

*Action for
Children*



Welcome pack

Friday 9 July 2021

**Ditch the duvet. Banish the blanket.
Pack the pillow.**

Sign up at: boycottyourbed.co.uk/boards-registration

#BoycottYourBed

How will you Boycott your Bed?

We'd love you to Boycott your Bed with us on Friday 9 July 2021.

In this pack, you'll find everything you need to know about the big night and Action for Children. This includes info about what to expect, suggestions for where you could sleep out, ideas to help you smash your fundraising, and some all-important FAQs.

If you have a question – or need any help whatsoever – get in touch with us at: **boycottyourbed@actionforchildren.org.uk**

Are you ready to Boycott your Bed?



You can make children's dreams of a safe and happy childhood come true

Ditch the duvet. Banish the blanket. Pack the pillow.

Boycott your Bed on Friday 9 July and you'll join forces with family, friends or colleagues to raise money by spending the night in the most unusual place you can think of. You could camp out under the stars or under the stairs. Or bunk down in the bathroom or the back garden. It's completely up to you.

Wherever you sleep, you'll bring hope to vulnerable UK children hit hardest by the pandemic. Because – while happier times are ahead for most of us – this crisis has made life even more difficult for children and families already in desperate need.

In the last year, our Coronavirus Emergency Fund has provided essentials, like food and warm clothes, to around 20,000 children and young people. Our frontline key workers have kept 99% of services open.

With your support, we can reach even more children. We can stop poverty and the pandemic from scarring a generation.

Warm wishes,

The Boycott your Bed Team



The crisis

Life was difficult for vulnerable children and their families before the pandemic.

Now things are even harder.

9 children in every UK school class of 30 are living in poverty.

365,000 children were going without essentials like food, gas and electricity before the coronavirus crisis.

135,000 children in Britain don't have a safe place to rest their head.

There are expected to be **5.2 million** children living in poverty in the UK by 2023/24.

But with your help we can change things.

How you can help

By raising money, recruiting a team, and spending the night in the most unusual place you can think of, you can:

- Make sure children are healthy, providing emergency food parcels, clothing and toiletries.
- Cover the cost of essentials, like lighting and heating bills, for families who have lost their income.
- Support young people with their mental health through virtual counselling programmes.
- Give parents the advice and reassurance they need.
- Support young people who care for others.



“[My support worker] is consistent and I know she’s always available on the end of the phone. I don’t know what I would do without her. With Action for Children, I feel cared for and protected.”

You can read more about what we do at:
actionforchildren.org.uk/what-we-do

A bit about Boycott your Bed

Our first-ever Boycott your Bed virtual challenge took place last year. It replaced our annual sleep out, Byte Night, which was cancelled because of the pandemic.

Byte Night has been running since 1988. Every year, more than 1,000 people team up to sleep out at locations across the UK.

The event is the brainchild of Ken Deeks MBE. Ken organised the inaugural Byte Night 24 years ago when 30 friends got together to raise £35,000. The event has gone from strength to strength ever since, raising more than £12.5 million so far.

When coronavirus hit the UK in March 2020, we weren't able to raise money by sleeping out as usual. But – with the help of our 10 fantastic volunteer boards – we came up with a brand new event, Boycott your Bed. This virtual sleep out brought homes together across the UK (and beyond!) for an evening of entertainment and fundraising fun.

Boycott your Bed: back for 2021

For most of us, happier times are ahead. Doing the things we love again. Maybe even getting away from it all. But for the most vulnerable children and families, the pandemic has made things even worse. For them, there's no end in sight.

But with your help we can change things.

That's why we're asking you to Boycott your Bed this year. With your support, we can stop poverty and the pandemic from scarring a generation.

Thank you to our wonderful board members who've given up their time and energy to organise Boycott your Bed again this year.



“Thank you so much for taking part in Boycott your Bed and for joining me in supporting Action for Children. Whether you boycotted your bed with us last year, or you are completely new to the challenge, your support will help vulnerable children and families across the UK.

More than a year into the pandemic, Action for Children needs our support more than ever. With your help, I'm sure we can make this another incredible year of fundraising. Can we smash last year's total? I think so! I look forward to boycotting my bed with you in July.”

