordinator@familylives.org.uk](mailto:webcoordinator@familylives.org.uk) and let us know how your event went and any photos from the day.*

**Thank you!**





## Bullying UK wristbands order form



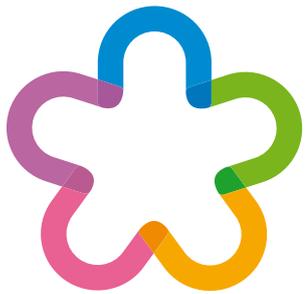
Place your order now for your Bullying UK wristbands for Anti Bullying Week 2016.

Our wristbands are a great addition to a non-uniform day or bullying awareness day. Wristbands cost 50p each (including VAT and postage), there is a minimum order of 100. Please note, wristbands may differ slightly to the image shown. Visit us at [www.bullying.co.uk/anti-bullying-week/anti-bullying-week-wristbands/](http://www.bullying.co.uk/anti-bullying-week/anti-bullying-week-wristbands/) to order yours!



# Non-uniform Day!

## To raise money for



# BullyingUK

Part of **family lives**

## Date:

## Donation:

(Please hand your donation to your form tutor)

**£10** helps a bullied child too scared to go to school to talk to our trained advisors online

**£20** funds individual support sessions for ten families in distress each year

**Helpline 0808 800 2222**  
**[www.bullying.co.uk](http://www.bullying.co.uk)**

# Bake sale to raise money for



**BullyingUK**

Part of **family lives**

**When:**

**Where:**

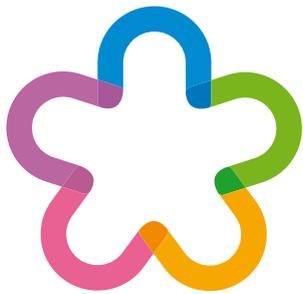


**£10** helps a bullied child too scared to go to school to talk to our trained advisors online

**£20** funds individual support sessions for ten families in distress each year

**Helpline 0808 800 2222**  
**[www.bullying.co.uk](http://www.bullying.co.uk)**

# We are raising money for



**BullyingUK**

Part of **family lives**

**What:**

**When:**

**Where:**

**£10** helps a bullied child too scared to go to school to talk to our trained advisors online

**£20** funds individual support sessions for ten families in distress each year

**Helpline 0808 800 2222**  
**[www.bullying.co.uk](http://www.bullying.co.uk)**