



# KIDSCAPE

Help With Bullying



**Fundraising pack  
for schools and  
colleges**

# Welcome to Kidscape

Kidscape is a bullying prevention charity (registered charity no. 326864) founded in 198. Each year we work with thousands of children and young people to challenge bullying and protect young lives.

In this pack you will find information on how to raise funds for Kidscape, as well as resources focused on how to talk to young people about bullying.

This pack provides inspiration and ideas to ensure your school or college community is inspired to raise vital funds for Kidscape.

We are a small team with a big reach and every penny you raise will help us reach children who need our help.

Make sure you tell us what you have planned!

## Kidscape's vision



... is for all children to grow up in supportive communities safe from bullying and harm.

## Kidscape's mission



... is to provide practical support, training, and advice to challenge bullying and protect young lives.

# The impact of our work

We reduce the impact of bullying and harm on young lives through programmes and services that...

- Build communities of support
- Reduce isolation and loneliness
- Promote positive relationships
- Support resilience and wellbeing
- Help children recognise and respond to bullying behaviour

## Become a Kidscape Friend



By raising money for Kidscape, your school or college will join our amazing group of Kidscape Friends. Friends are very special supporters who share our vision for all children to grow up in supportive communities safe from bullying and harm.

Kidscape Friends donate funds so we can deliver vital support to children, families, schools and community groups, challenging bullying in all its forms and protecting young lives.

We would love to welcome you as a Kidscape Friend!

### Your donations help change young lives:

- **£50** could help pay for a child to be trained as a peer mentor.
- **£75** could pay for a young adult to train as a Kidscape Community Leader.
- **£100** can help keep our Advice Line service up and running for a month.
- **£200** can help pay for a family impacted by bullying to attend a Kidscape ZAP Community workshop.

# Tried and tested favourites

These fundraising ideas are always popular!



**Own  
clothes day**

**Summer or  
Christmas  
fair**

**Sports day,  
fun run or  
sponsored walk**



**Bake sale**



**Bring-and-buy  
sale, car boot sale  
or a clothes swap**

**A special  
assembly or  
talent show**



# Something a little different

## **Kindness Quiz**

During a lunchtime or after school, pupils make a donation to join in a fun and feel-good kindness quiz. Rounds could include questions about famous friends, friendship customs around the world or the kindest members of the animal kingdom!

## **Kids' Capers**

Encourage pupils to unleash their inner super hero! They can design and wear a cape that shows just how unique and super they are. Parents donate £1 per pupil, with the proceeds coming to Kidscape.

## **Movie Club**

How about a friendship-themed after school film club? It could be a one-off, or you could show a different one each week for a term. Pupils could even vote from a small selection so it's a surprise each week.

## **Kidscape dish of the day**

Have a school canteen? Persuade them to dedicate a dish that could be sold to raise funds for Kidscape for the day, week or month.

## **Friendship Friday - every November**

Kidscape's Friendship Friday is held every year on the third Friday in November. It's a great opportunity to hold a fundraising event for us and to talk to your young people about the importance of friendship.

# Talking to children and young people about bullying

Kidscape is a leading bullying prevention charity. Each year we work directly with thousands of children and young people, with their families and carers, and with adult professionals in schools and communities throughout England and Wales. We can help you build supportive communities where children are safe from bullying and harm.

We have several resources available to help you talk to your children and young people about bullying and to complement your fundraising activity. On our website, you will find several free resources available to school staff, such as:

## **Top tips for dealing with bullying guide for schools**

In [English \(PDF\)](#) and in [Welsh \(PDF\)](#).

## **Guide to writing an anti-bullying policy (PDF)**

## **Top tips for children**

## **Top tips for parents and carers**

We also have several lesson plans and activities materials, such as:

- Being a good friend (Key Stage 2)
- Telling Tales (KS 1 & 2)
- What makes a good friend? (KS 1 & 2)
- Put yourself in my shoes (KS 1 & 2)
- Help with friendships (KS 2)

Lesson plans can be downloaded [here](#) and additional activities can be downloaded [here](#).



