



SAVE
THE DATE
14 NOV

PRIMARY SCHOOLS

**CHALLENGE
YOURSELF**

FOR

BBC

**CHILDREN
IN NEED**

**TO
25**

Join us and **CHALLENGE YOURSELF TO 25**
to make life lighter for children and
young people across the UK



WELCOME TO YOUR FUNDRAISING PACK

GETTING ORGANISED

BBC CHILDREN IN NEED DAY PLANNER
FUNDRAISING CHECKLIST
BBC CHILDREN IN NEED DAY INVITES
EVENT POSTER
TEMPLATE EMAILS FOR PARENTS/CARERS

CHALLENGE YOURSELF TO 25 - RESOURCES

CHALLENGE YOURSELF TO 25 INSPIRATION
5K A DAY CHALLENGE TRACKER
CHALLENGE YOURSELF TO 25 PROGRESS TRACKER
SPONSORSHIP FORM
ROYAL MAIL PUDSEY POSTCARD RESOURCE

STRICTLY RESOURCES

DESIGN YOUR OWN PADDLE RESOURCE
PROGRESS TRACKER RESOURCE

REWARDS CERTIFICATES

YOU CAN FIND ALL RESOURCES FEATURED
IN THIS PACK (PLUS LOTS MORE) ON OUR WEBSITE
BY **CLICKING HERE**



BBC CHILDREN IN NEED DAY PLANNER

INSPIRATION FOR HOSTING THE PERFECT FUNDRAISER

MORNING SESSION

LIVE JOIN IN MOMENT

[CLICK HERE FOR MORE INFORMATION](#)

Join in with Joe Wicks and some very special guests for a brilliant LIVE moment full of fun, mood-boosting movement and celebration.

Kick off your BBC Children in Need Day in style!



MATHS WITH A TWIST

Check out our curriculum linked maths resources [HERE](#). These are year group-specific and will help your pupils learn essential maths skills as well as the importance of fundraising.



MINDFULNESS

Check out our Pudsey colouring sheets and crafts [HERE](#) for a calming activity amongst all the excitement.

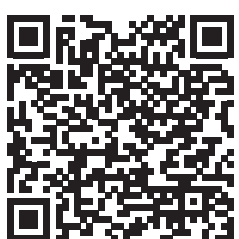


GET MOVING

Join in with Joe Wicks and check out his brand new Activate episode for BBC Children in Need! Get your dancing shoes on and Challenge Yourself to 25 by taking on Strictly's 25 step dance routine!



Don't forget to set up a JustGiving page or pay in your fundraising [HERE](#)



BBC CHILDREN IN NEED DAY PLANNER

AFTERNOON SESSION

CHALLENGE YOURSELF TO 25 RESOURCES

Dress Up Challenge
Progress Tracker
5k a Day to 25k

Whether you're tracking
your 5k a day to 25k
progress or taking part
in our dress up challenge,
CHECK OUT OUR RESOURCES
for everything you need to
Challenge Yourself to 25.



PUDSEY GAMES

Pudsey Puzzle Page
Pudsey's Treasure Hunt
Moodboosters Videos

We've got Pudsey puzzle
resources, fun and
interactive videos and
treasure hunts **HERE!**



FUNDRAISING

Pudsey Medals and Certificates

At the end of the day, award
everyone a medal or certificate
HERE to congratulate them for
raising money and taking part in
BBC Children in Need Day!



Don't forget to set up a
JustGiving page or pay in
your fundraising **HERE**



FUNDRAISING CHECKLIST

10 STEPS TO FUNDRAISING SUCCESS!

1 SAVE THE DATE

Circle BBC Children in Need Day in your calendars - Friday 14th November!

2 PICK YOUR 'CHALLENGE YOURSELF TO 25' FUNDRAISING ACTIVITY

Whether you're taking on 25k as a class, giving a '25 twist' to your non-uniform day or bake sale, or choosing your own challenge, your school's fundraising will make a huge difference to the lives of children and their families across the UK!

