



ANTI-BULLYING ALLIANCE

**United Against Bullying:
Your Fundraising Pack!**

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A Huge Thank you.

Thank you for choosing to fundraise for the Anti-Bullying Alliance (ABA)!

One in four children report being frequently bullied, but it doesn't have to be this way. Your fundraising helps us build a world where all children feel safe, valued, and free to be themselves.

As a small team, we're incredibly grateful for your support. Every donation counts and can make a real difference. This pack includes ideas, tips, and everything you need to start fundraising, and we're here if you need a hand.

Let's unite against bullying, and have fun while we do it!



Who we are

The Anti-Bullying Alliance (ABA) is a unique coalition of organisations and individuals working together to stop bullying and create safer, kinder environments where children and young people can thrive.

We believe that no one should ever be bullied and that if we work together we can prevent the devastating impact bullying can have on childhoods.

ABA reaches millions of children, families, and professionals every year through its campaigns, training, and resources. ABA's work tackles this crisis of childhood bullying head-on. Anti-Bullying Week alone engages over 80% of schools in England, with millions of children taking part in activities designed to raise awareness and drive change. Our training has reached thousands of teachers and education professionals, with participants consistently rating it among the best they've received.

We urgently need the support of individuals to help us continue this vital work. By donating or fundraising for us, you can make a real difference in protecting children from bullying and expanding our reach to those who need us most.

A group of children in blue school uniforms are gathered around a table, looking at a tablet. One child is holding the tablet, while others are pointing at the screen. There are some red and white objects on the table, possibly part of a craft activity.

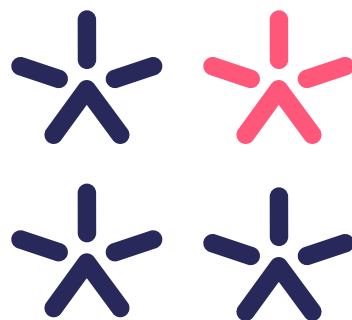
"Anti-Bullying Week alone engages over 80% of schools in England, with millions of children taking part in activities designed to raise awareness and drive change"

Why it matters

Bullying is still a major issue for children and can have lasting effects into adulthood:



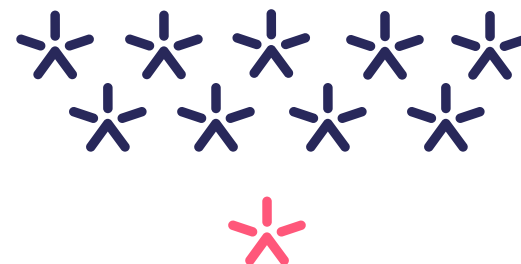
1 in 4 children report being bullied often or always.



Bullying and online bullying are among the top reasons children call Childline.



Children involved in bullying attend school less, have poorer relationships with teachers, and feel less safe or included.



Why it matters

[References can be found on our website](#)

Short-term impact of bullying

Children who are bullied
are more likely to:

- ✧ Miss school
- ✧ Face learning barriers
- ✧ Experience physical symptoms
(e.g. sleeplessness, headaches,
bedwetting)
- ✧ Experience psychological
symptoms (e.g. depression,
anxiety)

Long-term impact of bullying

Research shows people who
were frequently bullied as
children are more likely to:

- ✧ Have mental health issues as adults
- ✧ Earn less money
- ✧ Not be in employment, education,
or training
- ✧ Not gain qualifications
- ✧ Be obese
- ✧ Not be in stable relationships

What about online bullying?

The online world can present
challenges for young people:

- ✧ **17% of children** have experienced
cyberbullying
- ✧ **9 in 10 young people** who
experience cyberbullying are
also bullied face-to-face

✧ **It doesn't have to be this way,
we have the solutions and we
need your help to share them!**

Where your money goes

Every pound you raise helps us stop bullying and support children across the UK. Here's how your fundraising makes a difference:

- Trains teachers and others working with children and young people to prevent and respond to bullying
- Supports parents and carers to help their children with bullying issues
- Influences national policy so anti-bullying remains a priority
- Delivers Anti-Bullying Week and Odd Socks Day, a powerful campaign reaching millions of young people

"Anti-Bullying Week
literally saved my life"
- A young person

"One of the best training
sessions I've ever had"
- Training participant



Every donation, big or small, helps us build a kinder, safer world for children. **Thank you for being part of it.**



Your fundraising could directly fund vital work like this:

£5

Equips two professionals with online CPD

£25

Provides a place for a parent on an expert-led workshop

£50

Covers live training for a teacher, creating safer classrooms

£240

Supports one young person for a year to become a confident, trained anti-bullying ambassador

Kate and Grace's fundraising story

" We set ourselves a year-long challenge to run 1000 miles (Kate) and 300 miles (Grace) in 2022, initially just to stay motivated during the pandemic. A few weeks in, we decided to run for the Anti-Bullying Alliance, inspired by their patron, Andy and the Odd Socks, and their powerful message of celebrating differences."





