

SAVE  
THE DATE  
14 NOV

SECONDARY SCHOOLS

# CHALLENGE YOURSELF

FOR  
BBC  
CHILDREN  
IN NEED

TO  
25

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



# WELCOME TO YOUR FUNDRAISING PACK

**GETTING ORGANISED  
FUNDRAISING CHECKLIST  
EVENT POSTER  
TEMPLATE EMAILS FOR PARENTS/CARERS**

**WHY GET INVOLVED  
HOW YOUR FUNDRAISING HELPS  
A LETTER FROM OUR YOUNG AMBASSADOR, LAUREN**

**CHALLENGE YOURSELF TO 25 - RESOURCES  
5K A DAY CHALLENGE TRACKER  
CHALLENGE YOURSELF TO 25 PROGRESS TRACKER  
SPONSORSHIP FORM**

**STRICTLY RESOURCES  
INTRODUCING THE STRICTLY 25 STEP DANCE CHALLENGE  
DESIGN YOUR OWN PADDLE RESOURCE  
PROGRESS TRACKER RESOURCE**

**SOCIALS  
SUPPORTING ASSETS FOR SOCIALS**

**YOU CAN FIND ALL RESOURCES FEATURED  
IN THIS PACK (PLUS LOTS MORE) ON  
OUR WEBSITE BY [CLICKING 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](#), set up your JustGiving page [HERE](#), or 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 secondary schools page [HERE](#) for helpful fundraising resources. We've got everything you need to make 2025 your best fundraising year yet!

### 5 UNDERSTAND YOUR IMPACT

Students, head to our **Student Hub** [HERE](#) for statistics and real stories about the real life impact your fundraising has on young people across the UK.

### 6 SHARE YOUR FUNDRAISING PLANS

Ask students to share their fundraising plans on social media - we've created social assets to make it easy and why not tag us at [@bbccin](#)? Also, complete our **Tell Us What You're Doing** form [HERE](#) for the chance for your school to be showcased on our socials!

### 7 FUNDRAISE!

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

### 8 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**

### 9 DON'T MISS THE BBC CHILDREN IN NEED LIVE SHOW

Settle down on the sofa to watch the BBC Children in Need Appeal show on BBC One on Friday 14th November!

### 10 CELEBRATE YOUR FUNDRAISING!

Thank you from everyone at BBC Children in Need - your school is amazing!

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](https://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/specific class/form group] 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].

**Right now, only 1 in 6 organisations who ask BBC Children in Need for help can currently be funded.** Too many young people 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 and young person 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 and young people when they need it most. From youth clubs and counselling services to food banks and mentoring programmes, these projects help children and young people feel seen, heard, and supported.

We'd love it if you could **[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 JustGiving page [link to page] / donate via ParentPay / make an online donation here - <https://donate.bbchildreninneed.co.uk/secondarysingle>]**

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 students 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 and young people in communities like ours, across the UK. With the support of Secondary 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 trained to mentor teenagers in communities facing inequality, violence or lack of opportunity; 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 and young people's lives.

**Thank you so much!**

# HOW YOUR SCHOOL'S FUNDRAISING HELPS ACROSS THE UK

**BBC Children in Need supported nearly 340,000 young lives\* in the last grant year, and are currently funding 1,350 projects\***

## Youth First Club Ltd

Derry

Delivers a personal development programme for local children and young people, focusing on mental health and resilience.

£5 could pay for an isolated young person to attend a fun sports session at a project like this, helping them develop friendships and confidence.

## Mess up the Mess

Carmarthenshire

Works with seldom-reached young people, using theatre and the arts to support their wellbeing, build their confidence and help their voices to be heard.

£50 could pay for a year's worth of art supplies at a project like this for a child who has experienced domestic abuse - for use in art therapy, helping them cope and communicate their feelings.

## Trelya

Penzance

Provides one-to-one support and group work for children and young people experiencing the complex effects of poverty.

## Hot Chocolate

Dundee

Supports young people to find a safe space where they can connect with others, develop and pursue their ambitions, understand and express their own and others' identities and to navigate challenges including mental health, area deprivation, bullying and more.

