

Thank You

Beatbullying

Thank you for downloading Beatbullying's Anti-Bullying Week Fundraising Pack!

It is only with the help of people like you that we are able to continue to carry out our bullying prevention work and support young people facing the devastating consequences of bullying and child-on-child violence. In this pack you will find common FAQ's, fundraising tips and how to guides from how to get sponsorship to setting up your Virgin Money Giving profile, everything you need for a successful, fun fundraising experience for a great cause.

Government figures show that a shocking 1 in 3 young people are bullied in the UK. Bullying has serious consequences ranging from low self esteem and confidence to depression and even self harm and suicide. Bullied young people, be unable to concentrate in lessons and start to do worse at school. Some young people may drop out of school entirely because they feel unable to cope. You can make a big difference to the lives of young people who are bullied by support Beatbullying and our programmes such as CyberMentors. CyberMentors is an on and offline peer mentoring programme which helps young people build a network of support and advice, improved their wellbeing and confidence and learn how to tackle bullying in their schools and community. The CyberMentors programme reduces bullying in schools by an average of 40% and also reduces truancy, exclusions and negative behaviour at school, while improving the wellbeing and self confidence of the young people involved.

You can do lots of things to raise money for Beatbullying, on your own, with friends or in your school. Be creative and you are sure to have a good time whilst doing a great thing. Whether you are organising an own clothes day, holding a bake sale or coffee morning, putting on a concert or doing a sponsored walk, big or small your contribution will enable us continue to provide our bullying prevention and support work - helping thousands of young people who are coming to us in crisis.

We would like to thank you in advance for helping Beatbullying continue to do this and we hope you have fun fundraising for us. If you need any help or advice, please don't hesitate to get in touch – We would love to hear from you!

Email: fundraising@beatbullying.org
Telephone: 0208 768 1029
Website: www.beatbullying.org



Targets

Raise £3 and help us respond to one child who has been bullied.

- Text 'Beat22 £3' to 70070 and donate. The cost of your text to 70070 will be charged at £3.00 plus your standard network text charge. Service is available for UK mobiles only.
- Start a penny jar and collect your loose change for the whole of Anti-bullying Week. You would be amazed how much you can collect!
- Visit our website www.beatbullying.org and set up a regular donation of just £3 a month. By giving a regular gift you can ensure that young people effected by bullying and child on child violence will always have a place to find the support and help they need.



Raise £22 and pay for a counselling session for a traumatised victim of bullying or child-on-child violence.

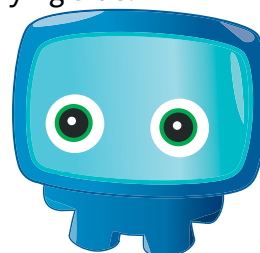
- Hold a bake sale, sweet shop or a coffee morning at your school - ask people to donate yummy treats to sell.
- Ask your family and friends for a donation in return for chores - wash the car, cook dinner or do the washing up for a week.
- Hold a quiz and ask people to pay a few pounds to enter. You could make even more money by offering the chance to 'buy' clues or holding a raffle to.

Raise £100 and cover the cost of training one young person as a CyberMentor, enabling them to support and mentor their peers through the issues they are facing.

- Organised a sponsored event - get your friends and family to sponsor you to run, walk, cycle, swim, read, stay quiet, give up facebook, skydive or bungee jump. You could either plan this yourself or get in contact with fundraising@beatbullying.org to find out what exciting fundraising events you could join.
- Hold a concert, talent show or sporting match and charge people to come and watch. Teachers vs Students events always go down well and you can make even more by selling drinks and refreshments to the crowd.
- Buy a pack of Beatbullying wristbands for 50p each and sell them for £1

Raise £1,500 and pay for the cost of delivering the CyberMentors bullying prevention programme in your school.

- Hold a whole school own clothes or dress up day and ask everyone to donate £1-2 to take part. Give it a theme or ask everyone to come in dressed in Beatbullying blue!
- Hold a auction - ask people to donate items or promises and get the whole community or school involved.
- f you are a teacher, ask all the pupils at your school to create their own fundraising and awareness raising projects - download the ABW fundraising pack for more ideas for young people.



If you do raise £1,500 and would like to find out more about how you can book CyberMentors training for your school please contact fundraising@beatbullying.org/ 020 8768 2161 to find out more.