# Hints and Tips

- When organising your fundraising event, be adventurous but realistic about the time and resources you have.
- Plan early and start fundraising as soon as possible.
- Let everyone know! Put posters on notice boards, write about it in newsletters and share your event on your website and social media pages (with a link to your school's fundraising page, if you have one).
- Don't be afraid to ask. Some people may need a gentle reminder to sponsor you.
- You could put a collection tin in your reception area or staff room to help collect donations.
- Be safe - remember to check Health and Safety policies.

## Keeping it legal

If you are planning a raffle, you will need to be aware of the following licensing regulations. You do not need a licence to organise an incidental non-commercial raffle, i.e. those where:

- tickets are purchased and drawn at the event
- there are no cash prizes
- prizes cost no more than £500 to purchase.

Any raffle falling outside of these guidelines will require a licence.





# Hannah's story\*

The money you raise will mean that Kidscape can help more children, young people and families experiencing bullying. Here's Hannah's story of how her life changed for the better after coming to a Kidscape ZAP session.

I was nervous about heading to high school, but excited by the fact I was going somewhere new and could make lots of new friends. In primary school I was confident, had friends and did lots of activities such as football and dance.

Things went well until I was targeted by a group of Year 7s, who started to bully me verbally and physically. Deep down I couldn't understand why, why did they do it to me? I felt alone and lost all of my self-esteem, so I stopped going to dance and all of the other clubs I had joined, just to stay away from them.

This continued into my second year of high school. A group of boys followed me home one night, pushed me in the mud and kicked and hit me. The bullying culminated in one of them pushing me down a flight of stairs and ending up in A&E. This was the final evidence my mum needed to confront school.

The bullies had only badly bruised the bone in my foot, but I was broken inside. I felt trapped and was always on alert in case they tried to hurt me again.

At the end of second year, my parents made the decision to move me to a new school, where I knew no one. I felt numb. Being treated the way I had at my old school had a serious effect on my everyday life. I started to lack confidence, being unable to walk out of my home without feeling anxious, my body on alert all the time.

A schoolteacher told my mum about Kidscape, and she booked us onto one of the workshops. At first, I didn't want to go - what could THEY do? But, after months of depression, I finally felt like I was in a place where I belonged. The workshop told us about how to talk and answer back to what bullies say to us, and how to present ourselves to others as confident and not coming across as too timid or aggressive.

Kidscape really changed me. I went home feeling comfortable and confident, but I knew these feelings probably weren't going to last long. I decided to work on my confidence step-by-step, just like Kidscape advised me to do. I joined a musical theatre group, took up guitar and singing lessons, all of which had been my passion before the bullying started.

If I hadn't have gone to the Kidscape workshop, I feel I could never have escaped the loneliness and sadness of my life. I wish we had found Kidscape sooner, it's not a gimmick, it doesn't pretend to stop the bullies, but it gives YOU, the tools you need to make yourself bully proof.

# Getting your money to us



Thank you for choosing to raise money for Kidscape.

We really do appreciate your support. With your help we can help keep many more children and teenagers safe from bullying and harm.

We can accept your donations in many different ways so please select which method is best for you.

## **BACS payment**

You can transfer your donation straight to Kidscape:

Bank: Lloyds

Account number: 00861818

Sort Code: 30-93-97

Please let us know that you are making the donation and the amount by emailing [fundraising@kidscape.org.uk](mailto:fundraising@kidscape.org.uk)

## **Cheque**

Please make cheques payable to Kidscape, and post to:

Kidscape, 8-10 South Street, Epsom, Surrey, KT18 7PF

## **Online**

Make a payment by Debit or Credit Card online at [donate.kidscape.org.uk](https://donate.kidscape.org.uk)  
You can also collect money online by setting up a free page on a site such as [justgiving.com](https://justgiving.com)

# Keep in touch

You can find more information about Kidscape on our website and through our social media channels.



[kidscape.org](https://kidscape.org)



Kidscape Charity



[@Kidscape](https://twitter.com/Kidscape)



Kidscape



[@Kidscape](https://www.instagram.com/Kidscape)



Kidscape

You can also contact our Fundraising team directly  
by emailing:  
[fundraising@kidscape.org.uk](mailto:fundraising@kidscape.org.uk)

## About Kidscape

Kidscape is a bullying prevention charity (registered number 326864) founded in 1985.

Our work includes online advice and resources, a parent advice line, and face-to-face workshops for children and families that build awareness and resilience, delivered both in schools and the community.