



### ...for James and the woman he loves...

James's wife Zoe has lived with an eating disorder for 14 years:




"I struggle to understand exactly what it is like to have an eating disorder, and still never know the right thing to say, how to 'fix it' or what to do to make it better. It was so difficult seeing the harm it was doing to Zoe – and it was especially frustrating when it seemed like anything I did never helped and it always got worse.

"As I've discovered, there's no magic wand to make it better, but it is possible to recover. It's important to remember that your loved one is still there behind the disorder."

**...for everyone whose life is affected by eating disorders.**

### How to pay in the funds you raise

If you use JustGiving, they'll pay it in automatically to Beat. If not, please either:

-  Pay in online at [beateatingdisorders.org.uk/donate](http://beateatingdisorders.org.uk/donate)
-  Call 01603 753308 to make a payment by credit or debit card
-  Send a cheque made payable to Beat to Beat, 1 Chalk Hill House, 19 Rosary Road, Norwich NR1 1SZ

**Important!**  
Raise even more funds – send in your Gift Aid forms and we can raise an extra 25p for every £1 donated by a UK taxpayer for free.

### Thank you!

**Eating Disorders Awareness Week, 2–8 March**  
**let's beat this – for the mums and dads, families and friends, and for the people we all love.**

**Together we can make a difference to the lives of everyone affected by eating disorders.**

**We'll see you then!**



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## Let's Beat This

**Raise funds. Help loved ones. Beat eating disorders.**



**Eating Disorders Awareness Week 2020**



## Let's Beat This

**Together, we can beat eating disorders**

### ...for Andrew, his young son and the whole family...

Andrew's son was diagnosed with an eating disorder when he was just 11 years old:

"Over the last 18 months, we've had ups and downs, progress and setbacks. And our struggle continues.

"Eating disorders have a corrosive effect on the whole family – not just immediate family, but the extended too. Our focus has been the recovery and support of our son, but his two sisters have been really impacted. As a parent, it's this balancing of the demands of caring for someone with the eating disorder while also caring for the wider family and the associated guilt that is the struggle."

**This Eating Disorders Awareness Week, let's raise funds and show the UK just how many people are really affected by eating disorders.**

## How to get started:

- You've got your fundraising pack. Now it's time to...
- Decide on your event
- Set up your JustGiving page
- Share your page
- Tell Beat your plans
- And get together to beat this

### Let's tell the truth about eating disorders

When we speak out about eating disorders, we give others the strength to reach for help, challenge the stigma and seek the treatment they deserve. We know talking openly about your experiences can be scary, but we'll be here to support you every step of the way. The best place to share your story is on your JustGiving page. However, if you're not comfortable with this, use our fact sheet to tell people your thoughts about eating disorders on your page.



**Important!** Please don't use images or specifics around weight or calories as they could be triggering to others. See our online Fundraising Guidelines to find out more.

### Spread the word

**Get everyone involved** – Ask those keen bakers, craft extraordinaires and all-round superheroes to help you with your plans.

**Get in the press** – Why not spread the word about your fundraising and raise awareness in your local area?

**Get your story out there** – We want to show the UK just how many people are really affected by eating disorders. Please use the enclosed signs to tell people why you're working to beat eating disorders. Whoever you are, however you're affected, your experience is unique and will help people to understand how far the impact spreads. If you need any help writing your story, please just get in touch with our fundraising team.

**Get social** – Use #LetsBeatThis to share your photos and join everyone else who's getting involved all over the country.

**Get supplies** – Balloons, flags, games, stickers, leaflets, posters, collection buckets and tins – we can send you everything you need for your fundraising.

**Important!** Let us know if you need any supplies by 24 February to ensure we can get them to you on time.



## Two easy ways you could beat this

### Dress-down or dress-up days

- You could hold a non-uniform day at school, a casual dress-down day for work, or you could go wild and dress up in a tutu and a fake moustache. Whatever works for you!
- Ask everyone who gets involved to make a donation.
- Use our sweepstake game to boost your fundraising.
- Extra activities could include a fun forfeit for everyone who doesn't get involved.



### Bake sales

Who can resist a bake sale? It's a classic fundraiser to get everyone involved with lots of chat to raise awareness and funds.

- Find a venue. Home, work or school – you won't need much space, but make sure you get permission.
- Ask friends to bring along their signature bake.
- Download our Beat bunting to decorate and use our downloadable poster to let everyone know your plans.



**Important!** Make an ingredients list for each bake to cater for dietary requirements.

### More easy ways to raise funds over Eating Disorders Awareness Week

- Make a swear box at work and charge £1 for every naughty word uttered by colleagues from Monday to Friday.
- Have a knit and natter day.
- Do good deeds in return for donations.
- Sponsored silence (great for noisy kids).
- Ask your local to make their regular pub quiz a one-off to raise funds for people living with eating disorders.
- Crack open the face masks and nail varnish for a Friday night pamper party with your friends.
- Offer to pack shopping at the supermarket checkout.
- Offer to wash the local team's muddy football or rugby kits for cash and hold a collection at the match.
- Have a clear out during the week and do a car boot sale at the weekend.

**Important!** Want to hold a raffle? Let us know so we can send you a letter of authority and explain the rules.

**Fancy doing something different to raise funds? It's up to you how you choose to get involved, because together, we can beat eating disorders.**

**Let's Beat This**

Eating Disorders Awareness Week 2020

## Need any help?

Just message us on Facebook or Twitter, email us at [fundraising@beateatingdisorders.org.uk](mailto:fundraising@beateatingdisorders.org.uk) or give us a call on 01603 753 308. We'd love to hear your plans.