3 CHOOSE HOW TO COLLECT YOUR FUNDRAISING MONEY

Sign up for your free **ParentPay donation page HERE** or set up your **JustGiving page HERE**. Otherwise, if you choose to collect cash, you can pay in your fundraising at your local Post Office or **online at the BBC Children in Need website HERE**.

4 FIND YOUR FUNDRAISING RESOURCES

Check out the **BBC Children in Need primary schools page HERE** for Challenge Yourself to 25, fundraising and curriculum-linked resources. We've got everything you need to make 2025 your best fundraising year yet!

5 ORDER YOUR PUDSEY MERCH

Get your paws on Pudsey ears, plush Pudsey bears and more at the BBC Children in Need shop **HERE**

6 SHARE YOUR FUNDRAISING PLANS

Let parents/guardians know your fundraising plans so they have time to prepare. Why not share your activities on social media and tag us at @bbccin? You can also complete our **Tell Us What You're Doing form HERE** for the chance for your school to be showcased on our socials!

7 SCHOOLS LIVE MOMENT: JOIN IN WITH JOE WICKS!

Don't miss our schools livestream hosted by Joe Wicks on the morning of BBC Children in Need Day. Joe will be joined by Pudsey and other famous faces to celebrate your fundraising. **Head to the our website to tune in HERE!**

8 HAVE FUN AND GET FUNDRAISING!

Have a great BBC Children in Need day! Whether you're taking on a Challenge Yourself to 25 fundraiser, hosting a bake sale or holding dress up day, your fundraising will help us to support children across the UK who need it most.

9 PAY IN YOUR FUNDRAISING MONEY

Pay in your money via your ParentPay or Just Giving pages, or pay in any cash you've collected at your local Post Office **OR ONLINE AT THE BBC CHILDREN IN NEED WEBSITE HERE**

10 CELEBRATE YOUR FUNDRAISING!

Get your certificates to celebrate everyone who got involved with fundraising. Thank you from all of us at BBC Children in Need - your school is amazing!

YOU'RE INVITED!

TO

Joe Wicks is inviting your school to get involved and fundraise this BBC Children in Need Day!

☐ Challenge Yourself to 25 sponsored activity: _____

☐ Bake sale

☐ Dress up / fancy dress theme: _____

☐ runPudsey

☐ Joining Joe Wicks' LIVE moment

WHERE

WHEN 14 NOVEMBER 2025

FROM JOE WICKS

Right now, countless children and young people across the UK are facing overwhelming challenges alone. That's why we urgently need your support—to raise vital funds and be there when they need us most.

To Parents / Guardians

☐ Our school is using a JustGiving page - ask us for the details. Please do share amongst family and friends too.

☐ Please send your child into school with a donation, no matter how big or small, to support children living in your community.

Parents /Guardians - if you want to support BBC Children in Need and the vital work they're doing to help children and families across the UK, please donate what you can on BBC Children in Need Day.



©BBC 2022 Reg. charity no. 802052 in England & Wales and SC039557 in Scotland.

YOU'RE INVITED!

TO

Joe Wicks is inviting your school to get involved and fundraise this BBC Children in Need Day!

☐ Challenge Yourself to 25 sponsored activity: _____

☐ Bake sale

☐ Dress up / fancy dress theme: _____

☐ runPudsey

☐ Joining Joe Wicks' LIVE moment

WHERE

WHEN 14 NOVEMBER 2025

FROM JOE WICKS

Right now, countless children and young people across the UK are facing overwhelming challenges alone. That's why we urgently need your support—to raise vital funds and be there when they need us most.

To Parents / Guardians

☐ Our school is using a JustGiving page - ask us for the details. Please do share amongst family and friends too.

☐ Please send your child into school with a donation, no matter how big or small, to support children living in your community.

Parents /Guardians - if you want to support BBC Children in Need and the vital work they're doing to help children and families across the UK, please donate what you can on BBC Children in Need Day.



