



*Your Guide To*

# FUNDRAISING FOR FIRST STEPS ED



# WELCOME TO #TEAMFIRSTSTEPS

## WHAT WE DO

First Steps ED is a specialist eating disorder charity supporting children, adults, and their families across the UK. For over 20 years, we've been offering one-to-one and group support through psychotherapy, workshops, and peer support and we can't do this without YOU.

We're here for those affected by disordered eating, body image concerns, or related mental health challenges. Through our community work and campaigning, we promote early intervention, education, and better treatment.

## WHY YOUR HELP MATTERS

Your generosity is vital, helping over 2,000 people each year find hope and support. Every penny you raise helps us to:

- Support individuals and families struggling with eating disorders.
- Campaign for better awareness and treatment.
- Train health professionals to recognise and address eating disorders early.

By joining our team, you're choosing to make a real difference. This guide has everything you need to get started, stay motivated, and achieve your fundraising goals.

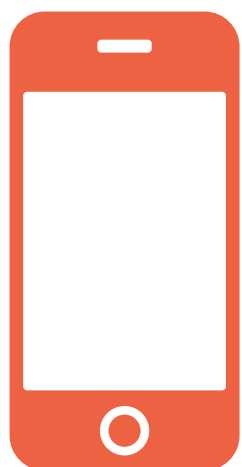
We're with you every STEP of the way.  
Let's do this together!





# YOUR FUNDRAISING MAKES A LIFE-CHANGING DIFFERENCE

**£10**



provides access  
to our Befriending Service

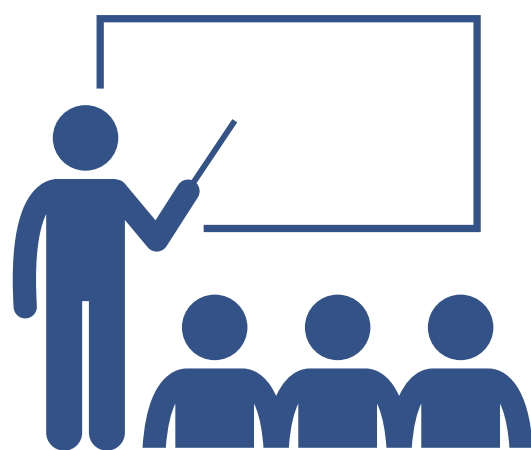


**£45**

covers the cost of a one-  
hour support session

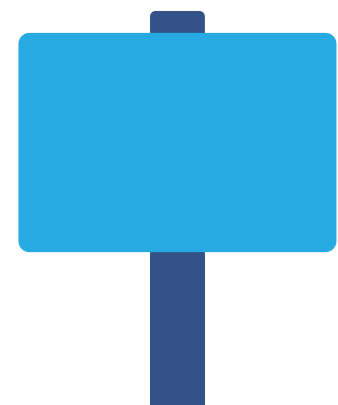
**£200**

trains professionals  
to better recognise  
eating disorders



**£100**

supports our campaigning  
for better awareness



**£450**

funds a parent and  
carer workshop for  
ten families

**£10000**



enables us to  
provide our Body  
image Workshops  
to five schools

Your hard work and dedication ensure  
we can continue to make an impact. By  
donating, you play a crucial role in  
fostering a community of  
understanding and recovery.

Every pound you raise counts.



Make a Donation





# TAKING THOSE FIRST STEPS...



## SET A TARGET

Break down a big goal into smaller, achievable milestones. It's easier to stay motivated and track progress!

## CHOOSE YOUR EVENT

From hosting bake sales to running marathons, there are endless ways to fundraise. Need inspiration? Check out our [Fundraising Ideas](#).



## SPREAD THE WORD

Rally your community using social media, posters, or even local radio. Tell everyone why you're fundraising and how they can support you.



## PLAN AHEAD

Book your venue, confirm dates, and ensure you've got everything you need for your big day.

## LOOK AFTER YOURSELF

If you've experienced or are currently recovering from an eating disorder, prioritize your well-being. Reach out to us for support if needed.

## HAVE FUN!

Celebrate your progress and enjoy the journey, you're doing something incredible!

## SAY THANK YOU

A heartfelt thank-you goes a long way. Keep your supporters updated and let them know their contributions make a difference.



# BE INSPIRED

## Amy's Story

In September 2024, Amy and her husband Kyle cycled 2,000 km from Italy to Derby, raising over £10,000 for First Steps ED. Amy shared how cycling helped her overcome years of struggling with an eating disorder.

