



Start fundraising with
Fundraising Pack EOS

Thank you for choosing EOS

Eczema Outreach Support provides practical and emotional support to over 4,000 children with eczema living across the UK and their families. We want every child and young person with eczema to thrive and won't stop until every child has the support they need.

- We help parents feel more confident in how to care and support their child with eczema
- We help children feel less alone through our High 5 Club and school workshops
- We champion peer support, giving families lots of opportunities to come together
- We provide individualised support to make sure every child gets the help they need

"Thank you so much for your time today. It has been wonderful to speak to you and all the support you are able to offer. We have been desperate to get support and honestly you are a life saver" - *Member of EOS.*

Wondering if you can make a difference? You really can! Here are some of the awesome things your fundraising can do:

£6
could

Everyone can raise £6 right? Every £6 you raise could purchase a copy of The Itchy-suarus story book for a child with eczema!

£23
could

By raising £23, you could fund a 45 minute support call for a family, with one of our support workers.

£84
could

If you can raise an amazing £84, you could fund a school or nursery workshop helping us spread awareness and tackle bullying.

£26
could

By raising £26 you could fund a welcome pack, fill with helpful resources and information for a new EOS family.

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How to be a Fundraising Star

Move 5

From 1 to 10 of October, we ask our awesome community to choose their own challenge - moving 5 in any way!

- Jumping jacks for 5 minutes
- Scoot to school 5 days in a row
- Swim 5 lengths of the pool
- 500 jumps on the trampoline
- Walk 5K
- Cycle or wheel 5 laps of your local park

Find out more on our Move 5 Challenge page <https://eos.org.uk/move-5-challenge/> or ask us to send you our Move 5 Challenge pack.

Our Fundraising Star Reagan took to his bike and did 5 laps of his local football pitch



Reagan's Mum has spoken about how his eczema affects him and why he wanted to fundraise.

“Reagan loves football and being on his bike but his eczema means it can be hard for him.

He wanted to get involved in the fundraiser and raise money for Eczema Outreach Support so more kids with eczema can get help and support.”

The Birthday Star

If you are celebrating a birthday, ask for donations for EOS instead of a present. Creating a fundraiser on Facebook is a great way to do this.

The Workplace Star

Does your employer give to charity? Make sure to nominate EOS for any donations. Or get your team together and organise a quiz night, take on a marathon relay or simply host a bake sale (they are always a winner!)

The School Star

Does your school do dress down days for charity? Make sure to nominate EOS. Maybe your school takes part in projects such as the Young Philanthropist Initiative – you can nominate EOS! Find out more about our schools workshops [here](#).

The Challenge Star

- Run 5k, 10k or maybe even a marathon (we have branded running vests available)
- Cycle the equivalent of the distance between Land's End and John O'Groats (874 miles) over a year
- Do the plank for 2 minutes every day for 20 days
- Give up chocolate for a whole month

The Crafty Star

If you are a whiz with a paint brush, or knitting needles or even hama beads, you can sell your crafty work and donate the proceeds to EOS.

The Tasty Star

- Have a (virtual) coffee morning for EOS
- Host an afternoon tea
- Host a bake sale or cake decorating competition

The Party Star

- Arrange a bingo night or a quiz night
- Host a dinner party and ask for donations
- Host a raffle at your next party



How can EOS help you fundraise?

We are always so grateful to our amazing Fundraising Stars, and we will do everything we can to help make your fundraising a success! Here are some of the ways we can help you shine:

- We can share photos and information about your fundraising on our social media pages.
- We can help you set up your JustGiving page or your Facebook Fundraising page if you are having any problems getting started.
- We can visit your school, workplace or community group to talk about eczema and spread awareness.

Be a Fundraising Star like Raife

Raife, age four, ran one mile every single day in August, no matter the weather, to raise funds for EOS

His little sister, Eden, lives with eczema and has been supported by EOS.

Raife was inspired to take on a sporting challenge after watching the World Athletics Championships and Commonwealth Games, and wanted to raise money for 'Eden's sore skin'.



- We can give you an EOS branded poster to help advertise your fundraising activity (you can get it at the end of this pack!)
- If we have a member of staff or a volunteer local to you, we will do our very best to attend your fundraising event.
- We can give you advice and support throughout your fundraising journey. Anything you need, just ask!
- We can send you an EOS t-shirt or running vest.

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Getting the most out of your fundraising

You have decided to do something amazing and fundraise to help children and young people with eczema. Now what do you do next?

Set up a fundraiser

Set up a fundraiser on JustGiving or Facebook (or both!). If you have any difficulties with either platform please contact us on info@eos.org.uk

Tell EOS

We love fundraisers and we are more than happy to help. We can share your fundraising on our platforms. We have EOS branded running vests and other merchandise that might be useful. If there is anything you would like us to assist with please contact us on info@eos.org.uk for a chat.

Tell the world

You are doing something great, so share it. Use social media, email, posters, anything you can to spread the word. The more people know about your efforts the more people have a chance of donating.

If you feel uncomfortable asking straight out for donations, then make progress updates to share what you are doing - photos are great! Remember to always include the link to your fundraising page!