Ken Deeks MBE

Highlights from 2020

On Friday 21 August 2020, 1,405 households across the UK joined forces for the first-ever **Boycott your Bed** challenge.

More than 4,500 incredible people joined us for a fun-packed evening. Famous faces – including Pixie Lott, Ed Byrne and Ore Oduba – provided the entertainment before we settled down for the night in some very unusual places. Here are some of the highlights.



On the big night

It's time to ditch the duvet. Banish the blanket. Pack the pillow. Boycott your Bed 2021 is here! And this is what you can expect.

Whether this is your first Boycott your Bed, or you got involved last year, you're in for a treat.

When the big night arrives, sit back and enjoy an evening of fun for the whole family. We'll send you a link to join a live stream broadcast of virtual entertainment connecting you with households and teams across the UK. You can access the action from any smartphone, tablet or computer.

There'll be lots of interactive activities to keep you entertained before you Boycott your Bed. You'll also find out a bit more about Action for Children and the work we do.

We'll give you more details closer to the event (we don't want to give everything away too soon) but trust us, it's going to be fantastic.

We'd love to see what you're up to on the night so make sure you share your pictures on social media using the hashtag **#BoycottYourBed**.



How will you Boycott your Bed?

Last year, supporters ditched the duvet and found some pretty unusual places to spend the night.

Where will you sleep to challenge yourself?



Will you camp out under the stars like Sarah?



Bunk down in the bathroom like Arthur?



Spend the night in nature like Smartie and Tasha?



Or will you build your dream den like Lexi and Laila?

We want to see where you end up! Make sure you share your pictures on social media using the hashtag **#BoycottYourBed**.

Every penny counts

JustGiving is the easiest way to collect your Boycott your Bed donations. It's simple to set up, the money automatically gets to us, and it includes Gift Aid, which helps your donations to go even further.

JustGiving™

You'll receive a step-by-step guide on how to set up your JustGiving page. Or you can read the guide here: boycottyourbed.co.uk/just-giving-sign-up

Of course, we're here to help if you get stuck. Email us at: boycottyourbed@actionforchildren.org.uk

The difference you could make

£50 could provide an emergency food package for two families in crisis.

£75 could pay for a family's gas and electricity for three weeks, helping them to keep their home warm and cook hot meals.

£100 could buy a bed for a child who doesn't have a comfortable place to sleep.

£150 could pay for a weekly food shop for a family worried about feeding their children.

5 easy ways to raise your first £50

1. Share your JustGiving page on social media.
2. Donate to yourself to kick things off.
3. Ask family and friends for sponsorship.
4. Know someone else who's taking part? Donate to each other!
5. Start small – try a quick and easy fundraiser like a sweepstake or swear jar.



Spreading the word

We hope you'll join forces with family, friends, colleagues and members of your community to #BoycottYourBed. We'd love you to spread the Boycott your Bed message far and wide, too!

Get social

Social media is a great way to tell everyone about the incredible thing you're doing. It's also really handy for promoting your fundraising events and activities.

If you need any help or guidance, just let us know.

You'll find us at:



