



Boycott your Bed

Ditch the duvet. Banish the blanket.
And pack away the pillow.

Welcome pack 2020

boycottyourbed.co.uk

#boycottyourbed

Welcome to the Boycott your Bed family

**We're so happy you've chosen to Boycott your Bed
on Friday 21 August 2020.**

In this pack, you'll find everything you need to know about your big night. This includes info about what to expect, some all-important FAQs, and ideas to help you smash your fundraising.

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

Are you ready to Boycott your Bed?



You're boycotting your bed for safe and happy childhoods

Thank you so much for signing up for Boycott your Bed.

By raising money and taking part, you'll help vulnerable children and families who are in desperate need.

Action for Children runs 476 services across the UK, helping more than 387,000 children, young people and families every year. We work tirelessly to make sure every child has a safe and happy childhood.

Thank you, once again, for choosing to Boycott your Bed. You've joined a national movement to help vulnerable children and families. And we're incredibly grateful.

Warm wishes,

The Boycott your Bed Team



The crisis

Even before coronavirus hit, more than 4.2 million children in the UK were locked in poverty.

Now, vulnerable children and their families have reached breaking point.

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 we're helping

Thank you for signing up to **Boycott your Bed**. By raising money and sleeping in the most unusual place in your home, you can:

- Make sure children are healthy, providing emergency food parcels, clothing and toiletries.
- Help children to learn at home, with books and activity packs.
- 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.
- Look after young people who care for others.



“Without Action for Children, I don't know where I'd be. Me and my children would have been homeless. But my support worker helped us in so many ways. I am so grateful.”

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

A bit about Byte Night

Byte Night has been running for the past 23 years. Every year, more than 1,000 people team up to sleep out at locations across the UK.

Byte Night is the brainchild of Ken Deeks MBE. Ken organised our first-ever sleep out in 1998, when 30 friends got together to raise £35,000 for us. The event has gone from strength to strength ever since, raising more than £12.5 million so far.

When coronavirus hit the UK, our lives and our communities were thrown into an unprecedented crisis. Before, more than 4.2 million children in the UK were locked in

poverty. Now, vulnerable children and their families have reached breaking point.

Unfortunately, we can't raise money to help these children by sleeping out as usual this year. But – with the help of our 10 fantastic volunteer boards – we've come up with a new event, Boycott your Bed. This virtual sleep out challenge will bring homes together across the UK and support families in desperate need.

Thank you to our board members who've given up their time and energy to support us and make Boycott your Bed happen.



“ Thank you so much for taking part in Boycott your Bed and joining me in supporting Action for Children. It’s amazing to watch something that began over 23 years ago grow into a national event – and this year evolve into a virtual event. In this time of crisis, Action for Children needs our support more than ever, and with your help I’m sure we can make this another incredible year for fundraising. I look forward to boycotting my bed with you in August! ”

Ken Deeks MBE

On the day

It's time to ditch the duvet. Banish the blanket. And pack away the pillow. Boycott your Bed 2020 is here! And this is what you can expect.

The big day has arrived, which means it's time to sit back and enjoy an evening of virtual entertainment and fundraising fun for the whole family. An online live stream will connect you to Boycott your Bed households and teams across the UK. You'll be able to access this from any smartphone, tablet or computer with internet.

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

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

Once the activities have finished, it's time to #boycottyourbed. You could rough it in the garden, pitch a tent under your table, or bunk down in the bathroom. We want to see where you end up so make sure you share your pictures on social media using the hashtag **#boycottyourbed**.



Joshua's story

Joshua was 13 when his family's home was destroyed by a fire. We helped the family get back on their feet and overcome the trauma of their experience.

Joshua was at home by himself when a faulty fuse started an electrical fire. His family had popped to the shop and he was upstairs because he wasn't feeling well.

Terrified, he grabbed his sister's blanket and ran outside as fast as he could. When the fire brigade arrived, they told the family nothing could've been done – it could've happened to anyone. The family would never be able to go back into their home. They'd lost all their belongings.

“At some point on the [first] night I realised I didn't have school clothes for the next day,” says Joshua. “But Action for Children came round really quickly. They had uniforms and shoes for all of us. And a change of clothes for my baby brother Noah, who was two at the time.”

After the fire, the family moved between caravan sites for 11 weeks until they were able to find a new home.