£25 could pay for a hot meal at a project like this for 15 young people living in an area of deprivation so they don't go hungry and can get the support they need to thrive.

## Hideaway Youth Project

Manchester

Delivers youth work to children and young people across the community, helping them engage with positive activities and feel safer.

## On Your Side

Norwich

Provides one-to-one befriending support to young people from ethnic minorities to help them feel like they belong.

£50 could pay for support sessions at a project like this for girls affected by isolation, helping them build friendships, confidence and self-expression skills.

\*as of July 2025

PHOTOCOPY THIS PAGE AND  
SHARE WITH YOUR STUDENTS



Scan the QR code to see how your donations help support your local projects

## A LETTER FROM OUR YOUNG AMBASSADOR, LAUREN



**Hello everyone, my name is Lauren and I am extremely proud to be one of BBC Children in Need's Young Ambassadors. I'm based in West Yorkshire and I'm 23 years old. I love listening to The Script and my dream is to be a television presenter, representing the disabled community.**

### MY STORY

**I was diagnosed with a brain tumour when I was eighteen months old after my parents were concerned that things didn't seem right.** I would scream when going over speed humps, get really bad headaches and constantly bump into things. My parents were so worried that they pushed for a healthcare nurse to see me, who then insisted that I went straight to A&E. Within the day, I was told I had a brain tumour, rushed in for a thirteen-hour operation and then treated with a course of chemotherapy. Following this, I had multiple operations on my hand and foot, blood transfusions and a skin graft, all to make me better.

**I was then in remission for three years before the brain tumour came back.** I was taken back in for an eleven-hour operation and a course of radiotherapy.

**I found school incredibly difficult because I felt judged and bullied by some of the other students.** Mental health is more important than ever, yet people often don't understand the underlying and ongoing issues someone may be facing. Luckily, The Brain Tumour Charity, supported by BBC Children in Need, gave me the opportunity to join their Young Ambassadors programme - which changed my life! It's built my confidence and taught me that there's no such thing as not being 'normal'. I've become part of a community of individuals who understand and relate to everything that I experienced and continue to go through. I have so many friends now!!!!

**Following this experience, I was invited to become a BBC Children in Need Young Ambassador. I feel so lucky to be part of such a special programme and to work alongside a dynamic and truly inspiring team of young people.** It still feels like a dream to work with the best people to help others. I've grown in confidence, but I still get a little down when occasionally I'm treated differently because of my disability and its long-term effects. We should all be looking out for one another and helping others more. Be that bit kinder; be more aware and ready to help someone if they're struggling or alone. After over a decade of continuous treatment and countless operations, I have been in remission for around 8 years now and I'm making the most of my life. I'm lucky to be healthy and happy, but thousands of other children and young people need your support!

**With the help of incredible fundraisers like you, who raise amazing amounts of money, BBC Children in Need can continue to fund local life-changing projects across the UK.** We need your help more than ever this year. Whether you get involved by throwing a bake-sale, hosting a non-uniform day or getting involved with Challenge Yourself to 25, your support helps to transform the lives of children and young people.

