



Your Handy Fundraising Guide

The great thing about fundraising for Eating Distress North East is that it can be as simple or as elaborate as you like, and whether you raise £20 or £2,000, every penny counts, and you get to have some fun.

The difference we make together

When you fundraise for us, you're helping us tackle a really important issue. Eating distress is a serious mental health concern, and nobody should have to face it alone. By getting support to people early on, we can help them find their path to recovery.

Examples of how your donations help

- **£10** could buy **resources** for our peer support groups
- **£55** could **fund a counselling session** for someone living with eating distress
- **£70** could **cover a place for a parent** on our Holding onto Hope course for loved ones of those with eating distress





Fundraising with friends and family

Get together with your friends and family to help us support people affected by eating distress by organising a fundraising activity. Here are a few ideas to get you started:

- **A big night in:** Invite friends and family home to enjoy some dinner and games asking everyone to chip in what they would have spent on a night out.
- **Get quizzing:** organise a quiz night for friends and donate a nominal entry fee to Eating Distress North East
- **Celebrate and donate:** celebrate a special occasion by asking for donations to Eating Distress North East instead of gifts.

Or how about a:

- Garden party
- Bowling night
- Fundraising Ball
- Sponsored walk



Fundraising at work

You and your colleagues can raise money for us by doing what you do best, working together and having some fun at the same time.

- **Ask your company to donate one extra day's holiday:** hold a raffle at work to win the extra day off
- **Organise a quiz evening:** Ask the pub near work if you can hold it there and round up your teams
- **Donate an hour's salary:** Ask your employer to match it
- **Hold an auction of promises:** how high will people go for a weeks' worth of tea making or taking over their early morning shift
- **Dress down or up day:** make a change from your usual workwear and wear something different for a day. You could go for an 80s theme, a casual wear day or a celebrity lookalike challenge. Wear whatever you fancy, just make sure everyone donates!
- **Bring your dog to work day:** For a small donation, bring a dog to work and have some fun organising classes for the best dressed, best trick or best behaviour



Or how about a:

- Sponsored job swap
- Company car wash
- Sweepstake





Fundraising at school or local clubs

Whether you're a school, college or local social club looking to raise money for Eating Distress North East - there are loads of ways you can get involved.



- **Hold a non-uniform day:** this is an easy way to fundraise at school.
- **Teachers vs students:** Sports match or music quiz and charge each team member to take part – or alternatively sponsor the events.
- **Sponsored silence:** Teachers or club leaders will be happy, and you will raise lots of money!
- **Hold a concert:** Donate the proceeds from the ticket sales.
- **Talent contest:** Put on a show to reveal everyone's hidden talents and invite parents and teachers along to watch in return for a donation.

Get ready

There are loads of different ways to be creative and raise money for Eating Distress North East. There is something exciting and engaging for everyone. Choose an event that you enjoy or that suits your lifestyle and is achievable - be inspired and most of all have fun!

Get set

Planning is vital to make sure your event is successful, so give yourself plenty of time to plan. Set the date, location and budget. Find a time that works for everyone and get your invites out early. Ask friends or family to help in any way they can to share in the fun.

Go!

Don't forget to remind everyone how much you are aiming to raise on the day and remember to celebrate your fundraising success when you cross the finish line.

Tips for success

Tips for Success



- Set yourself an **achievable** fundraising target
- Let everyone know how much you aim to raise and how their donations will help us support people affected by eating distress
- If you are planning an event: **keep expenses low** by trying to get items or services donated or reduced in price
- Promote your event by wearing an Eating Distress North East t-shirt
- Don't stop after the event! **20% of all online donations come in after an event**, so don't forget to tell everyone how it went, put photos on your page and celebrate the success of your team!
- **Gift Aid it!** You can raise an extra 25% on every donation simply by asking people to tick the box on your sponsorship form or JustGiving page. There is no extra cost to you or your donors!
- Collect your sponsorship: don't be afraid of **reminding people** that they sponsored you, and always collect the money as soon as possible after the event.