“Moving around was hard because my little sister, Arielle, is autistic, and she freaked out,” Joshua explains.

“But Action for Children gave us lots of help. They kept helping us with clothes and food.”

Joshua, though, was struggling to come to terms with what had happened. “After the fire, if there was any noise, even a leaf on the roof, I was terrified. I was scared of the toaster, I couldn't put the kettle on, anything that made noise was too much for me. I needed people around me.”

We got in touch with the fire brigade to help with Joshua's recovery. The children visited the station and now have a better understanding of what happened. Joshua and his brother and sisters have gone through therapy to deal with the trauma as well.

“That really helped me get my confidence back,” says Joshua. “I still see the firemen sometimes and now my dad is training to be one!”

“Without Action for Children, I don’t know what we would have done. They made us feel that, even though we’d lost everything, we still had so much.”



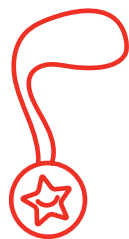
Fundraising ideas

Fundraising doesn't need to be difficult. Here are some great ideas to help you along the way – whether you're raising money at home, at work or virtually.

Sporting suggestions

Marathon relay

Running a marathon feel like a bit of an effort? Then why not team up with nine of your friends, family or colleagues to run or walk 2.6 miles each in a relay? You could even do it online – just make sure you pass the virtual baton to the next team member and film yourselves crossing the finish line.



Boost your indoor-phins

Improve your physical and mental wellbeing with this home-based fitness challenge. Get your friends and colleagues to take part by donating on your JustGiving page. Every 30 minutes of exercise earns a point, so jump to it with kitchen aerobics, dancing in the living room, or by running laps of your garden. Earn double points by doing a virtual workout with a colleague. At the end of a month, the person or team with the most points wins.



Office sports day

Ramp up the nostalgia with an egg and spoon or wheelbarrow race, and a spot of hula-hooping. Going virtual? Challenge your colleagues to film themselves doing the activities and judge your favourites. Extra points for talent and creativity!



Food, glorious food

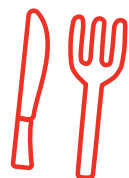
Bake off

Get your friends, family and colleagues to whip up their favourite cakes to raise some dough. Doing it virtually? Bake a cake, send everyone a picture, and get people to pick a winner.



MasterChef

It's a great time to expand your culinary repertoire. Set up a 'MasterChef' WhatsApp group and share your creations, recipes and top tips. Get people to post tutorials, photos and videos so that everyone can learn something new in the kitchen. Ask for a small donation to take part.



Skills to pay the bills

Does your organisation have talent?

Show off your skills with a virtual talent competition. Get your colleagues to film their 'unique' talents and share them online. Alternatively, get everyone together for a virtual talent show or singalong. Everyone donates to take part.



Sell your skills

Dedicated yogi who's keen to pass on their skills? Speak another language and fancy teaching people the basics? Or do you just want to learn how to make your colleague's incredible brownies? Host a digital experience auction and sell skills to the highest bidder.



Retro fun

Scavenger hunt

A bit of old-fashioned fun updated for the virtual world! Be the first to return to your video call with something red, an item of clothing, a sandwich filling, or whatever crazy category you can come up with. This is great for kids and those with a competitive streak. Charge a small fee per person.



Guess the baby

Ask your colleagues to dig out their baby photos. Attach the pictures to an email, send them round, and donate to guess who's who. It's a great way to find out a bit more about the people you work with.



Replace and donate

Donate your commute

Been saving money by not commuting during lockdown? You could donate some of the savings to us – be it one train journey or a week's worth. Every penny makes a big difference.



Give it up

Ditch something you really enjoy for a month, like booze or caffeine. Put the money you would've spent into your fundraising pot. Try and persuade family and friends to get involved, too.



Please make sure you follow the government's guidelines on social distancing when holding any fundraising activities.

Keep an eye on boycottyourbed.co.uk/resources and your supporter emails for more fundraising ideas. Or get in touch with us at: boycottyourbed@actionforchildren.org.uk

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.

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

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 buy vital school supplies and books to help a child learn.

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

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

£200 could buy a cooker for a family in crisis to help them enjoy healthy meals together.

£500 could provide an hour of intensive support to 25 families where children are at risk of neglect.

Spreading the word

Get social

Social media helps us spread the Boycott your Bed message far and wide. It's 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 – whether that's setting up an account, coming up with content or social media top tips – give us a shout.