**THANK YOU FROM THE BOTTOM OF MY HEART,  
LAUREN**

**SCAN TO EXPLORE  
OUR STUDENT HUB OR  
VISIT BBC.CO.UK/CIN**





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

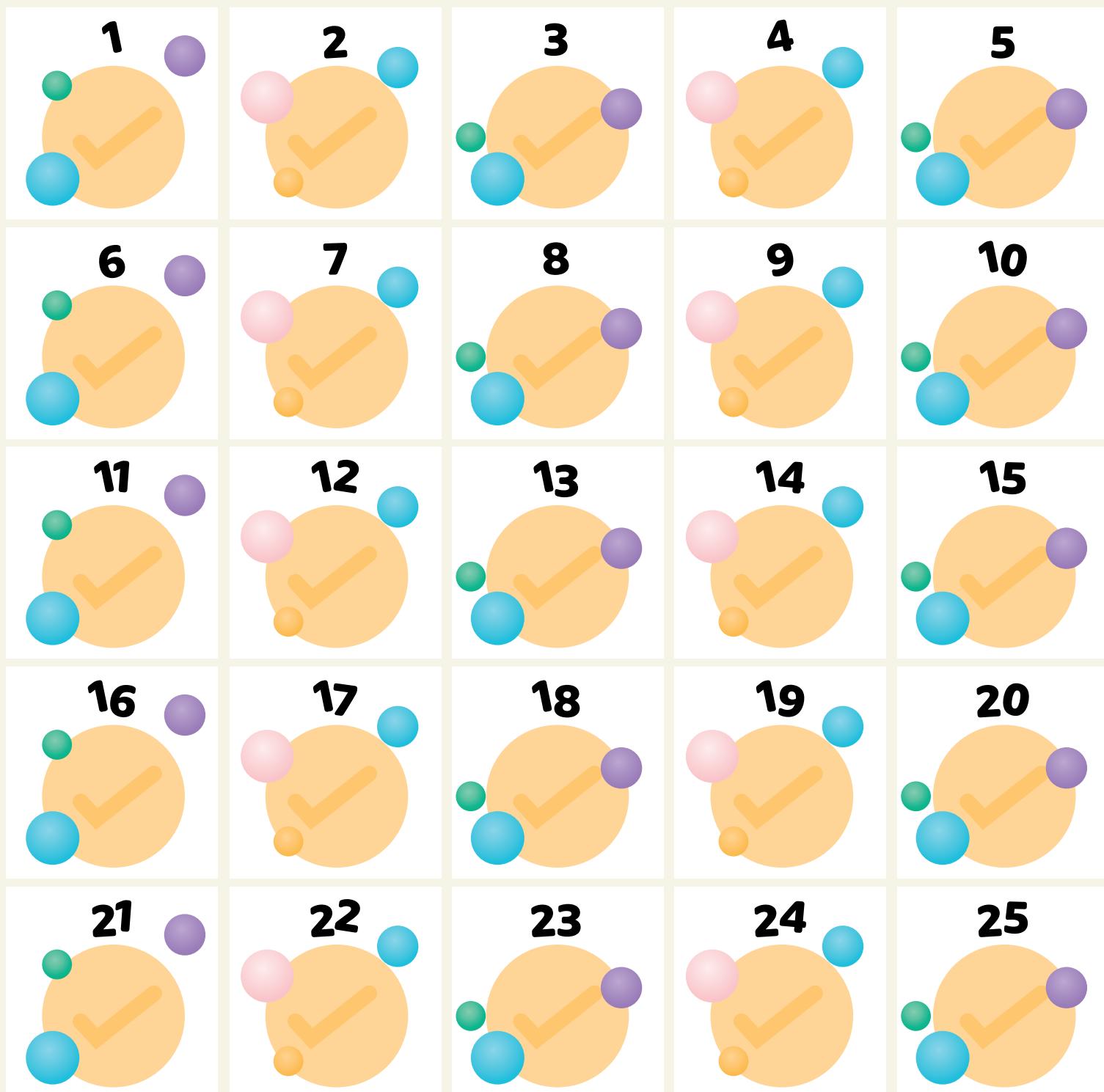
**25K**  
YOU DID  
IT!!

**WELL  
DONE!**



## PROGRESS TRACKER

MY CHALLENGE YOURSELF TO 25 CHALLENGE IS...



# I'M RAISING MONEY FOR 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](http://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.

# **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.



\*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](http://bbc.co.uk/cin)

**No cost to you,  
essential funding for us** *gifting 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](http://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](http://bbc.co.uk/cin)

£100

pays for a series of 1-2-1 support sessions for a teenage 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](http://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](http://bbcchildreninneed.co.uk/legal/privacy-policy) or contact us at [pudsey@bbc.co.uk](mailto:pudsey@bbc.co.uk). If you no longer want to hear from us please email [pudsey@bbc.co.uk](mailto: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](http://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.