"I was once reduced to tears by the thought of eating at a café, but now I see food as fuel. Cycling has transformed my relationship with eating, and I hope our efforts inspire others to seek help."



Amy x

## Tilly's Story

Tilly challenged themselves to eat 20 of their fear foods over 12 months after they had recovered from anorexia. Through their inspiring videos and humour, they raised over £200 and encouraged others to face their fears with courage and hope.

"I am eating my old fear foods to show how far I've come and encourage others to challenge things they are afraid of."



Tilly ☺

## Niki's Story

When Niki's colleague and friend Bianca passed away from an eating disorder, she and her team hosted a cake sale in Bianca's memory. The event raised £1,200, including matched funding from their employer.

"We all miss her every day, and this was our way of keeping her spirit alive while supporting a cause close to her heart."



Niki ♥



# FUNDRAISING IDEAS THAT WORK

We're full of ideas to get your fundraising going whether you want to fundraise with friends and family, take on an adrenaline challenge, or do something at work, school or on your own. If you need more inspiration you can also check out our [A-Z of ideas](#) here



## WITH FRIENDS AND FAMILY

Fundraising with friends and family is a great way to make a big impact while having fun together! Get creative and encourage your loved ones to support your cause.



Host a quiz night at a pub or online.



Organize a charity sports game (e.g., netball, football)



Donate your birthday – ask for donations instead of gifts.





## TAKE ON A CHALLENGE

Taking on a challenge is a powerful way to push yourself while raising vital funds for a great cause. Set your goal, spread the word, and embrace the challenge.



Join one of our events like Tough Mudder, 5K runs, or cycling challenges.



Dare to skydive or bungee jump for First Steps ED!



## IN YOUR COMMUNITY, WORK, OR SCHOOL

Getting your community, workplace, or school involved in fundraising is a great way to make a bigger impact together. The more people you involve, the greater the support



Hold a bake-off or cake sale.



Organize a dress-up or dress-down day.



Raffle off items or host a tombola.



## DO YOUR OWN THING

Fundraising your way means you can get creative and do something you love while supporting a great cause. Have fun and make a difference in your own way!



Sponsored silence or fitness challenge.



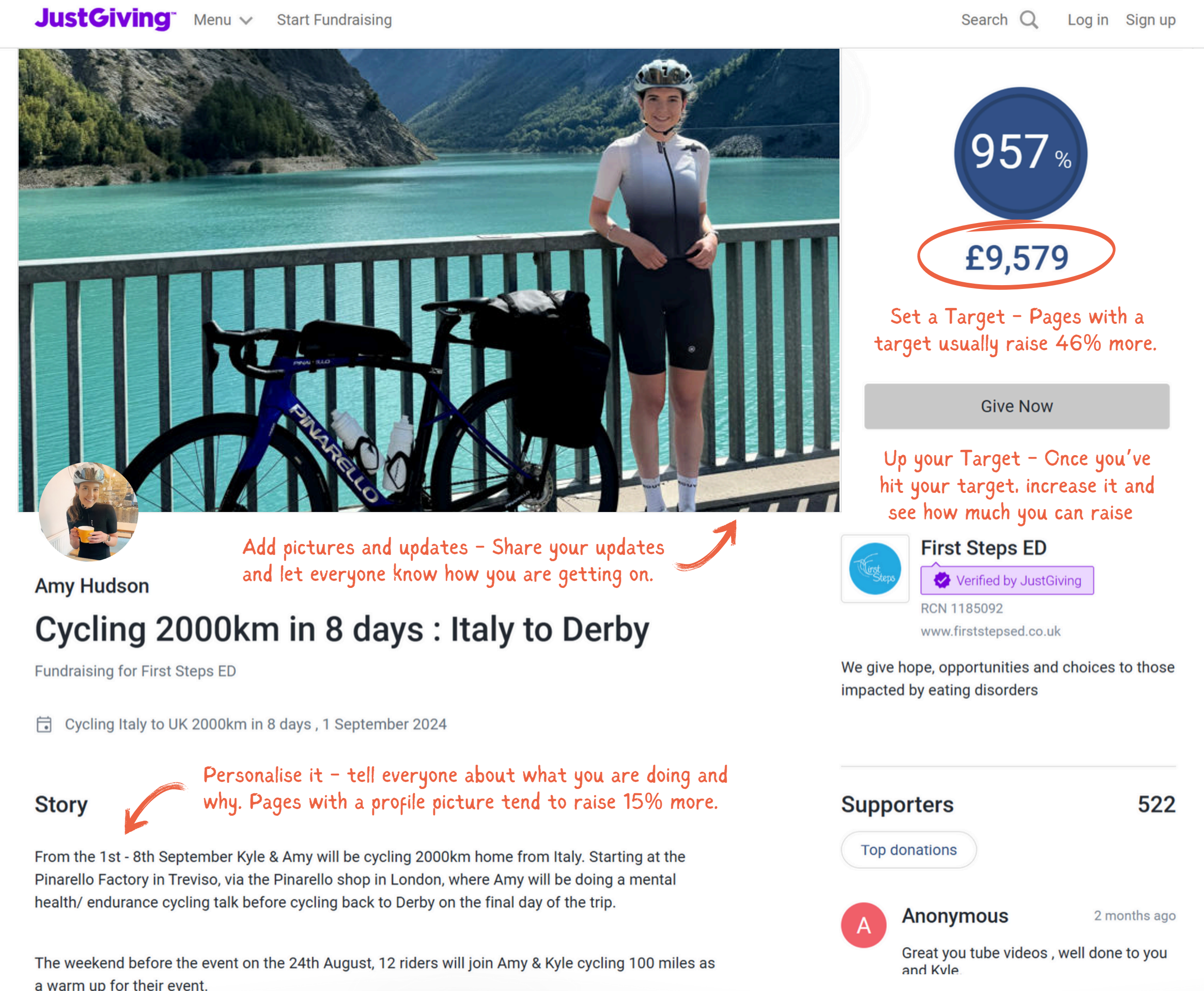
Shave your head or dye your hair to show support.