@actnforchildren



Action for Children



Search 'Action for Children' on LinkedIn



@actionforchildrenuk

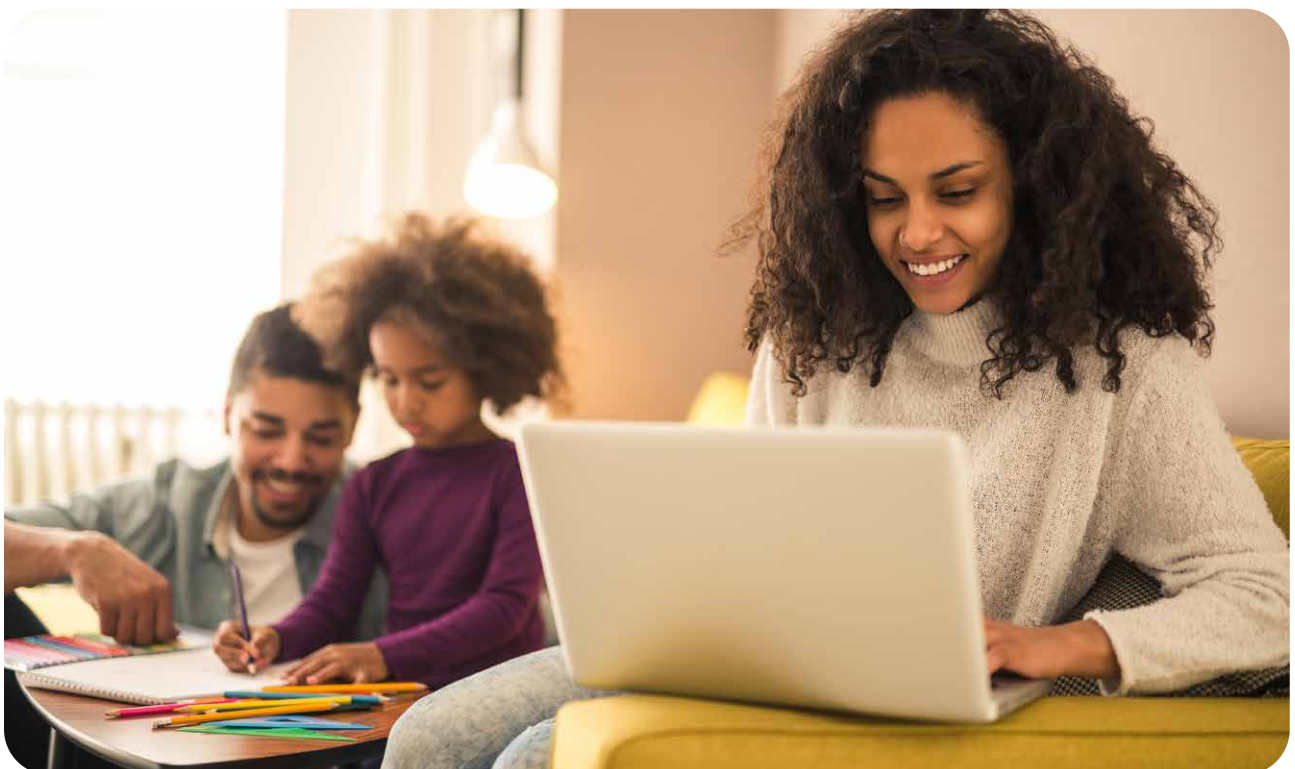
The more the merrier

We love bringing homes together across the UK. Here are some tips to get more people boycotting their beds:

- Put the Boycott your Bed poster up in your community.
- Add an article to your organisation or group newsletter.
- Send a WhatsApp message to your group or use our letter template to write everyone.

You can also find resources to help you spread the word at:

boycottyourbed.co.uk/resources-tools



This is Katie's story

Single mum Katie had a turbulent childhood. Her mum passed away when she was just 15 and – when her dad couldn't cope – Katie was placed in foster care. She fell pregnant at 16 and moved into a mother and baby unit before getting her own accommodation with her son, Christopher.

After suffering abuse at the hands of an ex-partner, and struggling with her mental health, Katie was referred to Action for Children. Her support worker, Hannah, became a vital lifeline. She offered parenting advice and practical support, and made sure the family had the essentials.

“Hannah is consistent, and I know she's always available on the end of the phone,” says Katie. “I don't know what I'd do without her. With Action for Children, I feel cared for and protected.”

Although Katie has a job, money is tight, and when coronavirus hit, life got even harder. Just before Christmas, she found herself struggling to put food on the table. The pressure, on top of her anxiety, was almost unbearable.

Through Action for Children's Coronavirus Emergency Fund, Katie got a grant to pay for the basics, including a much-needed winter coat for Christopher.

“It was perfect timing. I literally had nothing,” Katie says. “I felt so bad that Christopher just had a thin coat and it was getting colder. With the money from the Fund, I was able to buy him a really warm coat. I also bought him some socks because he always needs them.”

The Fund provided food vouchers, too, which made a huge difference to the family.

“Before I was crying and always stressed. If I hadn't had the money then Christmas would have been ruined. It was a godsend.”

Katie was also able to buy some paint and materials to decorate the home she shares with Christopher. This helped her to create a positive, calming environment for them through lockdown.