Make it personal

Let people know why fundraising for EOS is important to you. If you have a personal reason for supporting EOS, then make sure to tell people. An emotional connection encourages people to donate.

Set yourself a target

It can help nudge people to donate and gives a good reason to update everyone on your progress. If you hit the target early on you can always increase it.

Match your money

Some companies will support employee fundraising efforts through Corporate Social Responsibility Programmes and match fund what you are able to raise. It is always worth asking!

How To Pay You Money in

You have done it! You have raised money to help children and young people affected by eczema and you are therefore amazing. But how do you get the money to EOS?

JustGiving & Facebook Fundraising

If all your fundraising took place on JustGiving or Facebook, then you are all sorted. You don't need to do anything, the money will automatically be sent to EOS's bank account.

Cash donations

You can also use the sponsorship form at the end of this fundraising pack to collect cash donations. You can pass the money to us by asking your parent or carer to send a cheque made out to 'Eczema Outreach Support' to:

Eczema Outreach Support
Linlithgow Partnership Centre
93 High Street
Linlithgow
EH49 7EZ

Please include contact details as well so we can say thank you and confirm the cheque has been received.

Or you can ask them to transfer the money to the EOS bank account:

Account name: Eczema Outreach Support
Sort code: 08-92-99
Account number: 6548 3866

If you are transferring to our account please make sure to let us know you have done this by emailing info@eos.org.uk, so we can say thank you and confirm the money has been received.

Gift Aid

HMRC's Gift Aid scheme allows charities to claim 25p on every pound donated by a UK taxpayer. So, if someone donated £100 to your fundraising efforts, then we could get £125! JustGiving does this automatically for you, but if you are taking cash donations, you will have to use a sponsorship form to collect gift aid details. Let us know if you need a Gift Aid or Sponsorship form and we can post these out to you, or you can print the form at the end of this pack.



Be a Fundraising Star like Aria

Aria raised over £600 for EOS by completing a 5K sponsored walk around her hometown.

Aria decided to become a fundraising star to give back to EOS. She has struggled with eczema since she was a baby and knows how important EOS's support has been for her and her family.

CEO Suzi said "Aria has done a phenomenal job in fundraising and every penny will go towards helping children and young people with eczema."

Help inspire others and support children and young people with eczema. Become a fundraising star like Aria.

Keep it legal and safe

The following guidelines largely apply to people hosting an event. But even if your fundraising efforts are largely 'solo', it's worth reading the guide to make sure you are keeping yourself as safe as possible.

Eczema Outreach Support are not liable for health and safety, licences or insurance for your fundraising activity, so it's vital to ensure you manage this carefully.

Serving Food

If you are serving food, make sure you have all the correct licences, training, insurances and health and safety measures in place. The Food's Standards Agency has a helpful guide on Food safety for community cooking and food banks.

Find out more at:

<https://www.food.gov.uk/safety-hygiene/food-safety-for-community-cooking-and-food-banks>

Serving Alcohol and Gambling

If you are going to serve alcohol at an event, you will need to purchase an occasional licence to do so. Here are some guidelines, the rules may vary across the UK.

<https://www.gov.uk/guidance/alcohol-licensing>

You won't always need a gambling licence for raffles at events or race nights, but it is wise to check out the Gambling Commission's guidelines to keep you right.

(<https://www.gamblingcommission.gov.uk/public-and-players/guide/fundraising-prize-draws-raffles-and-lotteries>)

You will usually need a licence for online raffles and competitions. The rules may be different across the UK, so please check your local regulations.

First Aid and Safety

Make sure you have access to a first aid kit and ideally you should have a trained first aider at your event. For larger events and sporting activities, you may have to ask a First Aid organisation such as St John's Ambulance or St Andrew's First Aid for support.

If you are taking part in a solo sporting event such as a marathon, please make sure you look after yourself on the day and in your training sessions - keep hydrated, wear proper footwear and clothing and let someone know where you are.

Risks Management

If you are hosting an event, think ahead about any possible risks. Identify any potential hazards and come up with a prevention and mitigation plan. Make sure you have a charged mobile phone handy so that you can call 999 in case of an emergency.

Thank you for choosing to fundraise for Eczema Outreach Support

"Lily is already looking forward to [The High 5 Club sessions]. She finally has a space where she doesn't feel alone in her experience." - *Member of EOS.*

"Thanks for the call earlier and for sending through these links! It's so reassuring as well to know that there's now somewhere else we can turn for emotional support along the way" - *Member of EOS.*

I am fundraising for Eczema Outreach Support!

My name

What am I doing?

When am I doing it?

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How can you help?

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Why am I fundraising for EOS

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I am fundraising for Eczema Outreach Support!

My name

My challenge

Full name	Pledge	Gift aid tick	Address Gift aid only	Postcode Gift aid only

Gift Aid is a government scheme that allows us to reclaim the basic rate tax you pay as a UK taxpayer. It means that we can claim 25p of tax for every £1 you donate at no extra cost to you. All you need to do is make a Gift Aid declaration.