

**LET'S DO
SOMETHING
GREAT!**

Your guide to fundraising
for First Steps ED



THANK YOU FOR SUPPORTING US!

Fundraising is vital to the charity because without this, First Steps ED could not provide the wealth of services that we do.

For more information, or if you have any questions about fundraising for First Steps ED please email info@firststepsed.co.uk

First Steps ED is a specialist all-ages Eating Disorder charity, offering person-centred support to individuals and families throughout the UK without judgement and discrimination. Our programme of psychotherapy, peer support, groups and creative recoveries helps everyone with all types of disordered eating and disorders, body image, compulsive exercise and co-occurring conditions.

Alongside our specialist eating disorder services is our community engagement, and our work in schools, businesses and with local groups. Our aim is to promote early intervention, prevention and evidence-based treatment for eating disorders..

WE NEED YOU!

We are supported by a dedicated and passionate team of staff, freelancers and volunteers (many with lived experience!)

Over the last year, our referrals have more than tripled! We are now supporting service users nationally, including many of those who have felt let down with more traditional support channels.

WHAT YOU CAN DO:

As a fundraiser, you can help us continue to provide support and education to anyone affected by poor mental health and eating disorders, without judgement or discrimination.

Over the year we will respond to over 1250 self and professional referrals for one-to-one direct support for their mental health, as well as offer support and training in both education and professional settings.

In supporting us, you will help us continue to fight for earlier and better treatment for mental health issues, something the team is passionate about.

Please note: There are no set criteria or requirements to access our services and it is so simple to make a referral for yourself or a loved one. Our referrals process is inclusive, and does not require any official diagnosis from your GP, which means we can support those who feel left behind by other avenues of support.



A background image of a crowd of people at a festival, with colorful powder (blue, purple, green) being thrown into the air, creating a vibrant, hazy atmosphere. The image is framed by white decorative swirls in the corners.

"Thank you for continuing to offer support and advice to families affected by eating disorders. You offer a ray of light to families at their very darkest times."

- Anonymous (Via JustGiving)

YOUR DONATION CAN GO A LONG WAY TOWARDS HELPING THOSE AFFECTED BY THEIR MENTAL HEALTH AND EATING DIFFICULTIES.



£5

helps us provide sensory resources for a young people to use in our one-to-one sessions.

£10

contributes towards our facilitated group sessions (a safe space for everyone!)

£15

helps to fund online support programmes to ensure our services are accessible for all.

£20

goes towards our campaigning efforts for better awareness and education for eating disorders.

£25

helps our team provide twice-weekly support through our befriending service.

£45

is the cost of a one-hour support session with our trained psychotherapists at First Steps ED.

£200

will contribute towards the cost of our interactive training sessions for professionals to promote evidence-based treatment to eating disorders.

£1000

enables us to provide our sought-after school workshops to up to five schools!

A close-up photograph of a person's hands tying the laces of a light blue and white running shoe. The person is standing on a dark, textured surface, possibly asphalt. The background is blurred, showing another similar shoe and a person's leg. The image has a soft, slightly desaturated blue tint. There are white decorative swirls in the top right and bottom left corners.

"I am running 75 miles in February for First Steps ED because it is a charity close to my heart!"

- Katie Hobson (Via JustGiving)

FUNDRAISING IDEAS

There is something for everyone! Whether you're looking to put the 'fun' in fundraising, or you're looking for more of a challenge, we have an idea here for you. Ultimately, do what feels right for you.

If you're sharing your event or challenge online, make sure to tag us in your posts (@firststepsed)! We love sharing what our supporters are up to and give your fundraising a little boost.



HOLD A RAFFLE

It's a popular choice and so effective! Rally around friends and family to get some donated prizes, you could even reach out for local businesses to help!

INSTAGRAM

It is fast becoming one of the more popular ways to donate, and one of the easiest! All you need to do is share a selfie, donate, then nominate a friend.

COFFEE MORNING

Hosting a coffee morning is a great way to fundraise with a group of people. Why not host one in your workplace or with your local community?

FOOTBALL TOURNAMENT

Gather your friends for a charity game of 5-a-side. Playing team sports is a great way for friends, family and workmates to enjoy themselves together.

SKYDIVE

Consider yourself a bit of an adrenaline junkie? Why not go the extra (vertical) mile and book a skydive now and start your fundraising right away.

QUIZ NIGHT

Everyone loves a quiz night, whether it's at the pub or via zoom. To make it even better, why not ask a local business to donate a prize.

**"Keep up your important work.
You're a fantastic group of people
and we continue to be grateful for
your help and support."**

- Anonymous (Via JustGiving)



TAKING THOSE FIRST STEPS...

Not sure how to get started with your fundraising goals? Here's a quick checklist to help guide you through your journey, so pen and paper at the ready! If you are still struggling to get started, why not contact the team and see how we can help...

WHAT AND WHEN?

First things first, what would you like to do? Let's start there. Once you have an idea you can start planning, starting with a date for your event or some kind of timeline for your challenge.

HOW?

Now for the logistics. Once you have decided what and when, you need to figure out how it will all come together. If you need to book or secure a location you can do that now, and enlist your helpers. Think about everything you need to do to make sure things run smoothly, including how you will collect any donations. We recommend JustGiving which we explain later in this guide.