"We proudly wore our odd socks as part of our running kit and raised awareness as we went. The support we received from the ABA team was amazing, they encouraged us every step of the way and made us feel truly appreciated."

A highlight was being invited to ABA's 20th birthday celebration at the House of Lords, where we heard from young people who had experienced bullying and learned how our donations were helping make real change in schools and communities.

We even had friends going through bullying who we were able to signpost to ABA's resources during our challenge.

It was a pleasure to support such a passionate, hard-working team, and to be part of something that really is making a mighty impact."

Your fundraising checklist

1

Start with friends and family:

They're often the most generous. A few large early donations can help encourage others to give more.

2

Keep the details handy:

Carry your sponsorship form with you or on your phone and post it on your social media, workplace, gym, or local noticeboard.

3

Set up an online page

Use JustGiving and select National Children's Bureau as the charity (all funds go to ABA). Then share your link widely.

4

Spread the word

Tell everyone about your fundraising, don't be shy!



5

Share your 'why'

Tell people why anti-bullying matters to you. A personal story inspires support, talk about the impact of bullying and how we can prevent it.

6

Get creative

There are lots of ways to raise money for your event beyond simply asking for sponsorship (raffles, bake sales, quiz nights, talent shows, and dress-up days are great ways to raise more).

7

Ask your employer

Many offer matched funding for staff fundraising.

8

Add Gift Aid

UK taxpayers can boost their donation by 25% at no extra cost. Just tick the box on our template sponsorship form or fill out the quick declaration form online.

9

Send reminders

People often mean to donate but forget. A gentle follow-up helps!



Spread the word

Sharing your fundraiser online is one of the most effective ways to raise awareness and boost donations. Here's how to make the most of it:



Share your fundraising link: Post it on Facebook, Instagram, Bluesky, LinkedIn, X, TikTok, and anywhere else you connect. Add it to your bio too!



Use a hashtag: Create something unique (like #RunForABA or #OddSocksWithEllie) so people can follow your journey.



Tell your story with pictures: Visuals boost engagement. Share photos of your event, training, baking, or prep.



Create a Facebook event: Perfect for quiz nights, walks or performances. Invite your network and keep the buzz going.



Connect locally: Tag your school, employer, community group or local paper. They might reshare, or even donate!



Keep people updated: Post countdowns, progress, and thank-yous. Let people see the difference they're making.



Tag us! We'd love to hear from you. Tag us on social media or email aba@ncb.org.uk so we can cheer you on and share your success.

**Every like, comment and share spreads the message
— and could inspire someone else to give.**

Our socials:



