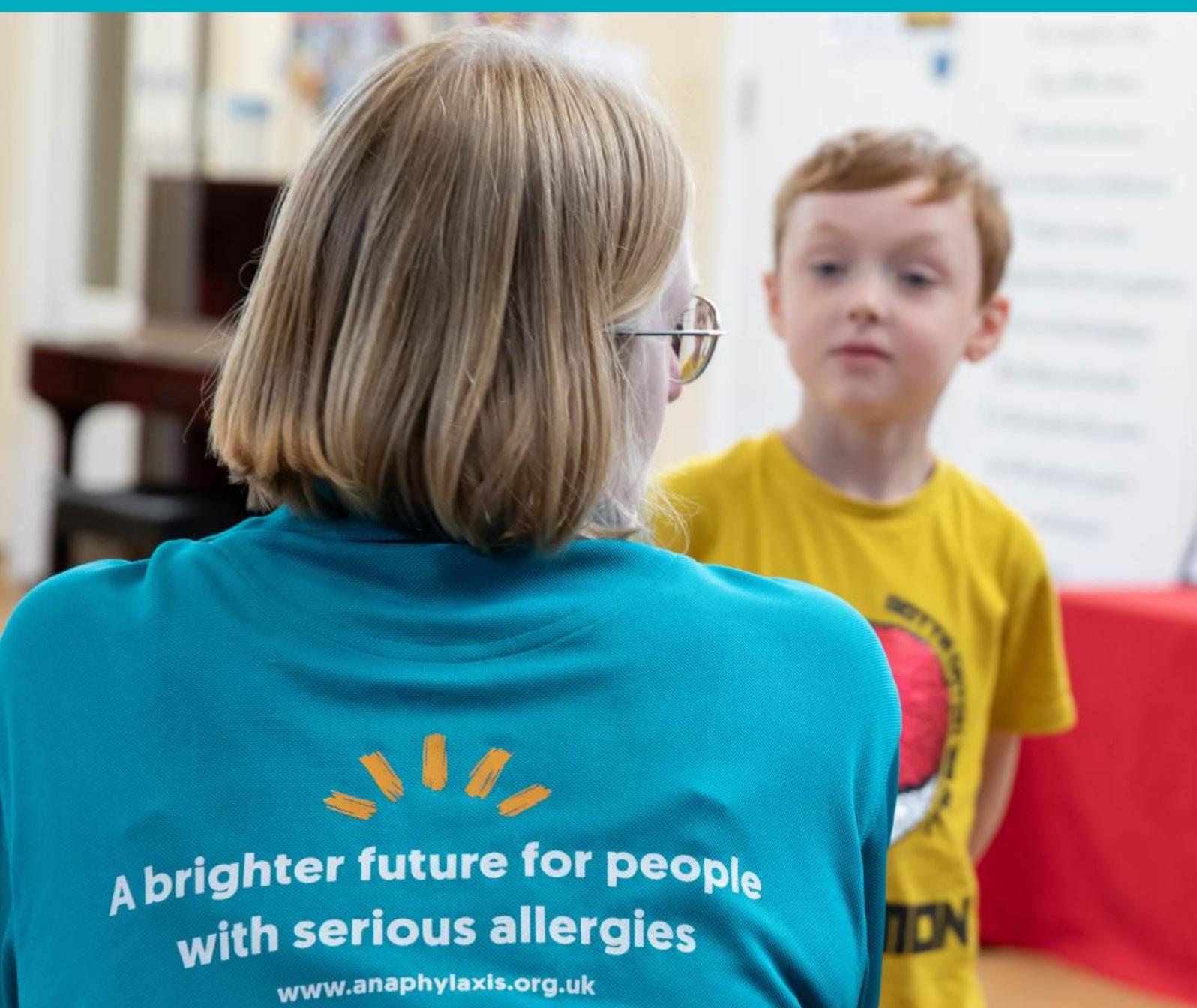
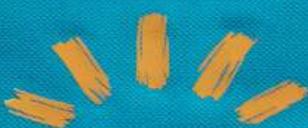


Creating a brighter
future for people with
serious allergies

**anaphylaxis UK**




**A brighter future for people
with serious allergies**
www.anaphylaxis.org.uk

Fundraising Toolkit

FOR SCHOOLS

Fundraising Toolkit

FOR SCHOOLS

Essentials to help you get started with your
school's fundraising journey:

Page 4 : Getting Started

Pages 5-6 : Fundraising Ideas

Page 7 : Spread the Word

Page 8 : Fundraising Resources

Page 9 : Communication Templates

Page 10 : Paying in your Donations

Page 11 : Your Support Matters

Page 12 : We're Here to Help!