The possibilities are endless. Choose what's right for you and tag [@FirstStepsED](https://www.instagram.com/FirstStepsED) when sharing your journey online!



# LET'S GET FUNDRAISING

**Creating an online fundraising page is a quick and easy way to collect donations and share your planned fundraising event or personal challenge.**



**With a little creativity and determination, your fundraising journey can not only meet but exceed your expectations, making a meaningful difference along the way.**

**Set up your JustGiving page by scanning the QR code.**





# STAYING SAFE AND RESPONSIBLE

At First Steps ED, we're so grateful for your support, and we want to make sure your fundraising efforts are not only fun and impactful but also safe and compliant with all relevant guidelines. Please read through the following points carefully before you begin planning your event.

## SAFETY FIRST

While having fun is important, ensuring your event is safe for everyone involved is essential. Check that your activity complies with current government safety guidance.

Consider having trained first aiders available, especially for larger or public events.

## PERMISSIONS AND INSURANCE

If your event is open to the public, check whether you need public liability insurance.

For events in public spaces, get permission from your local authority before confirming dates. If collecting donations in a public area, you may need a licence—check your local council's website for details.

## FOOD AND HYGIENE

If you plan to serve food, follow food safety guidance from [food.gov.uk](https://www.food.gov.uk). Ensure those preparing or serving food maintain high hygiene standards.

## RAFFLES AND LOTTERIES

Tickets must be sold at a fixed price and (unless otherwise licensed) drawn on the same day. Only those aged 16 or over may buy tickets. No more than £500 of proceeds can be spent on prizes.

For full details, visit [gamblingcommission.gov.uk](https://www.gamblingcommission.gov.uk).

## HANDLING MONEY

Always have two people count any money together, store funds securely and pay them in as soon as possible.

If you're under 18, make sure your parent or guardian is aware of and involved in your fundraising plans. If you're unsure about any aspect of your event, please reach out to us at [emmamag@firststepsed.co.uk](mailto:emmamag@firststepsed.co.uk).



## ONCE YOU'VE COMPLETED YOUR EVENT, HERE'S HOW TO SEND US THE FUNDS:

Via Our Website

[www.firststepsed.co.uk](http://www.firststepsed.co.uk)

By Bank Transfer

Contact us at [emmag@firststepsed.co.uk](mailto:emmag@firststepsed.co.uk) for our  
bank details.

By Phone

Call us on [0300 1021685](tel:03001021685) to donate over the phone

By Post

Send cheques or CAF vouchers made payable to  
First Steps ED to:

Fundraising Manager

First Steps ED

Woburn House, Vernongate

Derby, DE1 9UL

Please don't send cash by post.