©BBC 2022 Reg. charity no. 802052 in England & Wales and SC039557 in Scotland.

BBC
CHILDREN
IN NEED

WE'RE RAISING MONEY

WHAT

WHEN & WHERE

CONTACT

DONATE ONLINE



Scan the QR code or
head to bbc.co.uk/pudsey
to donate online



TEMPLATE EMAILS FOR PARENTS/CARERS

**COPY AND PERSONALISE OUR TEMPLATE FUNDRAISING AND
THANK YOU EMAILS TO SEND TO YOUR PARENT/CARER NETWORK
TO LET THEM KNOW ABOUT YOUR FUNDRAISING PLANS
AND THANK THEM FOR THEIR SUPPORT**

FUNDRAISING TEMPLATE EMAIL

Hi there,

We are excited to announce we are organising our very own **[name sponsored challenge]** to fundraise and raise awareness for BBC Children in Need. We are so excited to be getting involved and can't wait to get everyone together on **[date]** for a fun-filled **[day/week]**.

We're raising money to help fund projects and people that provide vital support to children when they need it most right across the UK. Too many children across the UK are facing life's toughest moments alone. Many are living in poverty, with mental health struggles, grief, a disability, or growing up in communities impacted by violence. Every child deserves to thrive and for someone who shows up for them.

BBC Children in Need funds people and projects across the UK that provide vital support to children when they need it most. From youth clubs and counselling services to food banks and mentoring programmes, these projects help children feel seen, heard, and supported. However, **Right now, only 1 in 6 organisations who ask BBC Children in Need for help can currently be funded.**

We'd love it if you could **X [Choose how to collect funds and delete where appropriate, e.g: – help get our class excited for their 25km challenge, and if you'd like to make an optional donation, that would be great. You can donate to our school's own JustGiving page here [link to page] / donate via ParentPay / donate via runPudsey / make an online donation here- <https://donate.bbcchildreninneed.co.uk/primarysingle>**

Thank you!

TEMPLATE EMAILS FOR PARENTS/CARERS

THANK YOU TEMPLATE EMAIL

Hi there,

Thank you so much for getting involved with our **[name challenge]**, fundraising for BBC Children in Need. Whether you helped build excitement for the day or made a donation, we'd like to say a big thank you to everyone. I'm sure you're as proud as we are of our pupils for enjoying their day whilst raising important awareness and funds for BBC Children in Need.

Right now, only 1 in 6 organisations who ask BBC Children in Need for help can currently be funded. These local projects and people that need funding are providing vital support to children in communities like ours, across the UK. With the support of Primary Schools like ours, BBC Children in Need hope to be able to say yes to more projects.

Your support means there's someone able to give food, clothes and beds to a child living without; someone qualified to talk a child who is anxious, isolated or grieving; and someone to be there for children living with serious illness, disability or carrying a load that's just too heavy to manage alone.

To celebrate our school's fundraising, make sure to tune in on 14th November to watch the BBC Children in Need Appeal Show on BBC One. It's set to be an amazing fun-filled night with wonderful stories of hope, where you can see the impact of your donation on children's lives.

Thank you so much!



CHALLENGE YOURSELF TO 25

FOR
BBC
CHILDREN
IN NEED

INSPIRATION

Check out all our brilliant Challenge Yourself to 25 ideas below, choose your favourite and get fundraising!

INTRODUCING THE STRICTLY 25 STEP DANCE CHALLENGE!

Strictly pros Luba, Michelle, Nancy and Neil have created a brand new cha cha cha routine to 'What Makes You Beautiful' especially for BBC Children in Need. Watch a short tutorial video each day for 5 days, learn five dazzling dance moves per video and put the moves together at the end for a routine worthy of the Glitterball! Explore the cha-cha-challenge [HERE](#), check out our special Strictly 25 Step Dance challenge resources in this pack and get sponsored to take part.