WHY?

People may wonder why you're fundraising, so have a think about why you want to fundraise for First Steps ED and let them know! This can help inspire your family, friends and peers to reach into their pockets and share your passion.

WHO?

Enlist the support of your family and friends, even if it just involves sharing your JustGiving page as this can make a real difference in your reaching your goals!



BITS AND BOBS

You're nearly there! To make the most out of your fundraising make sure to keep everyone in the loop with what you're doing.

Here is a few bits and bobs to get you started on the marketing of your event, and don't forget to tag the team so we can give you a share too!



LET'S GET SOCIAL

The quickest and easiest way to let people know what you're up to is social media. Create a Facebook Event page so you can see how many people are interested in attending and post easy-to-find updates for everyone. If you don't want your own event page, you can use your own profile on any preferred platform (Facebook, Twitter, Instagram etc) to share what you are up to. **And don't forget to share our links so your supporters can learn more about us and who you're fundraising for (@firststepsed).**

MARKET YOURSELF

Use more traditional fundraising methods, such as collection tins and posters, or maybe you could share your story with the local newspaper or radio station! **Remember, not everyone will use or have a social media account, but might like to support or sponsor you!**

GET A FUNDRAISING PAGE

A fundraising page is such a great way for you to share your journey and goals. It gives you a great platform to spotlight your passion and inspiration and how together we can all make a difference to live impacted by mental health. **#DidYouKnow by sharing your journey with posts and photos, you could increase donations by nearly 50%!**

... AND DON'T FORGET TO SAY THANK YOU!

FINAL STEPS

Just a couple more things to remember before any fundraiser comes to an end...

HOW TO DONATE

Thank you so much for thinking of First Steps ED for your fundraiser, your donation can go a long way towards helping those affected by eating difficulties and disorders. We have kept our donation process simple, all managed through JustGiving (the world's most trusted platform for online giving!) Check out our 'JustGiving Guide' at the end of this pack for more information.

GIFT AID

For every £1 donated by a UK taxpayer, we can get an extra 25p completely free! If you're using an online platform for your fundraiser the hard work is all done for you with Gift Aid automatically processed and sent to us. If you are more traditional in your method, opting for a paper sponsor sheet then make sure your supporters know the importance of Gift Aid and ensure they fill in their details correctly!



OTHER CONSIDERATIONS

It is great to have fun and enjoy yourself while fundraising, but please follow our advice to ensure your event or activity is safe and follows government guidelines. Whilst most events run smoothly, it is best to be prepared should anything arise so you may want to consider having first aiders on hand. **If you are unsure about your event, please get in touch with the team at info@firststepsed.co.uk**

- If you're under 18, make sure you let your parents or guardians know of your fundraising activities.
- If food is provided, ensure that food safety guidelines are followed (you can visit food.gov.uk)
- Check whether you need any liability insurance if your event is open to the public. If you are planning to hold an event in a public place, make sure you have all the permissions you need from your local authority before setting a date (if you want to collect money in a public space make sure to check the details on your local councils website as you may need a license to do so.)

First Steps ED does not accept any responsibility or liability for your fundraising activity in aid of First Steps ED.



**"I think the work you do
is amazing. You help a
lot of people who,
without you, would
probably struggle
alone."**

- Kirstie (Via JustGiving)



LOOKING FOR SUPPORT?

Visit www.firststepsed.co.uk for more information about our services, as well as to make a referral.

Phone: 0300 1021685

Email: info@firststepsed.co.uk
[@FirstStepsED](https://www.instagram.com/FirstStepsED)

Please note that First Steps ED is not a crisis service. In case of crisis, please call 999 or the Samaritans on 116 123 (or email jo@samaritans.org)

Reg Charity No 1185092
Woburn House (Derby), DE1 1UL

DON'T BE A STRANGER!

Thank you (again!) for supporting First Steps ED and choosing to fundraise for us. Your support and enthusiasm means a lot, so please don't be a stranger when your event is over!

LET'S KEEP IN TOUCH

There are lots of ways to join us as a friend and supporter of First Steps ED. Why not subscribe to our newsletter, or follow us on Instagram, Facebook, Twitter and LinkedIn to keep up-to-date with all the latest!

JOIN THE CONVERSATION

Our team love engaging and interacting with our friends and followers over on our social platforms, so come and join us! With every like, comment, share and save you can help us campaign for early intervention and better treatment for eating disorders, as well as share our top tips for self care and mental health support.

VISIT

www.justgiving.com/firststepsed to get started. If you're still wondering where to start, why not have a read through some of our previous fundraisers?

FUNDRAISE FOR US

Hit the button 'Fundraise for Us; to start building your own fundraiser page. Here you can log in or sign up to JustGiving.

FILL IN THE DETAILS

JustGiving will take you through the details, with opportunity to add text and imagery to make your page pop!

LET'S DO THIS!

With your page created, you're ready to start fundraising! Time to spread the word and share that page with friends and family, good luck!

JUST WANT TO DONATE?

All you need to do is visit www.justgiving.com/firststepsed and hit the 'Donate' button! Or scan the QR code below:



Here you can decide how much you'd like to donate and whether you want to leave a message or donate anonymously.

Any problems or questions you can get in touch at info@firststepsed.co.uk