



**BullyingUK**

Part of **family lives**

Stop

# **Bullying UK Fundraising Pack**

**Raise money to help stop bullying in the 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.

## Thank you for supporting Bullying UK

Thank you for choosing to support Bullying UK. Fundraising for anti bullying 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.

### Help us to keep being there, on the phone, online, and in person.

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

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

**£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. Run for us

Get your running shoes on and raise money for Bullying UK. Sign up to one of the nationwide runs via our fundraising page [www.familylives.org.uk/get-involved/fundraise/run-for-us](http://www.familylives.org.uk/get-involved/fundraise/run-for-us) and help us support people who are affected by bullying.



## 2. Yummy bake off

Get creative with the flour and eggs! Have a bake-off competition and then sell the goodies you've made. Just find a place to have your bake sale such as a classroom, workplace or even your garden, 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 and great conversation for the perfect night in. A fantastic 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. Find out more by visiting [www.familylives.org.uk/get-involved/fundraise/run-an-event-in-your-area/](http://www.familylives.org.uk/get-involved/fundraise/run-an-event-in-your-area/).

## 5. 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 to add an extra twist to your own anti-bullying fashion show. Get your friends and family involved and make it as big or as small as you want.



## 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. Bring and buy

Have a rummage in that cupboard full of things you no longer use and 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, a few tables, and some good salespeople!

## 8. Quiz

Why not arrange a quiz? You can get teams together, choose team names and each person pays £1 to enter. You can ask people or local businesses 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 to those with the smoothest moves.

## 10. Poster or Vlog competition

Get creative- hold your own poster or poetry competition to raise money. Alternatively, you can make your own vlog with messages of help and support for those affected by bullying. We'd love to showcase them on our social media, so don't forget to 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 **BT My Donate, Just Giving or Virgin Money Giving** 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're 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. Donation sites will collect any Gift Aid for Bullying UK. If you have any questions about Gift Aid, please get in touch

## 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 the story of why you're raising money for Bullying UK and explain who we are. 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.

## 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 team 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 at least seven days before it takes place. Include information such as what the event is, how much you're 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 if any of the participants do, include them. 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 and to tell them how it went.

## How to collect money

If you took part in a sponsored event, some people prefer to sponsor you once you've completed it, so make sure you let everyone know all about how well you did! 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 **BT My Donate** will automatically be transferred to us 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 3086**.

## Share your story

If you'd like to share your story and help inspire other fundraisers, please send your stories, quotes and photos to [bullyinguk@familylives.org.uk](mailto:bullyinguk@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



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- Let us know about your fundraising event, when it is and where it will take place, email us at [bullyinguk@familylives.org.uk](mailto:bullyinguk@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. You can connect with us on our Twitter and Facebook pages too using @BullyingUK.
- 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.
- When using our logo on promotional materials or posting on social media about your fundraising, ensure you state you are "fundraising in aid of Bullying UK, part of Family Lives".
- Email us at [bullyinguk@familylives.org.uk](mailto:bullyinguk@familylives.org.uk) and let us know how your event went and any photos from the day.

# Thank you!

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



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## Sponsorship form

**Full name:** .....  
**Address:** ..... **Post code:** .....  
**Date of event:**..... **Name of event:**.....  
**Contact number:** ..... **Email:** .....

If you need more copies of this form, please photocopy it before filling it in, or print another copy

A donation is worth more with giftaid



Do you pay tax? If so your gift will be worth a quarter more to us - at no extra cost to you. All you have to do is tick the box below, and the tax office will give 25p for every pound you give. I am a UK taxpayer and I would like Family Lives to claim Gift Aid on my donation below. I understand that I must pay an amount of Income Tax and/or Capital Gains Tax for each tax year (6 April one year to 5 April the next) that is at least equal to the amount of tax that Family Lives will reclaim on my gifts.

Full Name	Home Address <small>Please provide your full home address and postcode otherwise we cannot collect Gift Aid</small>	Postcode	Amount	Gift Aid	Opt in* <small>See below</small>

**ONLINE SPONSORSHIP:** Why not log on to **BT My Donate** and create an online sponsorship page - it's free and simple to use.

**Subtotal** £

\* Opt in - Family Lives would like to hold your details in order to contact you about our fundraising, campaigning and services for families. If you would be happy for us to use your details in this way please tick the last box in the table above. Please see our Privacy Policy for information [www.familylives.org.uk/privacy/](http://www.familylives.org.uk/privacy/)

## Sponsorship form contd



Gift Aid It - Please see our statement about Gift Aid overleaf

Full Name	Home Address <small>Please provide your full address and postcode otherwise we cannot collect Gift Aid</small>	Postcode	Amount	Gift Aid	Opt out* <small>See below</small>

**ONLINE SPONSORSHIP:** Why not log on to **BT My Donate** and create an online sponsorship page - it's free and simple to use.

**Thank you for your support**

Please return your completed form and sponsorship received to the address below.  
(Please ensure that your name, postcode and event name is written on the back of all cheques)

Total amount sent:	Date sent:
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\* Opt in - Family Lives would like to hold your details in order to contact you about our fundraising, campaigning and services for families. If you would prefer us not to use your details in this way please tick the last box in the table above. Please see our Privacy Policy for information [www.familylives.org.uk/privacy/](http://www.familylives.org.uk/privacy/)

# Non-uniform Day! To raise money for



**Date:**  
**Donation:**

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

**£25** helps train a volunteer to support those affected by bullying.

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

# Bake sale to raise money for



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**When:**

**Where:**



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

**£25** helps train a volunteer to support those affected by bullying.

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

# We are raising money for



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**What:**

**When:**

**Where:**

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

**£25** helps train a volunteer to support those affected by bullying.

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