

SAVE
THE DATE
15 NOV



CHALLENGE YOURSELF

TO MAKE LIFE LIGHTER FOR CHILDREN!



[BBC.CO.UK/CIN](https://www.bbc.co.uk/cin)





All across the nation, in every workplace, head office or home office, something **BIG** is happening for BBC Children in Need!

Challenge Yourself, and help to **Make Life Lighter** for thousands of children and young people across the UK this year.

MAKE LIFE LIGHTER FOR CHILDREN

“ Some of the kids we see walk around with the weight of the world on their shoulders. ”

- Jonathan Bundy,
Youth and Community Worker
at Valleys Kids,
which is supported by
BBC Children in Need.

Around
1 in 5
young people
is experiencing
a mental health
condition

BBC Children in Need's brilliant new campaign '**Make Life Lighter for Children**' aims to raise money to fund more local project workers and initiatives. That way, we can support the development of vital positive relationships and offer the resources our young people need to thrive.

At BBC Children in Need, we want to help children and young people across the UK to make life lighter, and that's where you and your colleagues come in.



That's why BBC Children in Need launched '**The Heaviest Backpack**' campaign in May, to show that these burdens, whether it's anxiety or problems at home, can weigh children down and follow them wherever they go.

A child's mental health is like a backpack that gets heavier with each worry and challenge, weighing them down and making life harder to engage with and enjoy. However, with the right support, we can help lift the weight of their backpack and make it easier for their wellbeing to improve.



10 WAYS TO FUNDRAISE

Whatever you do for fun, you can turn it into a challenge by going further, longer, bigger or brighter! Put on an event, go on a ramble or Challenge Yourself to really make a difference.

Here are 10 ideas to get you started:

1 Challenge Yourself to Make Life Lighter for Children

This year, you can Challenge Yourself to lift the weight from young shoulders. Maybe you can hike, bike or canoe, or is there a physical challenge you've always wanted to take on? Whether it's running a marathon, walking into work, or giving up your daily coffee - everything can be a challenge!



Stay tuned for an exciting update on the BBC Radio 2 Challenge; set to be revealed at the end of September!

2 Let people know you are fundraising for BBC Children in Need

To elevate your fundraising, consider creating a Just Giving page where your friends, family and colleagues can contribute, and share your passion for BBC Children in Need through social posts. Visit our website to download Teams backgrounds, event flyers, bucket stickers, tin wraps, bunting and so much more so you can shout about your incredible efforts!

3 Bear Pong

Challenge your colleagues to a game of Bear Pong! All you need are cups, ping pong balls, a score board and a little friendly competition! Download the Bearpong resources from our website



4 Countryfile Ramble

This autumn, you can get together with family and friends and ramble around your favourite spot to raise money. Get ramble-ready by visiting our website to download resources.



5 Coin Collections

Have some spare change? You could set up a coin collection at reception, the tills or even in the office kitchen. Want to go coinless? Why not set up top up at the till or print off QR codes?

6 Bake Sale

Whether you're selling Pudsey biscuits and bakes or even competing for top baker, there's no easier way to raise money than by grabbing an apron and baking to change young lives!

7 Sponsored Events

Whether you're taking on crazy fancy dress, 24 hours of silence or a dance-a-thon, you could get sponsored in the name of BBC Children in Need. You could even raise sponsorship money by doing good things at work or in your community, Pudsey-approved!





8 Get Senior Leaders Involved!

Put the senior leaders in your organisation through their paces! Maybe they could do I'm a Celebrity-style challenges, an Escape room designed by their team or even a dunk tank, all for a good cause!

9 Workplace Events

Bring the team together for an exciting day of fundraising and fun! You could organise a sports day to uncover your next Olympian, host engaging team games that foster collaboration, or perhaps take a trip down memory lane with a nostalgic office quiz. Why not create unforgettable memories while supporting a great cause!



10 Workplace Auction

Run a workplace auction and sell off the best parking spot, job swaps, or some annual leave! Colleagues could also auction their highly coveted skills or offer to take on certain tasks, such as helping with DIY, painting, washing a car or picking up a colleague on the way to work!



TELL YOUR STORY

We love to see and celebrate what you've been up to. Don't forget to share your achievements with us! Make sure to tag us at

#childreninneed
#bbccin #cin



BBC CHILDREN IN NEED BELIEVES THAT EVERY CHILD SHOULD HAVE THE CHANCE TO THRIVE AND BE THE BEST THEY CAN BE

For this to happen, we want every child to have someone they can turn to for help or support to overcome challenges they face.

We make sure there's someone able to give food, clothes and beds to a child living without; someone qualified to talk a child who is anxious, isolated or grieving; someone to be there for children living with serious illness, disability or carrying a load that's just too heavy to manage alone.

This year, BBC Children in Need is asking you to help make life lighter for children. Only with your support can we be there for hundreds of thousands of children when they need us most.



BBC Children in Need is a charity that supports other charities, funding people and projects across the UK, in the communities where you live. Over the past year, BBC Children in Need has supported 1,434 projects* across the UK, and the Emergency Essentials programme is just one example of how we are helping to make life lighter for thousands of children.

The BBC Children in Need Emergency Essentials Programme supports children and young people who are facing exceptionally difficult circumstances. The programme provides items that meet a child's most basic needs such as a bed to sleep in, a cooker to provide a hot meal and other items or services critical to a child's wellbeing. The £3 million per year programme is delivered in partnership with Family Fund Business Services, the UK's largest grant-making charity for families raising a disabled or seriously ill child, on a low income.