You'll find us at:

 @actnforchildren

 Search 'Action for Children' on LinkedIn

 Action for Children

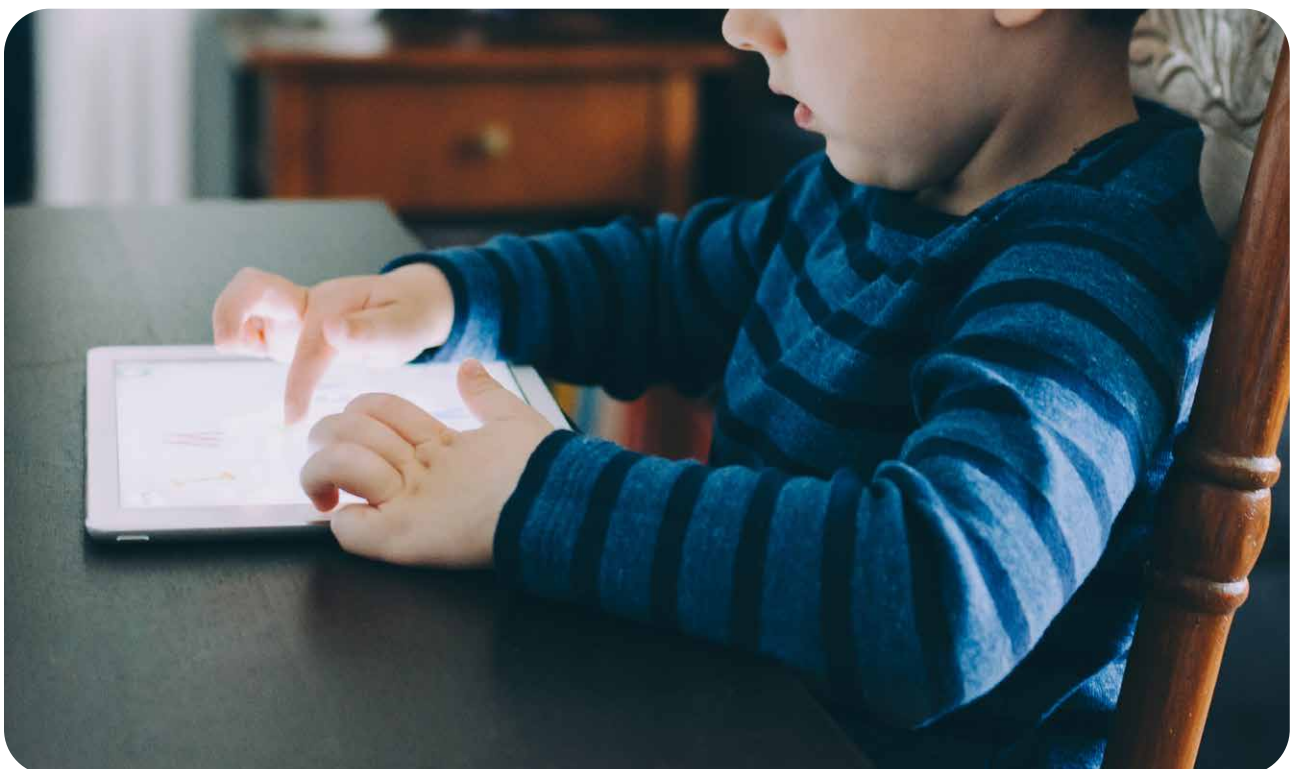
 @actionforchildrenuk

Free resources

We've got loads of great resources to help you. This includes email signatures, social media assets, messaging to share with colleagues, digital invitations and materials to help with your fundraising activities.

You can download them from:

boycottyourbed.org.uk/resources



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.



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, 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.

If I donate a prize to either the auction or raffle, does this contribute to my/my team's fundraising total?

Unfortunately not. We really appreciate the income that prizes raise on the night, but this doesn't contribute to your/your team's fundraising.

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 lockdown measures in place on 21 August. For example, if you're planning to build a large team, it's probably best to do so as separate households.

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.

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**

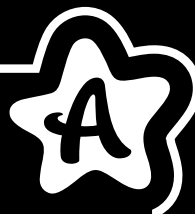
For information about the event, please visit: **boycottyourbed.co.uk/
event-guidance**

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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