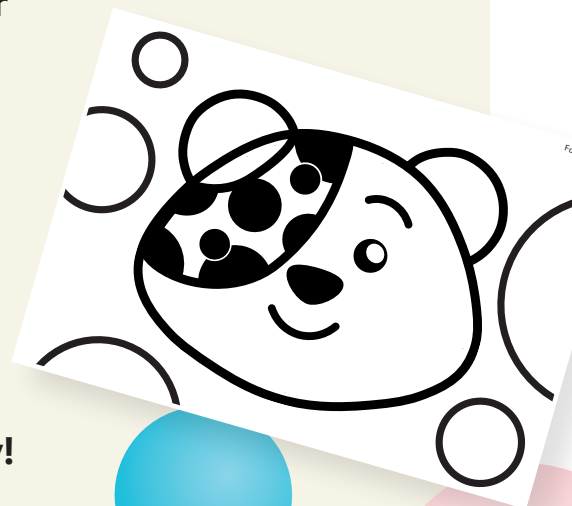
TAKE ON THE RUNPUDSEY CHALLENGE!

runPudsey is back for 2025 and is bigger and better than ever before! Last year 313 schools raised an incredible £330,000 with almost 10,000 pupils taking on their own runPudsey challenge – could your school be next to get involved? Find out more and sign up your school [HERE](#).



SEND A POSTCARD TO PUDSEY WITH ROYAL MAIL!

Colour in the design and write your own message for Pudsey. Why not Challenge Yourself to 25 and aim to send at least 25 postcards as a class, write a message exactly 25 words long, or share your own '25' fundraising challenge idea in your message? Send your finished postcards to the address on the resource and our friends at Royal Mail will deliver straight to Pudsey! Find the postcard resource [HERE](#).





CHALLENGE YOURSELF TO 25

FOR
BBC
CHILDREN
IN NEED

**Take on a 25km challenge for BBC Children in Need this year -
whether you choose to run, cycle, walk, scoot or anything else!**

**Pin this up on your fridge and tick off a day each time you
complete the next 5k in your chosen challenge.**

Best of luck! Joe Wicks x

I'M CHALLENGING MYSELF TO

THE DISTANCE OF 25KM

MONDAY

**YOU'VE
HIT
5K**



TUESDAY

**10K
DOWN**



WEDNESDAY

**15K
KEEP
IT UP**



THURSDAY

**20K
ALMOST
THERE**



FRIDAY

**25K
YOU DID
IT!!**



**WELL
DONE!**



CHALLENGE
YOURSELF

FOR
B B B
CHILDREN
IN NEED

TO
25



PROGRESS TRACKER

MY CHALLENGE YOURSELF TO 25 CHALLENGE IS...

1 	2 	3 	4 	5
6 	7 	8 	9 	10
11 	12 	13 	14 	15
16 	17 	18 	19 	20
21 	22 	23 	24 	25

BBC Children in Need

With your support, we're there for young people near you, changing lives where the need is greatest

You can photocopy this form or download more forms at bbc.co.uk/cin



WHO

WHAT

WHEN

WHERE

To claim Gift Aid, we will need your full name, home address, postcode and a tick in the box. We only use your details to claim Gift Aid and not for marketing purposes*. If you are under 18, you should check with your parent or guardian that it is OK to provide these details.

[illegible]

TOTAL RAISED £

BBC Children in Need is not responsible for the organisation of this event or for the collection of the money.

See the reverse for ways to pay in your money.

BBC
CHILDREN
IN NEED

*Under GDPR our lawful basis for processing your data is the legitimate interests of claiming Gift Aid. Find out more on our Privacy Policy at bbc.co.uk/cin

**No cost to you,
essential funding for us** *giftaid it*

By ticking the Gift Aid box, every pound you sponsor or donate can be worth £1.25 to us. It doesn't cost you a penny more.