Spread the word!

Share your fundraising page or event far and wide, and regularly on your social media, through your group chats, family and friends - you could even print a poster with a link to your fundraiser. The general rule of thumb is that people need to be asked about 3 times before they decide to chip in, so don't be shy.

Share updates and photos to show what you are doing, when and why.



TOP TIP: Always get permission from everyone taking part before the event, so you are able to share or upload photos or videos.

We can help share your pages and events on our social media channels too, so don't forget to tag Eating Distress North East on Facebook, Instagram and LinkedIn - search @EatingDistressNorthEast

Share your event with us

We would love to hear about your plans and activities. Please tell us what you are doing by calling on 0191 221 0233 or email enquiries@edne.org.uk

Don't forget to 'Like' our Facebook page and send us photos and videos so that we can share your story along the way.





Get the most out of JustGiving

JustGiving is a website that allows friends, family and colleagues to support your charity by donating quickly, easily and securely online by debit card or PayPal. It only takes a minute to set up a JustGiving page that's quick and easy to share with friends. Plus, the money donated comes directly to Eating Distress North East, so you don't have to worry about collecting it:

- **Register with JustGiving** at www.justgiving.com/create-page/
- **Design your page** and tell your story! Edit the personal message already on the page and tell people why you have chosen to raise money for Eating Distress North East.
- **Write a personal thank you message**, which will automatically be sent to everyone who donates through your page.

Getting that little bit extra

- **Tell your story** - You could raise 65% more when you write a page summary. A well-written story is the best way to connect with potential supporters. We recommend including why you decided to fundraise, why Eating Distress North East means so much to you and what event or challenge you're taking part in.
- **Add a picture** - You could boost your donations by 23%! The first thing that your supporters will look at is your photo selection – the more the merrier. Our top tip? Choose your cover photo wisely as this is the image that appears when you share your page on social media.
- **Shoot for a target** - Setting a fundraising target can lead to a 17% increase in the amount you raise. It gives your supporters a goal to get behind, so don't be afraid to go big! You can also increase your target as you go, so if you're nearing your target, remember to up it.
- **Self-donate** - Donating to your own page to get you started could raise you a whopping 84% more. Some people are nervous to make the first move - so do it for them! By starting your fundraiser off, it encourages others to donate too.
- **Share far and wide** - Sharing your page on Facebook, Instagram, X and WhatsApp will help you raise more. Let people know about the good stuff you're doing. They won't know if you don't tell them!
- **Don't forget email** - There are lots of people who are not on social networks but would love to hear about what you are doing so reach out via email. Perhaps you can ask to include your fundraiser in a staff email newsletter.
- **Post updates** - On average, people who post updates get 8% more donations! Every milestone matters. Use your page update as your diary, people love to see what you've been up to.
- **Say thanks** - 20% of donations come in after your event has ended. Make sure you follow up to thank your supporters. You never know, they might donate again!



Follow our Fundraising Guidelines

Choosing your fundraising activity

There are lots of different ways to fundraise for Eating Distress North East, from organising a quiz, taking on a trek or running a half marathon – the possibilities are endless. It is really important to choose the fundraising activity that is right for you depending on your interests and your wellbeing.

If you have personal experience of an eating disorder, even if you are now in recovery, it's especially important that you choose an appropriate fundraising activity. Always put your own health first and do not take part in any activity that could put your health and wellbeing at risk.

Before you get started, we strongly recommend that you:

- Consider whether you are ready to talk about your experience of an eating disorder.
- Ask your friends and family for their advice and support choosing your fundraising activity.
- Tell your doctor about your plans and discuss with them how this might impact your recovery.
- Avoid setting goals or targets that could put too much pressure on yourself or be unhealthy.

For individuals with lived experience of an eating disorder (or in recovery), or those with health conditions, in some cases we may request additional information from you, to ensure your safety. Remember, fundraising should always be a fun and empowering experience, and it should never impact negatively on your physical or mental health.