“Working with Hannah has been brilliant. She is so consistent and advocates for me always.”

“With the money from the Fund, I was able to buy Christopher a really warm coat.”



Fundraising A-Z

Need some fundraising inspiration? Take a look at our A-Z of ideas.

Aa

- **Auction:** ask local businesses to donate items – or sell your skills to the highest bidder.
- **Abseil:** sign up for a hair-raising challenge.
- **Afternoon tea:** get together with friends for a cuppa and cake.



Bb

- **Bake sale:** whip up some cakes and raise some dough.
- **Bingo:** everyone loves this classic night out (or in).
- **Bike:** can you cycle the Tour de France distance?

Ff

- **Football:** organise a five-a-side match or tournament.
- **Face painting:** talented artist? Share your skills with the kids!

Cc

- **Car wash:** spend the day cleaning cars for donations.
- **Coffee morning:** catch up with friends – either online or in person.
- **Climb:** hills, mountains, walls? It's up to you.

Gg

- **Golf day:** hit the fairway with friends or organise a charity day.
- **Gaming:** video games, board games, or maybe sponsored charades?
- **Give it up:** chocolate? Alcohol? Carbs? Get sponsored to give something up.
- **Guessing game:** predict the number of sweets in a jar or name the baby.

Dd

- **Dinner party:** host your own or challenge friends to a cook-off.
- **Dog walking:** do someone a favour and get the donations in.
- **Dress up:** pick a theme and get dressed up (or down) for the day.

Hh

- **Hair:** shave it, grow it, dye it – the possibilities are endless!
- **Hula hooping:** how many hulas can you do?

Ee

- **Endurance:** walk, run, skip or plank – put your stamina to the test.
- **Egg and spoon:** great for kids – try other classic games, too!

Ii

- **International night:** host a country-themed dinner party.
- **Indoor challenge:** walk a marathon in the comfort of your own home.

Jj

- **Jumble sale:** have a clear out and sell your unwanted items.
- **Jump:** bungee or parachute? The choice is yours!

Kk

- **Keep it up:** start a keepy-uppy football challenge with friends.
- **Karaoke:** sing your heart out online using a platform like Watch2Gether.



Ll

- **Lunch and learn:** share your hidden talents with colleagues.
- **Lottery:** half the ticket money goes to the winner, half to Action for Children. Win-win!

Mm

- **Marathon:** full or half? Sign up and join Team Action for Children!
- **Mile of coins:** ask people for their loose change and make a money mile.
- **Murder mystery:** can you crack the case?

Nn

- **Name game:** guess the name of the cuddly toy.
- **Nominate:** can you go viral? Tag your friends in a social media challenge.

Oo

- **Obstacle course:** run, jump, balance... either at home or in the park with friends.
- **Odd jobs:** cut the grass, paint a fence – do something helpful for a donation.

Pp

- **Party:** order games boxes and get together for a virtual party.

Qq

- **Quiz:** put your knowledge to the test.
- **Quiet time:** a sponsored silence is a classic – particularly good for kids!

Rr

- **Raffle:** source prizes, sell tickets and broadcast the big draw.
- **Running:** Couch to 5k, Park Run or a monthly challenge – get running!
- **Record breakers:** can you smash a Guinness World Record?

Ss

- **Sweepstake:** Euros? Strictly Come Dancing? Or guessing a baby's name?
- **Stairs:** can you climb a mountain at home?
- **Swear jar:** easy money at home or in the office.
- **Sky dive:** jump for joy and take on the ultimate charity challenge.

**Tt**

- **Treasure hunt:** X marks the spot for this fun fundraising activity.
- **Tombola:** like a raffle – but with smaller prizes!
- **Tin can bowling:** set up a bowling alley in your garden or hallway.

Uu

- **Upcycling:** turn old socks into puppets and sell them online.

Vv

- **Vegetarian:** give up meat for money – or go vegan.
- **Variety show:** everyone's got a hidden talent – put on a show.

Ww

- **Walking:** do a relay with friends – can you each walk to the next person's house?
- **Wine and cheese:** the perfect evening.

Xx

- **Xbox:** can you game for 24 hours solid?

Yy

- **Yoga:** teach friends or set up online classes.
- **Yes day:** say 'yes' to everything for a day.

