



Start fundraising with **EOS** Fundraising Pack



Thank you for choosing to help children and young people living with eczema

Eczema takes the joy away from childhood and being young.

You are helping to bring it back!

Eczema affects life every day. It's not just a skin condition—it impacts what children can physically do, how they feel, how they interact with others and how confident they are.

**Eczema makes me sore all the time.
Eczema stops me holding a pencil.
Eczema stops me having friends.**

**Eczema stops me from sleeping.
Eczema makes people stare.
Eczema means I'm in pain.**



**Eczema makes me struggle to dance.
Eczema makes me stressed.
Eczema puts me in hospital.**



**Eczema makes me feel different.
Eczema causes me pain.
Eczema creates stress every day.**

By fundraising for Eczema Outreach Support you are helping to bring the joy back.

What Eczema Outreach Support does

We provide practical and emotional support to children and young people with eczema across the UK and their families. Because one child's future lost to eczema is one too many.

- **We help parents feel more confident in how to care for 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"

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

£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, filled with helpful resources and information for a new EOS family.

How to be a star fundraiser

Take on a challenge

- Run 5k, 10k or even a marathon. See our website for runs where we have charity spaces available, or pick any run you fancy and nominate EOS for donations.
- 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.
- Any other challenge you can think of.



Susan ran the London Marathon for Eczema Outreach Support in 2025.

Having eczema herself, she knows what it's like - the oily baths, the creams, the infections, the never-ending itching.

Susan wanted to raise funds to give young people today the support that wasn't available when she was a child.



The Workplace Fundraiser

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.

The Crafty Fundraiser

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

The Tasty Fundraiser

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

The Party Fundraiser

- 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 fundraisers, 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 if you are having any problems getting started.
- We can send you information and short videos about the impact of eczema to share at your work-place, party or community group.



Tia completed a skydive to raise money for EOS in early 2025. Her efforts raised vital funds supporting children, young people and families with eczema.

EOS were able to support her through her fundraising journey.

Thank you Tia!

- 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 send you a branded EOS t-shirt.
- We can give you advice and support throughout your fundraising journey. Anything you need, just ask!

Getting the most out of your fundraising

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

Set up a fundraising page

Set up a fundraising page on JustGiving to collect donations. If you have any difficulties please contact us on fundraise@eos.org.uk.

Tell EOS

We love fundraisers and we are more than happy to help. We can share your fundraising on our social media. We have EOS branded t-shirts that might be useful. If there is anything you would like us to assist with please contact us on fundraise@eos.org.uk for a chat.

Tell the world

You are doing something great, so share it. Use social media, email, WhatsApp - 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

A target helps 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 and match-fund what you are able to raise. It is always worth asking!

How to pay your money in & gift aid

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

JustGiving

If all your fundraising took place on JustGiving, 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. Please 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 so we can say thank you and confirm the cheque has been received.

Alternatively, 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 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 £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.

Keep it legal and safe

The following guidelines largely apply to people hosting an event. 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. It's vital 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.

Please be conscious of any food allergies or intolerances and take precautions. Many children with eczema also have food allergies.

Find out more [here](#).

Serving Alcohol and Gambling

To serve alcohol at an event, you will need to purchase an occasional licence. [Here are some guidelines](#), the rules may vary across the UK.

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.

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 children and young people with eczema

"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."

Service user 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."

Service user of EOS



**Eczema takes the joy away from childhood.
You can bring it back.**

I am fundraising for Eczema Outreach Support!

My name:

My challenge:

Full name:

Pledge:

Gift
Aid

Address:

Postcode:

[illegible]

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.