If you are not sure where to start, our fundraising team is here to help you find the right event for you. Get in touch on 0191 221 0233 or email enquiries@edne.org.uk

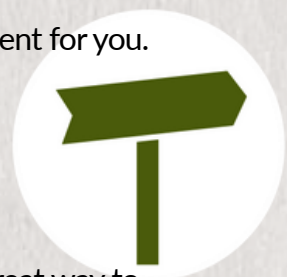
Sports Events & Challenges

Taking on a sporting challenge such as a run, cycle, or trek can be fun and exciting, and a great way to help Eating Distress North East raise money. We know that for many of our supporters it will be a great experience.

However, for some people the relationship between their eating disorder and exercise can be a difficult one and has the potential to be detrimental to their health. If this is the case for you, we strongly discourage you from choosing a sports event or challenge. There are lots of other ways you can fundraise for Eating Distress North East that will not pose a risk to your recovery and better suit you.

Remember, it's important to promote a positive and healthy relationship with exercise and be mindful of the impact your actions may have on other people affected by eating disorders.

We always recommend you ensure you have a strong support network of family and friends around you. If you have any current health issues or previous experience of an eating disorder, always seek advice from your doctor before signing up to a sports event or challenge.



Skydives & Extreme Challenges

Before choosing to take part in a skydive or an extreme challenge it is essential that you understand the risks associated. Before you book your place, make sure you read through the organiser's guidance carefully.

Companies that organise skydives should have their own procedures in place to manage risk and establish if you are safe to jump, including a medical form which must be completed ahead of your skydive.

At certain airfields there are height and weight limits for individuals skydiving for safety reasons. This means that you will be weighed on the day of your jump which we know might be upsetting for our fundraisers. It is really important to look after yourself while fundraising for Eating Distress North East. You should never use the weight limit at your chosen airfield as a goal weight.

The NICE guidelines advise that a person in recovery from binge eating disorder should avoid trying to lose weight during treatment (for example by dieting), because this is likely to trigger their eating disorder.

If you have experience of Bulimia or Anorexia, it's important to remember that skydiving is an extreme sport and there are risk factors linked to osteoporosis, heart conditions, and blood conditions. We recommend consulting your doctor before booking a skydive.

Inappropriate Fundraising Activities

It's great to be creative with your fundraising ideas, but it is important that your fundraising does not trivialise or undermine eating disorders. For this reason, Eating Distress North East will not accept donations from fundraising activities that involve eating competitions, fasting, weight loss or gain or any other activity which does not align with our work and values.

Looking after yourself during fundraising

Always ensure your health and wellbeing takes priority over your fundraising in support of Eating Distress North East. Be careful not to take on too much or to put undue pressure on yourself. Remember, fundraising should be fun!

- Have support around you. Ask your family, friends, and colleagues to support you with your plans.
- Withdraw if you become unwell Your health is the most important thing to us, so please do not worry, no matter how far into your fundraising you are if you need to withdraw.
- Don't link your fundraising with your recovery goals. We do not recommend linking your recovery goals with your fundraising, receiving donations directly linked to controlling particular behaviours can trigger feelings of distress and add additional pressure.

Sharing your story

The best way to kickstart your fundraising, and to help your family and friends feel connected with your fundraising is to share your story. We recommend letting people know why supporting Eating Distress North East is so important to you on your fundraising page.

We understand that sharing your story can be daunting, especially if it's the first time you're doing it, but it can also be a positive experience. When our supporters share their personal experience of an eating disorder, they help others get a better understanding of what eating disorders are, help reduce stigma, and raise awareness of Eating Distress North East's services.

If you are sharing the story of a loved one, please make sure you ask their permission beforehand. We suggest sending what you have written to them to get their approval before posting it on your fundraising page.

Please remember to avoid using any content or details which others may find distressing or triggering. This includes specific weights, calorie intakes, diet descriptions, or habits that formed part of you or your loved-one's eating disorder.