@ABAonline



AntibullyingAlliance



@antibullyingalliance



@anti-bullyingalliance.org.uk



Anti-bullyingAlliance



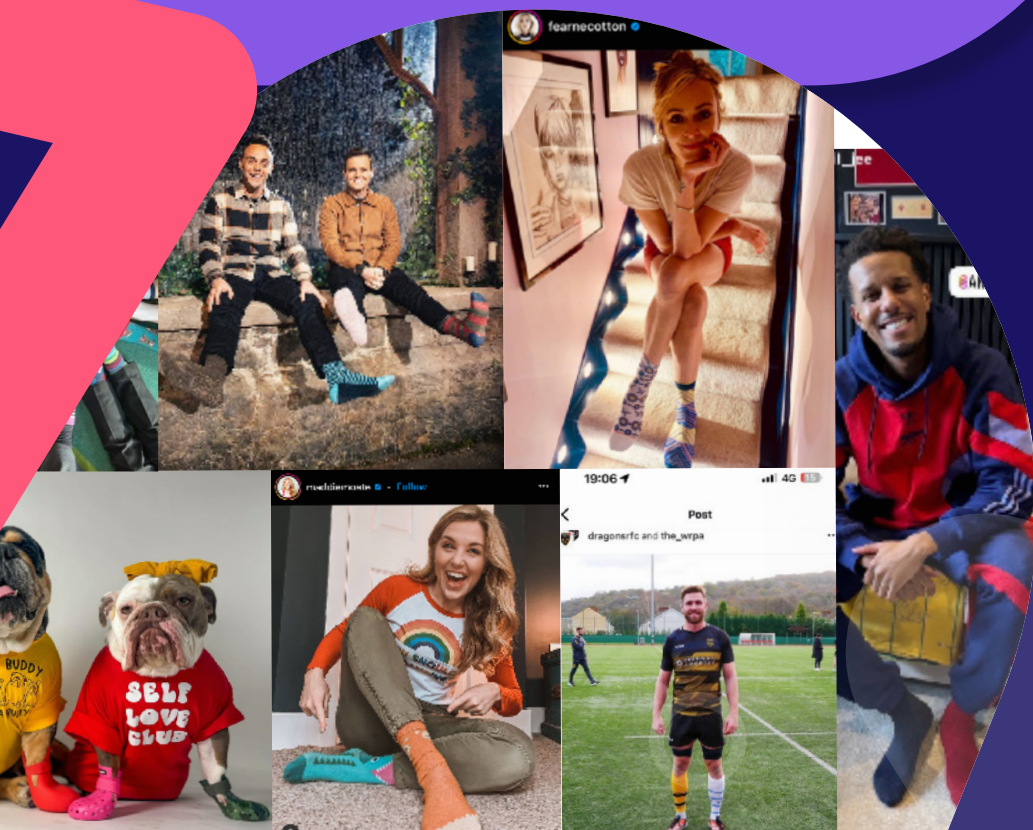
@antibullyingalliance

Get Creative

Our campaigns, [Anti-Bullying Week](#) and [Odd Socks Day](#) each November is a brilliant opportunity to get involved, but fundraising can happen anytime! Here are some ideas to help you raise money all year round:

- **Bake for a cause:** Host a bake sale at school, work, or in your community. Decorate cakes with our logo or pop on an ABA cake topper
- **Knit for kindness:** Get sponsored to knit odd socks for Odd Socks Day. Turn them into bunting or decorations to show your support.
- **Get active:** Run, walk, cycle, hike, swim, whatever moves you! Set a challenge and ask friends to sponsor you.
- **Host a games night:** Set up a board game tournament or quiz. Ask for donations to join in the fun.
- **Film for change:** Show anti-bullying themed films like Wonder, Inside Out or Harry Potter, and invite discussion or donations.
- **Pick-me-up party:** Serve tea and cake, offer mini manicures, or host a curry night in exchange for donations. Make it anti-bullying or friendship theme to help spread our kindness message.
- **Make kindness cards:** Create and sell cards with uplifting messages to spread a little joy and raise funds.

Be creative and make it your own. We'd love to hear what you come up with!





How to send us what you have raised



Once you've raised your funds, here's how to send them to us:

- Online: The easiest way is through our JustGiving page:
justgiving.com/campaign/aba
- By cheque: Make it payable to Anti-Bullying Alliance and post it to:

**Anti-Bullying Alliance
National Children's Bureau
23 Mentmore Terrace
London, E8 3PN**

(Please include your name and contact details so we can say thank you!)

- Cash or bank transfer: Email us at aba@ncb.org.uk for our details. (Note: You don't need paying-in slips to donate).



Raised over £50? We'll send you a special Fundraising Hero certificate to say thanks!

Need help? Just get in touch, we're here to support you every step of the way.

Start your fundraising journey:



Start fundraising for us today on [JustGiving](https://justgiving.com/campaign/aba)!



Are you under 16? Consider fundraising via [SuperKind](https://superkind.org)!



We have included a [sponsorship form](#) in this pack if you would rather use this than an online tool.



More ways to give

Fundraising isn't the only way you can give to the Anti-Bullying Alliance. There are a number of things that you can do to unite against bullying!



Make a one-time Donation



Become a regular giver



Leave a Legacy

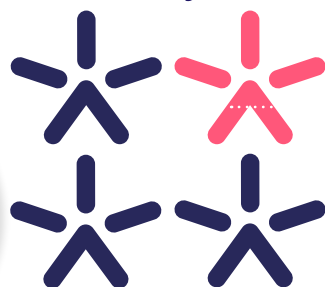


Major Gifts



Gifts in Honour or Memory

1 in 4 children
report being
bullied often or
always.



Keeping things transparent

We want you to feel confident that your donations are in safe hands.

The Anti-Bullying Alliance is based at the National Children's Bureau (NCB), a registered charity in England and Wales (No. 258825). We do not use street fundraisers or cold callers. If someone contacts you claiming to fundraise for us this way, they are not affiliated with ABA or NCB.

To see how your money is spent, view the [latest NCB Annual Report and Accounts](#).

If you have any questions or concerns, please email us at aba@ncb.org.uk — we're always happy to help.



Thank you to [Deep](#) for helping with the design of this fundraising pack.