



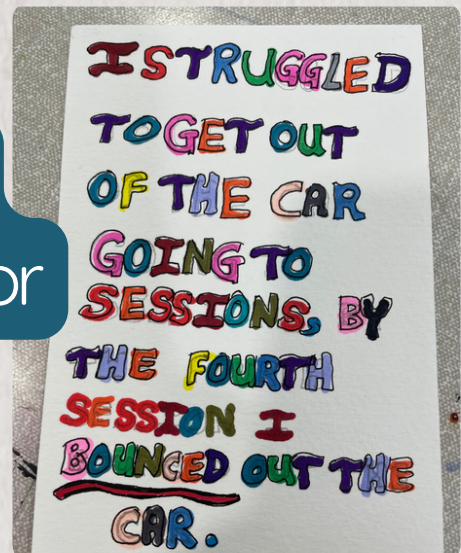
# Corporate Fundraising

Help us be there for  
people affected by eating  
distress in the North East





Your team's support can make a huge difference for somebody's recovery journey.



As you, or somebody you work with, may know from personal experience, it can be incredibly difficult to access the right kind of support when you or someone you love is living with eating distress.

Eating Distress North East is determined to be there for the people who fall through the gaps.

As a charity, we're reliant on the support of our community to be able to keep providing our specialist support services to those who have nowhere else to turn.

Maybe you're interested in learning about workplace mental health with us, nominating us as your company's **Charity of the Year**, or fundraising for us at an **upcoming event**.

However you'd like to be involved, your team's support means we can be there for people affected by eating distress.



**Together, we can give them hope and tools for recovery.**

In 2024 we received over 1,000 referrals – a 78% increase on the previous year.



## Charity Partnerships are good for business

Taking care of the mental health and wellbeing of your staff is essential for any organisation. Partnering with Eating Distress North East demonstrates that your company genuinely cares about its people. Eating distress doesn't discriminate — it can affect anyone, including your employees and their families.

Research shows that at least 1.25 million people in the UK are living with an eating disorder. When we include those supporting someone with an eating disorder, the number of people affected rises to 5 million in the UK alone (according to BEAT).

71% of millennials and Gen Z are more likely to apply for a job at a company that is committed to giving back to the community (Deloitte, 2020).

69% of the public believe businesses have an obligation to support the local communities in which they operate (YouGov, 2022).

It's therefore likely that someone in your company is living quietly with this every day.



When you agree to partner with Eating Distress North East, we provide:

- Dedicated fundraising support to help you get started
- Lunch and Learn invitations and expert staff training
- Tips and tricks on how to raise awareness and build support for our cause
- Brand engagement via social media/website/press
- Invitations to EDNE-run events

## Raise awareness with a Lunch & Learn



This tailored training session can be delivered by one of the Eating Distress North East team, an experienced trainer who has delivered training and awareness raising to a broad range of audiences including counsellors, teachers, GPs and parents.

They will help you spot the signs of eating distress and what resources to use if your staff may need our support. There will be an opportunity for attendees to follow up privately after the session.

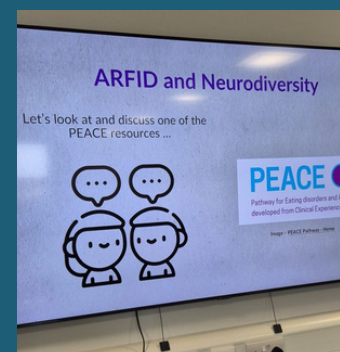
If you're an employer looking to bring this important conversation to your team, Eating Distress North East offers these educational and awareness-raising sessions.

Together, we can build workplaces that are more understanding and supportive.



## Partnership benefits with Eating Distress North East

- Access our **expert-led training** to deepen your company's knowledge
- Show a commitment to the **wellbeing of your workforce**
- **Reflect company values** through meaningful actions for your employees and customers
- Enable staff to **identify and address** eating distress early
- Foster a **healthier work environment** by reducing stress and preventing burnout
- Provide **support for employees** affected by eating distress, personally or within families
- **Social media and press coverage** of partnership and key logo placement



# Your Charity of the Year

Choosing Eating Distress North East as your Charity of the Year can really help us to make a difference to people affected by eating distress. But what does it mean for you and what do you have to do?

## Awareness

We encourage you to advertise your support for us and make your staff and clients aware of who we are and what we do.

This could be on your website, on your newsletters, your social media and wherever else you can.

## Join a Fundraising Challenge

You might want to take part in a bigger national or local event in aid of Eating Distress North East.

## Support from us

We'll be there every step of the way to help you with your 'Charity of the Year' endeavours.

Whether it's help with setting up fundraising pages or providing t-shirts and collection tins for your own events, we can make everything run smoothly for you.



## Fundraise

If you can host fundraisers in aid of EDNE throughout the year, the funds raised go a long way to helping us continue our services.

Here's some ideas to get you started:

- Sponsored walk
- Quiz night/lunchtime quiz
- Charity party
- Dinner and auction
- Sponsored office sleep-in
- After work yoga class / sponsored meditation
- Matched giving



Whatever you choose to do, we can help you with marketing materials and celebrate your achievements on our social media channels.



## Can you provide any digital / physical materials for fundraising?

Yes! We are here to help with whatever you need and can provide logos/images/flyers/posters/t-shirts/collection tins for your event and whatever you need to make it a huge success. Just get in touch with Anne at [enquiries@edne.org.uk](mailto:enquiries@edne.org.uk) if you need any assistance with fundraising materials.

## What does the money raised for Eating Distress North East go towards?

Your team's fundraising will go towards our services to help people affected by eating distress on their road to recovery; including one-to-one counselling and group support.

## How do we send any funds raised to Eating Distress North East?

Please get in touch with us on [enquiries@edne.org.uk](mailto:enquiries@edne.org.uk) for details on how to send a donation by Bank Transfer.

If you are sending a cheque, please address it to Eating Distress North East, 58 Leazes Park Road, Newcastle-upon-Tyne, NE1 4PG.





# Let's Talk



## Anne Fry

Chief Executive

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