Your fundraising journey starts here

Thank you for choosing to fundraise for Anaphylaxis UK. It really means a lot to us, and we promise to support you every step of the way to make your experience enjoyable, hassle-free and a success!

Together, we will create a brighter, safer, and inclusive future for people living with serious allergies.

Our mission

Anaphylaxis UK is the only UK-wide charity operating solely for the growing numbers of people at risk of serious allergic reactions and anaphylaxis. While there's no treatment or cure for anaphylaxis, we believe that by providing information, training and support, there is a brighter future for people living with serious allergies.

Our mission is to create a safer environment for everyone with allergies by working with and offering training for the food industry, schools, pre-schools, colleges, health professionals and others.

Getting started

Choose your activity

Turn the page for some great fundraising ideas for your school to get involved in. Or feel free to come up with your own and let us know! Whether it's a fundraising activity that is part of the curriculum, or enjoying an extra activity - the choice is yours.

Set the date

Once you have decided your fundraising activity, pick a date! What works for you - during the school day, after school at pick-up, at a Christmas fayre or summer fete, sports day? Let us know the date so we can support you ahead of the big day.

Use our resources

To help you prepare for your event, turn to page 8 for useful fundraising downloadable resources. From posters and decor for the notice boards, images and logos to use in promotional communications, certificates, and more.

Fundraise

Fundraise online via your school's payment system, or collect the pounds and pennies on the day and keep safe until "paying in day" [more information on how to do this on page 10].

Fundraising ideas

Charity of the Year



Please consider nominating Anaphylaxis UK as your Charity of the Year. We can share useful information for your School Council ahead of the voting, and provide tailored support all year-round to help you achieve your goal.

Wear It Bright



Everyone loves a non-uniform day, and it's an easy and great way to raise money. You can organise a 'Wear It Bright' day and ask everyone to wear brightly coloured clothes for Anaphylaxis UK for a brighter future for people living with serious allergies.

Allergy-friendly Big Bake



Hold an inclusive bake sale and encourage allergy-friendly treats to sell after school in the playground or at the summer fete. Be sure to download our essential Big Bake pack (turn to page 8) with important information about labelling ingredients and allergens, how to make your sale allergy-friendly, and delicious recipe ideas.

Fundraising ideas

Fun Run



Burn off some energy and run for Anaphylaxis UK! You could theme your run (Christmas, colour, dress up as bees to highlight insect sting allergies) or run 14 laps of the playing field to educate pupils on the 14 major food allergens. Ask for a contribution from pupils to add to your fundraising pot.

Name a Bear



A simple fundraising idea for a fair stall and a guaranteed happy child whose name is pulled out of the hat! Turn to page 8 for our pack with printable name sheets and instructions. We'd be grateful if you could kindly donate a high-quality bear for this game.

Spelling Bee



A great educational fundraiser to weave into the curriculum! A class-activity to learn all about allergens and their spelling. Ask for a contribution from every child taking part. We have a certificate for you to print for the winner, too! Turn to page 8 to download your Spelling Bee pack.

Spread the word

Share your pride in supporting Anaphylaxis UK and shout about the wonderful things your school is doing.

Promote your fundraiser :

- 
- In newsletters and class WhatsApp chats [see example wording on page 9].
 - On noticeboards in and outside the school [see our posters on page 8].
 - On your social media channels. Don't forget to tag us @AnaphylaxisUK.
 - Contact your local press [reach out to press@anaphylaxis.org.uk for support].

Celebrate your successes :

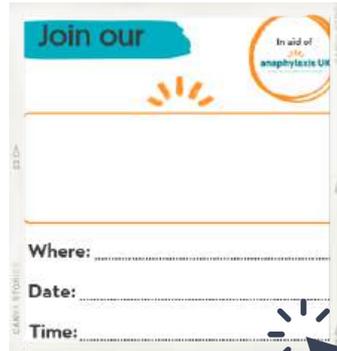
- In newsletters and class WhatsApp chats.
- Contact your local media.
- On your social media channels [with parental permission]. Tag us @AnaphylaxisUK.
- Present Anaphylaxis UK certificates to stand-out fundraisers and classes for their efforts [see our certificate on page 8].

