

17 – 27 October 2025
Fundraising Pack



Move 5

Thank you for taking part in Move 5

This October, join families across the UK in 'Move 5' for Eczema Outreach Support. Pick one of our five fun, simple challenges for you and your child to take on to raise money for children living with eczema.

Whether you're staying at home, visiting the park, or going on holiday, this is a fun way to spend time together while also helping families managing eczema.

What will your Move 5 Challenge be?

Race 5

A big challenge for little legs – a 5km family walk, run or cycle. Too easy for your child? Try stepping it up and doing 5km every day for 5 days!

Fit 5

A 1-minute daily fitness challenge for 5 days - silly moves like jumping jacks, squats, star jumps or lunges. Kids lead the routine!

Find 5

Go on a scavenger hunt in a park or public place and try to find the things on our special Move 5 list. (The scavenger hunt list will be sent via email after 1st October to people who sign-up).

Step 5

Count 5,000 steps a day for 5 days - walk to the shops, the park, or march around the living room! (Mum or Dad might have equipment to help keep count for this one.)

Dance 5

Pick 5 favourite songs and have a daily mini dance party. Shake it out and celebrate joy in motion.

Did you know: £6 raised would buy a copy of The Itchy-Saurus for a child with eczema!

If you manage to raise £26 you would pay for a whole welcome pack for a child with eczema!



How can EOS help you fundraise?

We are 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 and on our website – make sure to tag us in your posts at @eczemaoutreachsupport
- We can help you set up your JustGiving page if you are having any problems getting started (see our step-by-step guide later in this pack).
- We can provide online resources for your school, workplace or community group to talk about eczema and spread awareness.
- We can give you an EOS branded poster to help advertise your fundraising activity (it's right at the end of this pack!).
- We can give you advice and support throughout your fundraising journey. Anything you need, just ask! Contact us at fundraise@eos.org.uk

"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.*

"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.*



How do you fundraise for EOS?

The easiest way to fundraise for your Move 5 challenge is to set up a fundraising page on JustGiving page by following the link below. That way, any money you raise – and any additional gift aid! - goes directly to EOS.

[Start your JustGiving page here](#)

You can follow the instructions they give you, but if you have any trouble we've also included a step-by-step guide below to help out.

1. Sign in to your Just Giving account, or if you're new click "New to Just Giving? Sign up" and create an account.
2. When asked "Are you fundraising in memory of someone?" click "No".
3. Next, choose the option "I'm doing my own activity".
4. "Tell us more about your activity" page:
 - a. For 'Type of activity', choose from the dropdown options the choice that best fits.
 - b. "Activity details" - write the activity you have chosen (eg Race 5)
5. "How much would you like to raise?" Here you can set a target amount for completing the activity. You can always raise the target if you smash it!
6. "Personalise your page". On this page, you can choose to use the information we've provided, or you can write your own. A personal title and story of what you are doing and why you are fundraising will be much more likely to raise donations.
7. "Add a cover photo or video": here you can upload a photo to personalise your page, which is also more likely to raise donations.
8. Click on "Finalise"
9. Click on "Launch my page"



How do you fundraise for EOS?

What if I collect cash donations?

You can use the sponsorship form at the end of this fundraising pack to collect cash donations. Cheques should be made out to 'Eczema Outreach Support' and sent to: (Please do NOT send any cash in the post.)

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

Make sure to include your contact details so we can say thank you and confirm the cheque has been received.

Alternatively you can transfer the money directly 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 fundraise@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 a free extra £25! 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 – you can use the sponsorship form at the end of this pack.



Spread the word

You've chosen your challenge and set up your fundraising page - now it's time to share it! Here are some helpful tips for sharing your Move 5 challenge far and wide.

- **Let everyone know** – use whichever social media platforms you're on, such as Facebook, Instagram or TikTok. Be sure to tag us at @eczemaoutreachsupport!
- **Make it personal** – Tell people why you're supporting EOS. You can use our example posts below, but be sure to share your own experience with eczema, or explain why the cause matters to you.
- **Use photos & videos** – Show yourself training, preparing, or taking part in your challenge. People connect with faces and real stories.
- **Post updates** – Share before, during, and after your challenge to keep interest and momentum going.
- **Remind people** – Not everyone donates the first time they see your post - gentle reminders really help.
- **Say thank you** – Remember to thank your donors and supporters; it shows appreciation and also encourages others to join in.

Example Social Media Post

I'm taking on [your challenge] to raise money for Eczema Outreach Support! EOS helps children and young people living with eczema by providing advice, emotional support, and connection to a community that really understands what it's like.

Eczema is a common but often misunderstood skin condition that can cause intense itching, pain, and sleepless nights. It can affect daily life in a big way, especially for children and their families.

Please donate whatever you can - every pound makes a difference! [Insert fundraising link]
#Move5 #EczemaOutreachSupport

Example WhatsApp Message

Hi! I'm doing [your challenge] to raise money for Eczema Outreach Support, who help children and families living with eczema. It's a cause close to my heart because [your personal reason].

If you can, please sponsor me here: [fundraising link] Every donation will help make life better for those affected - thank you so much!



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Take part in Move 5



**I am taking part in Move 5 to raise funds
for children with eczema!**

My name

My Move 5 Challenge

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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Sponsorship Form

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**Take part in
Move 5**



I am taking part in Move 5 to raise funds for children with eczema! Please support me by donating below.

My name

My Move 5 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 by filling in the form above.

Post completed forms to: Eczema Outreach Support, Linlithgow Partnership Centre, 93 High Street, Linlithgow EH49 7EZ. (Please do NOT send any cash in the post.)