By ticking the box headed 'giftaid it', you are agreeing to the following statement: "I want BBC Children in Need to reclaim tax on my donation detailed above, given on the date shown. I confirm I am a UK taxpayer and understand that if I pay less Income Tax or Capital Gains Tax in the current tax year than the amount of Gift Aid claimed on all my donations, it is my responsibility to pay any difference".

WE'RE ONLINE

Head online to pay in your sponsorship money or to make a donation. It's the quickest and easiest way to pay in.

bbc.co.uk/cin



HELPING YOUNG PEOPLE BE THE BEST THEY CAN BE

With your support, we're there for young people near you, changing lives where the need is greatest.

You can find out about projects we fund locally to you at **bbc.co.uk/cin**

£100

pays for a series of 1-2-1 support sessions for a young girl experiencing mental health issues, helping her to feel less alone and isolated - and improving her emotional wellbeing.

FIND OUT MORE ABOUT THE CHILDREN WE HELP

Sign up to our newsletter at bbc.co.uk/cin

Read stories about children we support and get up to speed on all our news, fundraising tips and alerts. Alternatively, please tick the box, fill out your details and send this form to BBC Children in Need, PO Box 13495, Colchester, CO1 9ZB.

☐

Yes, I am over the age of 16 and happy to be contacted by BBC Children in Need by email (Please provide email address below)

.....
We have recently updated our Privacy Policy. To find out how we will use your information, see our Privacy Policy at bbcchildreninneed.co.uk/legal/privacy-policy or contact us at pudsey@bbc.co.uk. If you no longer want to hear from us please email pudsey@bbc.co.uk

OTHER WAYS TO PAY IN YOUR FUNDRAISING MONEY

JustGiving™

Set up a JustGiving page under the Secondary School Challenge Yourself Campaign **HERE**. It's a hassle-free way of fundraising and can be shared amongst your school community



ParentPay

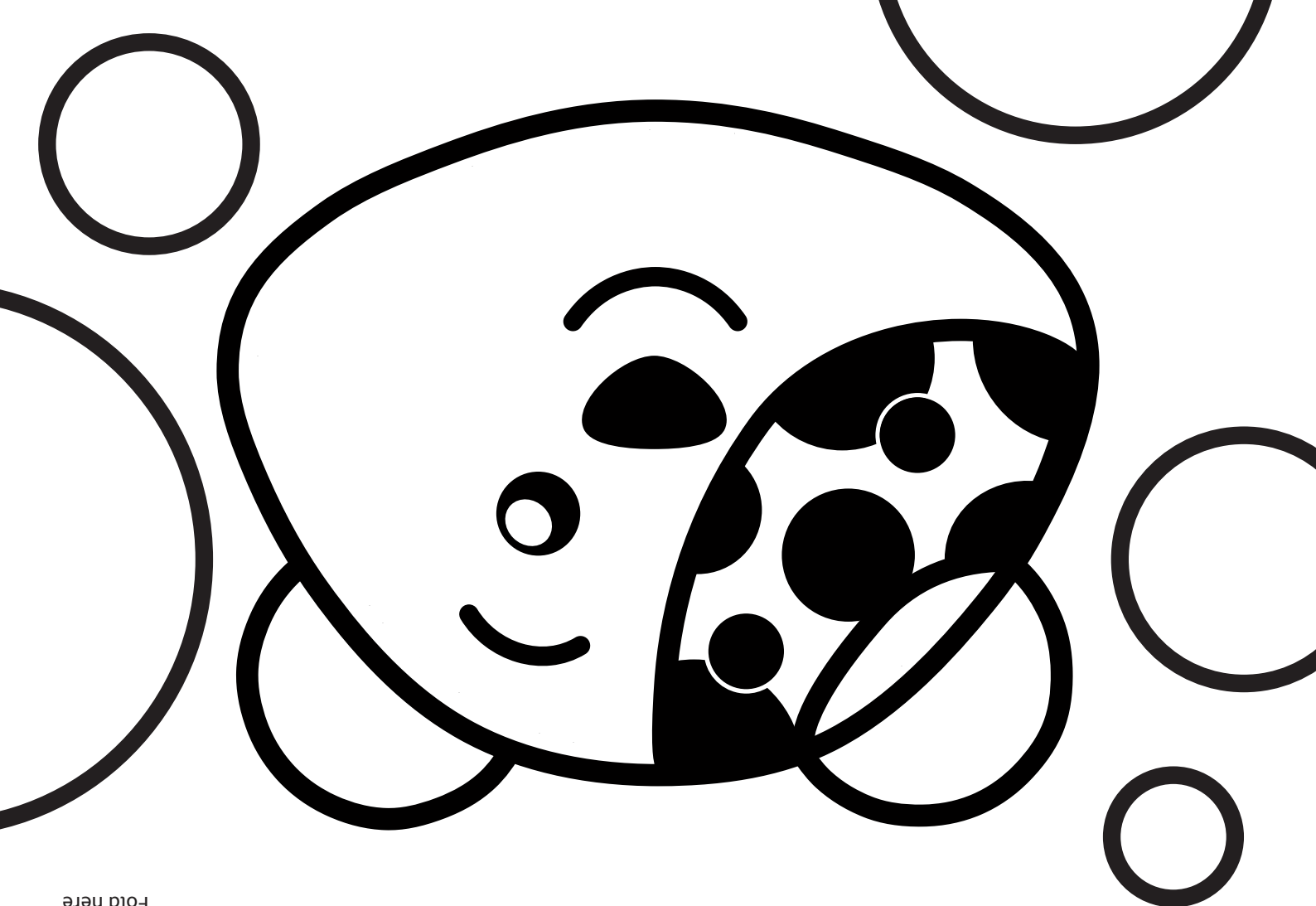
Whether your school already uses ParentPay or not, any school in the UK can sign up for a free ParentPay fundraising page