Spread the word

- Tell as many people as possible about what you are doing, friends, family, colleagues, your parent's work and any clubs or associations you are involved in.
- Use the Internet: social media sites such as facebook and twitter are a great way of getting the word out.
- Contact your local press, TV and Radio, with a press release telling them what you are doing, they love feel good stories.

Set a target

- It often really helps to have a target in mind when it comes to fundraising. Aim high, but attainable, and get that great satisfied feeling when you reach your goal!

Start early

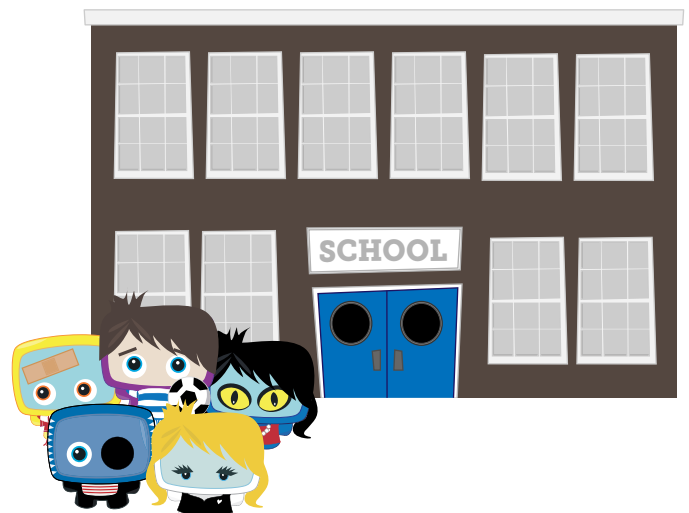
- The sooner you start, the more you will collect! Give yourself lots of time to reach your goals and keep up with your fundraising efforts. We will be in regular touch to see how you're getting on and to give you encouragement.

Maximise your efforts

- Gift Aid: The gift aid scheme allows charities to claim back the tax paid on donations made by UK taxpayers. By getting your supporters to fill out a gift aid form or by simply ticking the box on the Sponsorship form and your JustGiving page you can increase the amount of money Beatbullying receives.

Coughing up the Cash

- When doing a sponsored event encourage as many of your supporters as possible to donate through JustGiving as this means you don't have to worry about collecting money afterwards.
- If you are using the paper sponsorship form, try and get as much of the money prior to the challenge, as people lose interest quickly and can find excuses for not paying up! You can always give it back if for some reason you are unable to take part
- Asking people for money can be embarrassing but remember, you are doing it for a charity so you have nothing to feel awkward about when it comes to approaching people for help or money. The worst they can do is say 'no', and more often than not they will say 'yes'.



Holding an event

Fundraising in five easy steps

1. Be creative – Have a long think about what kind of event you want to do. Think about the sorts of things the people you know would be interested in doing and make it as fun as possible. Try to come up with one brilliant idea that everyone can get involved in.
2. Plan it – Write a checklist and a timetable to make sure everything you need gets done. Try and get friends and family to help you organise it. Get any permissions you need and don't forget to keep it safe!
3. Promote it – The more people you tell about the event the more money you will raise. Be creative: get all your friends to put it on Facebook, use emails posters and newsletters, send a letter home to parents, get the local press involved.
4. Get the Money – Sell tickets, get sponsored and do as much as you can before the actual event.
5. Get on with it – Do all the preparation the day before to make sure your event runs smoothly. Get as many people to help you with the organising and promotion as possible. The event should then run according to plan.

Gigs and Concerts • Auction of Promises • Sports Tournament • Dress Down/ Up Day

Quiz Night • Games Night • Karaoke Night • Murder Mystery • Race Night • Bake Sale

Cheese and Wine Night • Dinner Party • Sell handmade Items • Bowling Tournament

Timing is everything

- Think about when the best time to hold your event will be. Check to make sure there aren't any clashes, for example an important football match.
- Don't forget to leave yourself plenty of time to prepare.

Money management

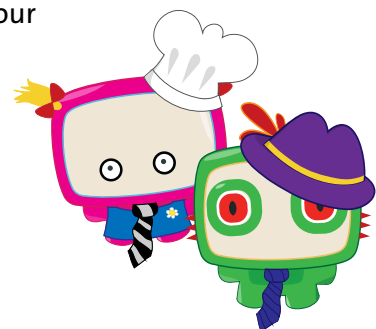
- If you have to spend money to put on an event aim to raise at least three times as much as you spend. Set a budget, try to keep costs low and look to see if people will donate both items and their time.