Avoid including 'before and after' images or similar images to demonstrate the extent of the eating disorder. Images like this can be harmful and distressing to view. It's important to make it clear that you are fundraising in aid of Eating Distress North East. This makes it clear you are fundraising for Eating Distress North East but that you do not work for Eating Distress North East.

Organising your own event

If you plan on organising your own fundraising event, it is your responsibility to make sure it is safe and legal. Please remember to:

- **Get permission** – Before planning your event, make sure that you have permission from the landowner, local authority, or the venue.
- **Health and safety** – Take reasonable steps to prevent harm coming to anyone involved in your event and make sure that you plan in case of an emergency.
- **Risk assessments** - Make sure you do a risk assessment before the event, and if necessary, organise to have a trained first aider on the day.
- **Entertainment or alcohol licenses** – Check with your venue to find out if you will need to get a temporary event or entertainment licence.
- **Insurance** - Eating Distress North East's insurance does not cover you! Check with your venue to find out if you need to obtain public liability insurance.
- **Have Fun!** – Planning a fundraising event should be a rewarding experience.

If you would like any further advice on health and safety planning for your event, please visit www.hse.gov.uk.



Fundraising Guidelines continued...

Organising a Fundraising Collection

Collecting donations at an event

Eating Distress North East can provide you with collection tins, boxes, and buckets for donations at your event. Please make sure these are clearly visible and if possible, under the supervision of an event organiser or chained and secured in place. Once you have banked the donations, please return your buckets and tins to: Eating Distress North East, 58 Leazes Park Road, Newcastle-upon-Tyne, NE1 4PG

Collecting Donations in a Public Place

To hold a collection in a public place you must apply for a licence from your local authority. The team at Eating Distress North East will also need to supply you with collection buckets and a certificate of authority. This shows you have permission to fundraise on our behalf.

Remember that you will be representing Eating Distress North East while fundraising, so please do not put any pressure on members of the public to donate. Do not shake collection buckets at people, make sure that you avoid blocking pathways, and do not approach anyone that is in a queue or sitting down in a public place.

Collecting Donations in a Shop, Café, or Pub

Asking local businesses if they are happy to display an Eating Distress North East collection tin is a great way to raise valuable funds for Eating Distress North East. To do this, the business will need a letter of authority from Eating Distress North East which you can request along with the number of tins you need by emailing the team on enquiries@edne.org.uk. Always make sure that the collection box is secure by chaining or locking it in place while on display.

Organising a raffle or lottery

Raffles are a fantastic way of boosting your fundraising and to keep it legal there are a few rules you need to follow. Raffles, tombola's, and sweepstakes are considered 'incidental lotteries' under the Gambling Act 2005. To ensure they are fair and legal remember that:

- You must have the permission of the venue owner.
- You must not spend more than £100 of the proceeds on the cost of running the lottery.
- You must not spend more than £500 of the proceeds on prizes.
- You cannot rollover prizes from one lottery to another.
- Prizes may be donated to the lottery and there is no maximum limit on the value of donated prizes.
- You can only sell tickets at the event, and you should either draw the winner(s) on the night or later that day. Always tell people when the winner will be announced.

The best way to obtain prizes is to ask for donations from local businesses. For businesses to donate prizes to your raffle you will need a letter of authority that shows that we are aware of and support your fundraising. Contact our team with details of your event at enquiries@edne.org.uk and we will send one to you. To find out more about the rules for holding raffles or lotteries please visit the [Gambling Commission website](#).

Taking care of your donors' information

You may need to collect your donors' information at your fundraising event or on your sponsorship forms. To comply with Data Protection laws please remember to store any paperwork that includes your donors' details in a safe place. Do not keep information about people any longer than you need to and destroy it securely when you are finished (a shredder is best). Do not share any information about a donor without their permission.