FEELING PROUD? We would love to send you a thank you certificate

**Don't forget to order
yours at bbc.co.uk/cin**

Just remember to make a note of your donation reference number if you pay in online, or the date you paid in at the bank.





Fold here



BBC Children in Need

PO Box 810

Salford

M5 0ST

Please do send your postcards to Pudsey at the PO Box address above - we're hoping to showcase the post Pudsey receives on BBC Children in Need social media channels. If you are sending in multiple postcards to Pudsey, please do combine and send together in one envelope. Postage will need to be affixed.

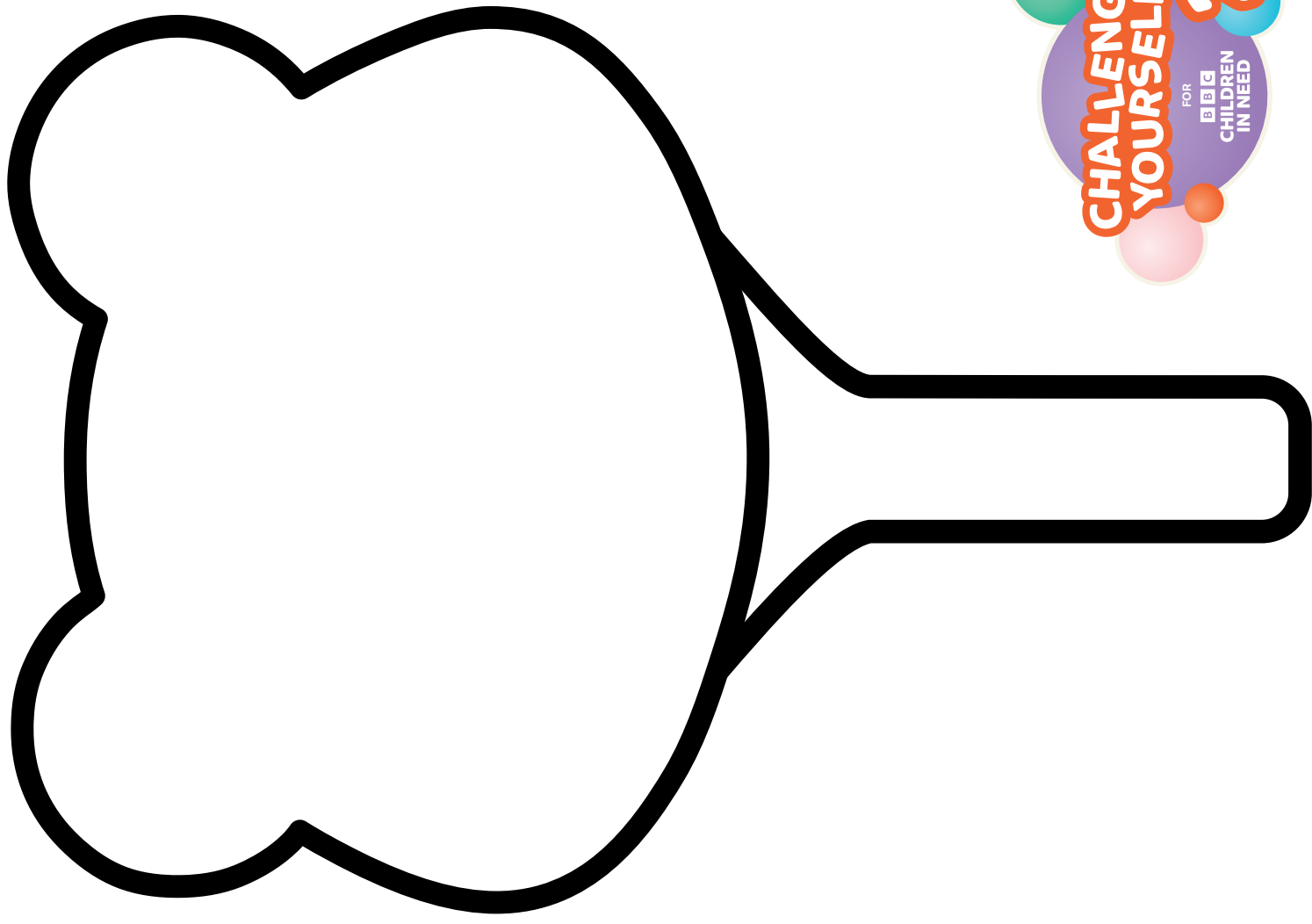




DESIGN YOUR OWN SCORING PADDLE

Instructions:

1. Decorate your paddle, adding a number