Added extras

- By adding a raffle, auction, head or tails competition or other mini-event you can increase the amount you can raise in one go.

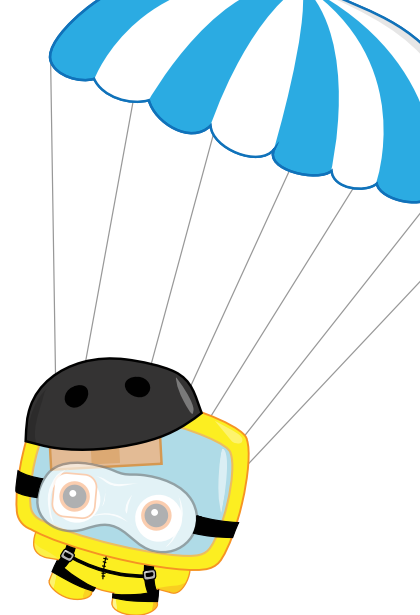
Sponsored Events

Getting sponsored to do something is a great way of not only raising money on your own or in a team, but also setting yourself a challenge and completing something you are proud of, whether it is being sponsored to spend a day without your mobile phone, spend the day in silence, run a marathon or walk a mile



Challenge events

- Here are Beatbullying we regularly get involved with organised challenge events such as the Royal Parks Half Marathon, the Bupa London 10,000 and the Nightrider 100km cycle.
- Ever felt like flinging yourself out of a plane at 10,000 feet? Well if so you can take part in a sponsored skydive for Beatbullying (over 16s only). You can jump at anytime throughout the year or take part in one of our regular group jumps!
- Ever felt like going even further afield? We also have some really exciting opportunities to take part in sponsored overseas treks such as walking the Great Wall of China, Climbing Machu Picchu or cycling from London to Paris



For more information about how you can take part in any of these events check out our website at www.beatbullying.org or email fundraising@beatbullying.org to see what events are going on!

Virgin Money Giving

Setting up a Virgin Money Giving (VMG) account is the easiest way to reach your target and gather money for yourself and those who wish to donate; and every penny goes to Beatbullying. You can personalise your page and post links to your profile.

1. Go to www.VirginMoneyGiving/charities/beatbullying and click on 'start fundraising'.
 2. Create a Virgin Money Giving (VMG) account or login to your account if you already have one.
 3. Choose your event.
 4. Choose a web address for your fundraising page and 'make your page'.
 5. Go to your account and personalise your page with a message, image and fundraising target – pages which are personalised tend to raise more money!
 6. Share the page with as many people as possible.
- Put a link to your VMG page on Facebook and send it to all your friends as well as other sites you might use like Twitter or Bebo to promote your page. You could easily paste the link into an email as well.
 - Email a link to your fundraising page to everyone in your address book. Ask them to forward it on to everyone they know.
 - Keep emailing everyone to update them on your progress.
 - Let us know how your fundraising is going so we can share your news and good ideas with other fundraisers.



Making a Donation

Now you have raised your cash - what should you do with it? There are several ways in which you can get the donation to us:

1. Cheque - If you would like to pay by cheque please make it out to 'Beatbullying' and post to Finance Department, Beatbullying, Rochester House, 4 Belvedere Road, London, SE19 2AT
2. Online - You can make a donation by card online by visiting our website. If you are a UK tax payer, paying online also makes it really easy to add gift aid to your donation - meaning we receive an extra 25%!
3. Cash - If you have collected donations in cash, you can pay it in at any branch of HSBC, just email fundraising@beatbullying.org with your address and we can send you a paying in slip.

Other Ways to Donate

You can also text donate by using Beatbullying's own text code which is 'BEAT22 £3' to 70070 – Why not encourage people to txt during an event, or add the number to posters or emails

- Donations available are £1, £2, £3, £5, £10 only. (Just put the amount you want to donate after 'Beat22')
- All text messages are free on all networks and we receive 100% of your donation.
- Text donators will then receive a second text with a link to a Gift Aid form. If you pay income tax this means we will receive a free boost from your donation.



