

Reach Out for Eczema

Your helping hand for families with eczema



Fundraising Pack

March 2025

This pack includes

Ideas of fundraising activities

From simply sharing our message to hosting your own dinner, there's an idea for everyone.

How to get the most out of your fundraising

Our top tips, including setting up Just Giving.

Fact sheets

Better understand eczema, the impact it has on families and the support EOS provides.

How to keep your fundraiser safe and legal

What you need to know regarding raffles, gambling and selling alcohol at your events.

Donating to EOS

Everything you need to know about donating all the funds you have raised to EOS.

What you could do

Your first step to fundraising is to choose what you're going to do. There are lots of ways you can reach out to help families with eczema.

Ask your employer

Maybe the company you work for has a nominated charity of the year, or a payroll giving scheme? You could ask what options there are for charitable giving through your employer and nominate EOS for a donation.

Have a hobby? A member of a group?

Are you a member of a sports group, or a gaming club perhaps? Whatever you like to do, offer to get the group together for an event on behalf of EOS. You could ask people to donate a ticket price to attend, or just point them towards a giving page you've set up to support this charity that's close to your heart. If you're a member of the Rotary Club, use our helpful factsheets in this pack to introduce your members to the vital work we do.

Host your own dinner

You could hold an event of your own, perhaps a dinner or coffee morning, with guests of your choice. Use it to spread the word of EOS: be sure to explain why helping people with eczema matters to you. If you would like help setting up an online giving page for people to donate to, just get in touch and we'll show you how.

Challenge yourself

EOS has several charity spots available on runs throughout the UK, including the Great North Run. You could take on a challenge and use it to let friends and family know about why EOS matters to you. Contact us at info@eos.org.uk to find out about spaces.

Use your tax allowance

For higher-rate tax-payers, there can be benefits in making a donation to charity: you can claim back the difference between the tax you've paid on the donation and what the charity got back when you fill in your self-assessment tax return. Consider making a gift to EOS, especially if it's near the end of the financial year.

Leave a legacy

If you are making or updating your will, consider leaving a gift to EOS. Support in your will could help families with eczema for decades to come.

Share our content

Lastly, make sure to follow us on social media, and please share our posts. Let's spread the knowledge and impact of eczema far and wide.



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 Just Giving page

If you're hosting a fundraising event, set up an online fundraising page on JustGiving as an easy way to collect donations. If you have any difficulties with the process, just contact us on info@eos.org.uk and we'll be happy to help.

Find our step by step instructions [here](#).

Tell EOS

We love helping our fundraisers achieve success. We can share your fundraising on our platforms. We have EOS branded running tops 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 to donate.

If you feel uncomfortable directly asking for donations, 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, make sure to tell people. An emotional connection encourages people to donate. 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.

Set yourself a target

Setting yourself a target can be a great way to track progress and can inspire people to get across the line. Be realistic about your target, if you smash it in the first few days, you can always increase it.

Match funding from employers

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



What is eczema?

Fact sheet

Sometimes it can be hard to explain eczema and the difficulties it produces. You can use these fact sheets below to help.

What is eczema?

Eczema is the name for a group of inflammatory skin conditions that cause itchiness, dry skin, rashes, scaly patches, blisters and skin infections. The most common symptom is itchy skin, but it is so much more than that. People can face an unrelenting urge to scratch with uncomfortable flare-ups. They may even be hospitalised for skin infections. The itch causes restless nights and exhausted days, and for children this can be devastating. It leads to an inability to concentrate at school and sometimes destroys a child's education. It's then compounded by the overwhelming feelings of loneliness of being rejected or left out, just for looking different.

There is no clear cause of eczema, yet it affects 1 in 5 children in the UK. It can take over the whole family - parents struggle to manage work whilst trying to help their child, siblings can build resentment due to parent time and attention being lost on simply managing the condition. Eczema can leave everyone in a family feeling alone, isolated and desperate.

A child or young adult with eczema is 44% more likely to exhibit suicidal thoughts (National Eczema Association, 2023).

Finn has battled with eczema since he was just ten weeks old.

His mother, Charlotte, has tried countless creams, steroids and antibiotics, but his sleep is still affected by the pain. He has been hospitalised before, needing IV antibiotics after getting a severe infection in his broken skin.

"Having painful eczema is all Finn has ever known," says Charlotte. "It is relentless."

Starting nursery, she desperately sought advice on how to manage the transition. "I found EOS online and used their school resources to make it as smooth as possible. I got a lot of great advice, and they do workshops to educate classmates on eczema. It can be quite lonely dealing with eczema when you don't know anyone else going through a similar experience. I have been so grateful for their support."



Who are EOS?

Fact sheet

EOS is Eczema Outreach Support: we are the only charity in the UK dedicated to children and young people living with eczema. We provide free, practical advice and emotional support to the whole family. We give the time and support that the NHS cannot, with a dedicated knowledge of eczema and its associated physical and mental health problems, guiding and supporting many bewildered families.

Joining up to our membership is free. Every family receives a welcome pack and offer of one-to-one support. Additionally, we provide peer support and host online and in-person events for our members. EOS also provides workshops for schools, as well as advocating for the voices of young people in healthcare and education systems across the UK.

EOS makes a difference

By accessing EOS services, children and their families living with eczema say they feel more confident, supported and connected. From our 2024 annual survey, members say that since joining EOS:

86% of parents and carers feel less isolated.

88% of parents and carers feel better able to cope with the impact of eczema on life.

77% say their child understands eczema and its treatments better.

95% of members would recommend EOS to a friend.

“I have been a supporter and medical adviser for EOS since its inception [in 2011]. EOS has a very strong track record of providing reliable and accessible information and support for children and families as they struggle with atopic eczema; this can be a very challenging condition, not least because of its unpredictability, associated allergic conditions and long-term effects on health and well-being. I work as an NHS Consultant, and I regularly recommend EOS to my patients and their carers when expert peer support is needed.”

Dr Sara Brown, Professor of Dermatology



Keep it legal and safe

Fact sheet

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 [here](#).

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. Find out more [here](#), be aware the rules may vary across the UK.

In some cases you need a gambling licence for raffles at events and online, please check out the Gambling Commission's guidelines for more information [here](#).

Risk 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.

First aid and safety

Make sure you have access to a first aid kit and ideally 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 for support.

If you are taking part in a solo sporting event such as a marathon, please make sure you look after yourself - keep hydrated, wear proper footwear and clothing and let someone know where you're going.

Sending money to EOS

How to pay your money in

If you have raised money for EOS, then thank you. You are helping children and young people all across the UK who are affected by eczema, making a real difference to being able to manage their condition and thrive.

If you collected the money through a **Just Giving page** then you don't need to do anything more, the money will automatically be sent to EOS's bank account.

If you collected cash donations, then you can either send a cheque, make a direct payment to our bank account or send payments via Paypal. If you are doing any of these methods, please let us know by contacting info@eos.org.uk so we can say thank you and confirm when the funds have been received.

Cheques should be made out to 'Eczema Outreach Support' and posted to our address:

Eczema Outreach Support
Tam Dalyell House
93 High Street
Linlithgow
EH49 7EZ

Bank transfer details

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

Payments via Paypal

To make payments via Paypal visit the donate section of our website or [click here](#).

Thank you so much for supporting Eczema Outreach Support. Together, we will help children and young people with eczema to thrive.