2. Cut out the paddle
3. Be a Strictly judge with your friends



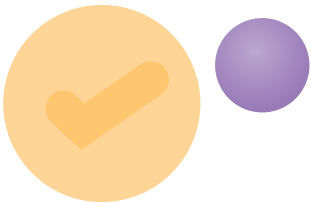


STRICTLY 25 STEP DANCE CHALLENGE

PROGRESS TRACKER

**OUR CHALLENGE YOURSELF TO 25 CHALLENGE IS TO
LEARN THE STRICTLY 25 STEP DANCE**

5 STEPS



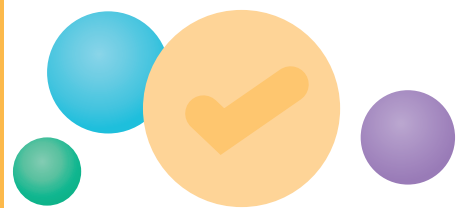
*Start your
cha-cha-challenge!*

10 STEPS



*Ready to learn
your next steps?*

15 STEPS



Half way through!

20 STEPS



*Keep learning
the Strictly steps!*

25 STEPS



Final five moves!

STRICTLY CHALLENGE COMPLETE

*You did it,
you're basically
a Strictly Pro!*

**CHALLENGE
YOURSELF**

FOR
BBC
CHILDREN
IN NEED

**TO
25**



**CHALLENGE
YOURSELF**

FOR
BBC
CHILDREN
IN NEED

CHALLENGE ACCOMPLISHED!

CONGRATULATIONS