Guidelines for Under 18s

If you are under eighteen, please provide written permission from a parent, guardian, or teacher to confirm they are fully aware of any fundraising activities you have planned and support them. You can email this to the team at enquiries@edne.org.uk

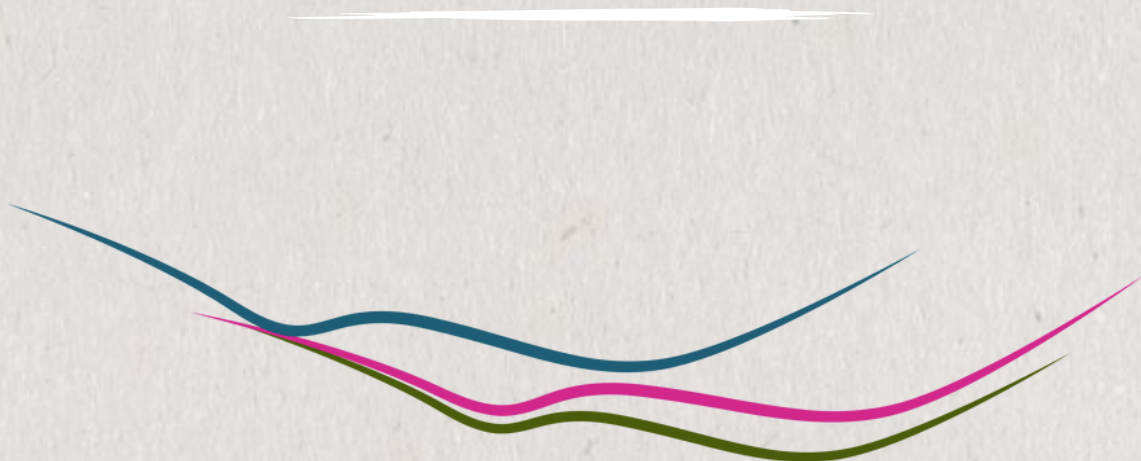
Please note that under 18s must not fundraise through street and house to house collections, raffles, or an event involving alcohol. Children under 16 must not be left with overall responsibility for handling money and/or counting collected money.

Liability

We will be here to support you with your fundraising as much as we can, but it is important to remember that you are responsible for the safety and legality of your fundraising activity or event. In the event that your fundraising activities threaten Eating Distress North East's reputation, we reserve the right to request that you cease your fundraising activities immediately.

Gift Aid

Gift Aid is a government initiative which allows charities to claim tax back on donations you make to charity, increasing your donation at no extra cost to you. For example, a £10 donation is worth £12.50 to Eating Distress North East with Gift Aid. Ask your friends and family to Gift Aid their donations by adding their details on a Gift Aid form to boost your fundraising. Please make sure that paper forms come to us in the post so that we can process them





Paying in your Fundraising



You can pay in your fundraising using any of the methods below.

Cash

If you are receiving cash donations from your donors, make sure that you have nominated someone (it may be yourself) to take responsibility for overseeing the money. This person must be prepared to:

- Count the money, with one other person there to check the counting.
- Pay this money into a bank account.
- Send the money to Eating Distress North East by using the methods below. Please do not send cash in the post.
- Let us know when you have sent the money and double-check that the amount leaving your bank is the same as that you counted.

If you've got any worries about handling cash donations, please see the [Fundraising Regulator's official guidelines](#).

On our website

You can [pay in your fundraising online](#). Just select the single donation option and make sure you share any information about your fundraising in the comment box.

By cheque

Please make any cheques payable to 'Eating Distress North East' and send to the address below.

Eating Distress North East, 58 Leazes Park Road, Newcastle-upon-Tyne, NE1 4PG

By bank transfer

If you prefer to make your donation by bank transfer, please contact us at enquiries@edne.org.uk to get our bank details.

JustGiving

Any donations you receive through your JustGiving page will be paid directly to Eating Distress North East, and you do not need to do anything yourself.



Thank You!

Thank you very much for choosing to raise money for Eating Distress North East.

Your vital support will help us continue to be here for people affected by eating distress.



Let's Talk

0191 221 0233

edne.org.uk

enquiries@edne.org.uk

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LinkedIn [@eating-distress-north-east](https://www.linkedin.com/company/eating-distress-north-east)

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