Fundraising resources

We have a dedicated [Fundraise at School webpage](#) where you can download a selection of fundraising resources. Don't forget to visit our [Keeping Fundraising Safe and Legal webpage](#) to ensure that your event runs smoothly, safely and legally.



Big Bake pack



Promotional poster



Impact poster



Name the Bear



Spelling Bee pack



Noticeboard decor



Certificate



Bunting

Communication templates

Feel free to use the below wording in your communications to promote your fundraiser and engage with parents, carers, and school staff to encourage support and participation.

Newsletter article

♥ Save the Date ♥ We are proud to be fundraising for Anaphylaxis UK on [date] to raise important funds and awareness to help create a brighter, safer, and inclusive future for people living with serious allergies.

[Details of the event e.g. activity, venue, requirements, suggested £ contribution]

Anaphylaxis UK has been providing trusted and evidence-based information and support for people at risk of serious allergic reactions and anaphylaxis for over 30 years. For more information, please visit www.anaphylaxis.org.uk.

Thank you in advance for your support! ✨

Class WhatsApp message

♥ Save the Date ♥ We're proud to be fundraising for Anaphylaxis UK to raise important funds and awareness to help create a brighter, safer, and inclusive future for people living with serious allergies.

Here's what you need to know:

[Activity]

[Date]

[Venue]

[Suggested £ contribution]

Thank you in advance for your support! ✨

Paying in your donations

School payment system

Set up the event on your payment system to make it easy for your parents/carers to make their donation or buy tickets, if applicable. After the event, calculate the event total and send this to Anaphylaxis UK by using our [donation webpage](#) or via a BACS transfer (details below). Please include a note or reference to with your school name and postcode.

Pay online

For cash donations, please bank the money to your school account first. You can then pay funds directly through our website: www.anaphylaxis.org.uk/donate. Don't forget to add a note to your donation with your school name, postcode and a brief description of your fundraising activity.

BACS payment

Please transfer your monies to:

Account Name : Anaphylaxis UK
Bank : HSBC UK Bank plc
Sort Code : 40-20-24
Account Number : 9133 9788
Reference : your school name and postcode

Please email finance@anaphylaxis.org.uk once you have made your donation. Thank you!

-10-

Your support matters

Anaphylaxis UK is the only UK-wide charity operating solely for the growing numbers of people at risk of serious allergic reactions and anaphylaxis. But we can't do what we do without your generous support and donations.

Your fundraising efforts and help in raising awareness of our charity means we can keep vital services running to support and empower the allergy community. Together, we are creating a brighter, safer, and inclusive future.

£50

can go towards producing specialist guidance for education settings. For example, guidance on therapy dog visits that balances the needs of children with animal hair allergies and children with therapeutic needs.

£100

can help fund our bi-termly Q&A after-school sessions - free to education professionals - to provide trusted support to help keep your pupils with allergies safe and included in every aspect of school life.

£300

can help pay for a visit from our Education & AllergyWise® Manager, Tracey Dunn. Tracey has 15+ years experience as a qualified teacher and, as a mum to children with allergies, shares her expertise with schools to improve their allergy management.

We're here to help!

If you have any questions or requests, please don't hesitate to get in touch with us. Remember, we're here to help you get the most from your fundraising experience!

To discuss your fundraising activities please email us at:
fundraising@anaphylaxis.org.uk

If you have any questions about our [Safer Schools Programme](#) and how we can support your school to effectively manage pupils with allergies, please drop us an email: allergywise@anaphylaxis.org.uk

Meet Tracey

Our Safer Schools Programme is led by Tracey Dunn, B Ed (Hons), a qualified teacher and headteacher with 16 years of experience. Tracey has worked with Local Authorities, Trusts, and CCGs to develop training offers for schools. She combines her extensive educational knowledge with personal experience as a parent to children with food and non-food allergies, some of which require adrenaline auto-injectors.



Good luck and thank you from the team at
Anaphylaxis UK