Zz

- **Zumba:** dance 'til you drop.
- **Zzzzz:** can you go 24 hours without sleep?

When doing any activity, please make sure you follow all relevant laws and guidance, including the UK government's coronavirus advice.

FAQs

Burning question? Need a bit more info? Take a look at our most commonly asked FAQs.

The big night

How do I Boycott my Bed?

How you choose to Boycott your Bed is completely up to you. You could spend the night on your sofa, build a den in your living room, or pitch a tent in the back garden. As long as you're not in bed, it's all good!

Fancy more of a challenge? Then why not find the most unusual place in your home or garden and sleep there for the night? Just make sure it's safe.

Remember to take a selfie or photo so we can see where you're sleeping. Share your pictures with us on social media using **#BoycottYourBed**

What happens on the night?

Get set up for the evening in your chosen Boycott your Bed spot. Make sure you join our virtual live stream event, which is accessible from any smartphone, tablet or computer with internet.

As well as fundraising fun, there'll be lots of interactive activities to keep children entertained. You'll also find out a bit more about Action for Children and the work we do.

We'll share all the details on our website and social media channels. Keep an eye on your emails for news, too.

Can my child take part in Boycott your Bed?

Of course! We encourage families to take part together.

There's no age limit. But we'll give you details about the activities before the event so you know what to expect. There will be lots of activities for children before bedtime. Once the little ones are tucked in for the night, you'll enjoy entertainment for the grown-ups!

Fundraising

How do I get started?

We know that raising money can seem daunting. But with the help of work, friends and family, our sleepers can surprise themselves with how much they raise. A few well-placed emails, events and activities can raise a lot of money! We're here to help you, too. There are loads of fundraising ideas in this pack and at **boycottyourbed.co.uk/boards-registration**, as well as resources including digital invitations, social media assets and sponsorship forms.

Can we fundraise as a team rather than individuals?

Yes! We positively encourage you to raise money as a team. Some people might have more generous networks than

others, which can boost the total of team members who are less able to hit their target. Team events – like quizzes and race nights – are also a great way to boost donations.

I've heard that some companies offer matched funding – can I use this scheme?

Absolutely. Matched funding is where a company donates an amount of money to your fundraising total. They'll either match what you've raised or donate a fixed amount, which is normally agreed upfront. Ask your company whether they offer this, as it's a great way to hit your target.



Set up your Boycott your Bed team

How many people can I have in my team?

This depends on how you're choosing to Boycott your Bed and the government guidance within your country on 9 July. Please follow any guidance in place local to you. For example, if you're planning to build a large team, it's probably best to do so as separate households. Please visit actionforchildren.uk/keepsafe for more information.

Can we combine our fundraising totals as a team?

Yes! Raising money as a team is a brilliant way to increase funds and promote team building. Team fundraising events – like quizzes, comedy nights or socially

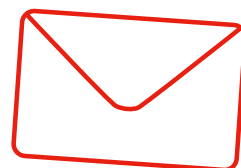
distanced bake sales – really can boost donations. We recommend combining your fundraising totals so that your team only has one target. You can also work together to raise money. Our advice is for each sleeper to raise half of their personal target. Then, you raise the rest of the money as a team. This is a great opportunity for team bonding and makes the experience even more fun. You can also set up a team JustGiving page to collect all your donations in one place. You can find out more at: boycottyourbed.co.uk/just-giving-sign-up

If a team or family member can't take part, can someone else take their place?

Absolutely. Get in touch with the Boycott your Bed team as soon as possible so that we can change the name and contact details.

If you'd like to find out more, get in touch with us at:
[**boycottyourbed@actionforchildren.org.uk**](mailto:boycottyourbed@actionforchildren.org.uk)

For information about the event, please visit:
[**boycottyourbed.co.uk/event-guidance**](https://boycottyourbed.co.uk/event-guidance)



Thank you...

... for boycotting your bed for
safe and happy childhoods.

We couldn't be there for vulnerable
children and families without you.

Safe and happy childhood



Action for Children protects and supports children and young people, providing practical and emotional care and support, ensuring their voices are heard, and campaigning to bring lasting improvements to their lives.

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