

# TOGETHER, WE CAN SUPPORT THE YOUNG PEOPLE WHO NEED OUR HELP, NOW MORE THAN EVER.

As the situation around the coronavirus pandemic continues to change, all over the UK, children are struggling with feelings of uncertainty and anxiety, and for those already facing issues in their lives things have only become more difficult.

We're already working with communities and projects just like the ones you can see here, but we need to do more. Together we can help the hundreds of thousands of children that need us.

To see how we're making a difference near you, check out our interactive map at [BBC.CO.UK/PUDSEY](https://bbc.co.uk/pudsey)



**Alfie**  
Emergency Essentials

When eight-year-old Alfie's dad had to shield in lockdown due to underlying health conditions, the unexpected financial strain meant the family had to rely on food banks for healthy meals. It was a very difficult time, especially for Alfie who often worries about his parent's health. Soon Alfie's dad could return to work, but he had to clean his work uniform every day on a hot wash, and unfortunately the family couldn't access a washing machine. Thankfully Emergency Essentials were there to help, providing a washing machine through their support for families in crisis. Now, Alfie's dad is back at work, and Alfie has less to worry about in this incredibly difficult time.



**Clara**  
Oasis Youth Centre

When Clara found out that her mum had depression she struggled to understand what it meant, and how it made her feel. But thanks to activity sessions run by Oasis Youth Centre, she was able to learn more about mental health and talk openly about her feelings. Now aged 17, Clara is still supported by the incredibly important work at Oasis, and during lockdown this support has only been more crucial. Through online cookery, meditation and wellbeing sessions Oasis has helped Clara through the uncertainty of the pandemic, and as the situation evolves, they will continue to support young people through the challenges it brings.



**Johnathon and Holly\***  
Nelson's Journey

Jonny (14) and Holly (10)\* weren't able to attend a family funeral and were very upset. Their dad spoke to Nelson's Journey who suggested that the family used their Smiles & Tears smartphone app with the children. On the day and time of the funeral, Jonny and Holly used the app to virtually release balloons in memory of their Uncle. The impact of Covid-19 has meant that many grieving families and friends have been unable to meet together. The app has helped children and young people supported by Nelson's Journey to save their memories and feelings towards their special person.

"This app has the potential to change lives and save lives"  
- Nelson's Journey Youth Panel

\*Names changed.

# JOIN TOGETHER WITH MILLIONS OF VIEWERS *across the UK*

November 2020 is when it all comes together with famous faces, new takes on family favourites and a whole host of TV specials to enjoy including a special programme to mark 40 years of BBC Children in Need.

Sit back and be entertained along with millions of others, ending with an unmissable evening of TV for Appeal Night. We'll see you there!

Visit our website and follow us on social @BBCCiN for updates.

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[bbc.co.uk/pudsey](https://bbc.co.uk/pudsey)



# TOGETHER, WE CAN *look the part*

Head to [bbc.co.uk/pudsey](https://bbc.co.uk/pudsey) for all your Pudsey gear

All images were captured prior to government guidance on social distancing.  
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JOIN US FOR  
APPEAL WEEK  
9-15  
NOVEMBER



YOU'LL *love* OUR  
NEW ECO-FRIENDLY  
2020 PRODUCTS!

See our full range  
online at  
[bbc.co.uk/pudsey](https://bbc.co.uk/pudsey)



# TOGETHER, WE CAN *transform children's lives*







# TOGETHER, WE CAN

*be the positive change*

**BBC Children in Need is a chance for you to do an extraordinary thing: help change the lives of young people across the UK.**

**More than ever before, children facing loneliness and isolation, illness, poverty and mental health challenges need us to lift the barriers holding them back from the happy, healthy lives they deserve.**

The coronavirus pandemic has had an impact on us all. For disadvantaged and vulnerable children, though, it's meant new levels of worry, loss and loneliness.

We're here to help them overcome these barriers and we're on the ground working in communities across the UK where the need is greater than ever before. Together with your donations and your fundraising efforts, we can rebuild their lives, reawaken their confidence and restart their future.

**Together, we can change the lives of children in the UK.**

# YOU CAN CHANGE YOUNG LIVES NOW

*Every donation makes  
a difference*

Your donation will mean we can help change thousands of young lives across the UK. When we add them together, even a small gift makes a huge difference and helps us continue to reach the children that need us most.



*Feeling proud?*

**DON'T FORGET  
TO ORDER YOUR  
THANK YOU  
CERTIFICATE**  
[bbc.co.uk/pudsey](http://bbc.co.uk/pudsey)

Other ways to donate



## PHONE

Call 03457 33 22 33. Standard geographic charges will apply.

## POST

Post cheques with your paying-in slip in the pre-paid envelope provided. Our address is BBC Children in Need, PO Box 648, Salford, M5 0LB.

## BANK

Donate at any bank, using the paying-in slip attached to your letter.

**DONATE**  
*online*  
[bbc.co.uk/pudsey](http://bbc.co.uk/pudsey)

You can donate now with  
Credit/Debit card and PayPal.

**£90**

£90 pays for wellbeing workshops for a teenager with a cancer diagnosis, enabling them to explore their feelings, and to develop strategies to cope with difficult times.

## SET UP A FUNDRAISING PAGE

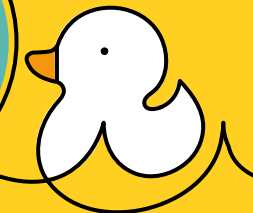
It's a really easy way to share what you are doing and collect fundraising online.  
Head to [bbc.co.uk/pudsey](http://bbc.co.uk/pudsey) to find out how.



THE ANNUAL **DUCK RACE** **LIVE**   
SWEEPSTAKE

Visit [bbc.co.uk/pudsey](http://bbc.co.uk/pudsey) for all the details and resources you'll need, then

**WATCH THE  
RACE LIVE**  
FRI 13 NOVEMBER



# TOGETHER, WE CAN FUNDRAISE

*to make amazing things  
happen*



**Act  
your  
age**

This year we're asking you to take your age and do something good with it.

Simply take your age, the combined age of your friends, family, workmates, or the age of something or someone special, and turn it into a fundraiser. It could be the distance you cover, the duration you do it for, the number of things you do or your sponsorship target - whatever it is you'll be helping to change young lives across the UK.



**6 YEARS OLD?** 6 cake bake sale.  
**82 YEARS COMBINED?** 82 mile sponsored walk.  
**100 YEARS IN BUSINESS?** 100 hours of fundraising.  
**DON'T WANT TO SHARE YOUR AGE?** We're 40 this year, so you could use that. **IF NOT, JUST STAY FOREVER 21...**

Do what you love, with a fundraising twist for BBC Children in Need and together we'll change lives.

*Need more ideas?*

**Head to [BBC.CO.UK/PUDSEY](http://BBC.CO.UK/PUDSEY) for everything you need to get started**



Our dedicated supporter care team are here to help. Get in touch on **0345 609 0015** or email [pudsey@bbc.co.uk](mailto:pudsey@bbc.co.uk)