In 2023, Family Fund delivered 25,000 items to families, in crisis, across the whole of the UK. This included:

5325
beds to
sleep on

2393
cookers

1850
washing
machines

667
baby items

Jessica**, a mum with a young daughter with additional needs and a baby son, was living in rented accommodation. Jessica could only afford to buy an old second-hand washing machine which soon broke and started leaking water all over the kitchen floor. Jessica found it hard to cope, especially as her children needed clean clothes every day and the cost of a new washing machine was too high for her household budget. Her support worker applied for a new washing machine through BBC Children in Need's Emergency Essential programme which was delivered within the week.

Jessica says, **"It was stressful because I like everything to be clean and tidy and the washing was just piling up. It was affecting me mentally and making me anxious. The new washing machine has made a big difference."**

Now Jessica's daughter can go to school in a clean uniform and the baby always has freshly washed bedding in his cot.

“ There are significant amounts of families who are at risk of homelessness. The circle of crisis doesn't really change for our families. It's never ending. ”

*as of June 2024

**Jessica's name has been changed.

WHAT YOUR FUNDRAISING HAS DONE

In the last grant year, BBC Children in Need supported nearly **341,000 young lives*** and are currently funding **1,434 projects***.

Glow NI Belfast Belfast

GLOW (Giving Life Opportunities to Women) deliver personal development, wellbeing programmes and a summer scheme to girls aged 10-17 in Belfast, who have been impacted by mental health, self-esteem and confidence issues throughout their young lives. Through these programmes the girls feel heard, valued and empowered and gain a true sense of purpose; with some of the girls even going on to complete youth leadership qualifications to help continue making an impact in their local community.

Moss Side Fire Station Boxing Club CIO Manchester

This social action project gives young people the opportunity to use boxing facilities and take part in fitness training. It aims to engage with local young people in Moss Side and Hulme to raise their aspirations and give them positive futures.

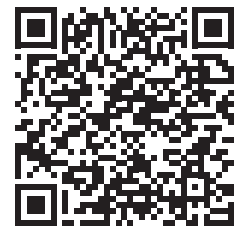
Tumble Family Centre Swansea

At Tumble Family Centre there is a dedicated play worker supporting young children and their families living in a rural area. The sessions and activities provided by the play worker all work to strengthen the self-belief of the children who attend.

Trelya Penzance

This organisation provides one to one support and group work for children and young people experiencing multiple complex challenges. This grant will support children and young people to reach their potential, be safe and improve life outcomes.

To see how your donations help support your local projects, scan the QR code below



Hot Chocolate Dundee

Supports young people to find a safe space to connect with others and develop through youth work. With youth workers and peers they can develop and pursue their ambitions, understand and express their own and others' identities, and navigate challenges including mental health, area deprivation and bullying.

On-Your-Side Norwich Ltd Norwich

provides one-to-one befriending support to young people from ethnic minorities to overcome the impact of marginalisation and improve mental wellbeing so that they can play an active and valuable part in their local communities. These activities greatly enhance the mental and physical wellbeing of a young person and offer support to them at a time of need.

HELPFUL INFORMATION

Hints and tips for setting up a JustGiving page:

- Add in your company name!
- Be descriptive and personal – Share your story; what are you doing, why are you doing it and how is it going to help BBC Children in Need.
- Challenge yourself and set a fundraising target!
- Choose an engaging image to help connect people to you and your cause.
- Add regular updates to show your progress.
- Spread the word on social media!

Connect with us on socials!

You can find us on:
Facebook: BBC Children in Need
X: BBCCiN
Instagram: bccin
TikTok: bccin

Please tag us in any social content
#childreninneed
#bbccin #cin

BBC Children in Need Bank Details

For any donations, pledges and fundraising, please send them to:

Appeal – Current

Account Name: BBC Children in Need

Sort code: 40-11-60

Account number: 70438847

When paying in your donation, please add a partner reference to ensure that we can track this back to the right partner; this helps us to ensure it'll be included in your final fundraising total.

For any merchandise payments, please use the bank details on the corresponding invoice.

If you have any questions regarding an invoice, please email your BBC Children in Need Account Manager.

Gift Aid

Please ask your supporters if they pay UK tax. The Gift Aid scheme means that we can claim an extra 25% on top of their donation – and it won't cost them a penny! As a reminder, you need to be able to collect the names, addresses and post codes of your supporters. To find out more or to download gift aid forms for your fundraising event, please visit our website.

DON'T FORGET YOUR PUDSEY GOODIES!

Pudsey's signature yellow is classic but we are all about going green! We are committed to improving the sustainability of our products.

Our product range is to be worn with pride for the 2024 Appeal. Where possible we used recycled materials, like our iconic ears, made 100% from recycled materials. We focused on developing items that can be reused throughout the year to reduce waste. Check out our bears, Pudsey pose pin badges, wristbands and the Official T-Shirt!

You can get your Pudsey ears from many of our Partners including:



Welcome Break F.HINDS
— JEWELLERS SINCE 1856 —



Classic Pudsey Ears
Donning some Pudsey ears will help you look the part and you might attract more support along the way!



Pudsey Pen



Wristbands



Plush Beanie Pudsey Bears



Pin badges
Wear your pin badges with pride across our appeal week

GET YOUR
PUDSEY GOODIES
FROM THE PUDSEY
SHOP NOW!

**Water Bottle,
Gold Pudsey Pen &
Pudsey Keyring**

Exclusively available from
One Stop



Official tee
Available from
Asda and
The Pudsey
Shop Online



WE'RE SUPPORTING

B B C

**CHILDREN
IN NEED**

WE'RE RAISING MONEY

WHAT

WHEN & WHERE

CONTACT



WE'RE SUPPORTING

B B C
CHILDREN
IN NEED

WE RAISED

TO MAKE LIFE LIGHTER FOR CHILDREN

**THANK
YOU**