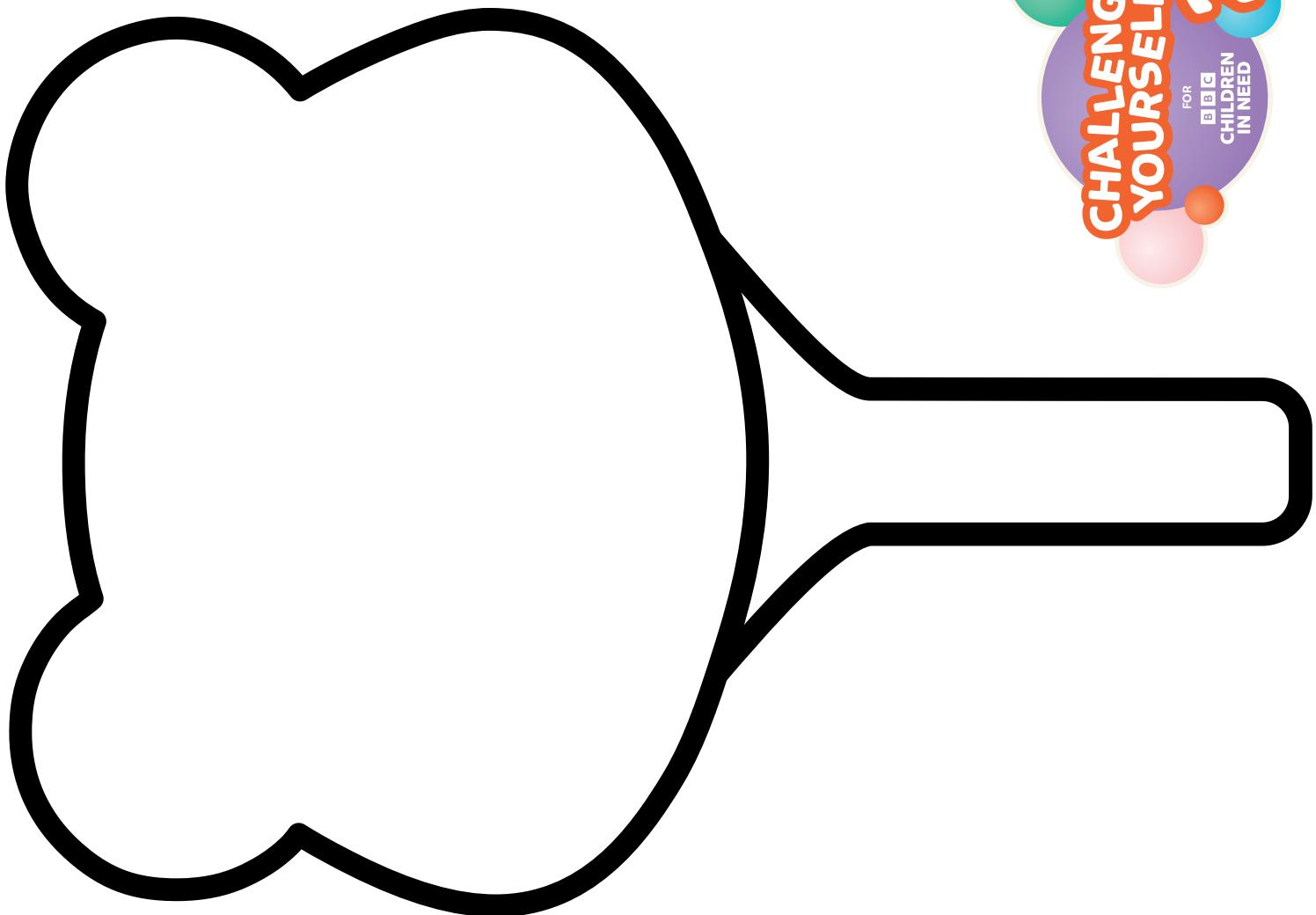


## INTRODUCING THE STRICTLY 25 STEP DANCE CHALLENGE!

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.



CHALLENGE  
YOURSELF  
FOR  
BBC  
CHILDREN  
IN NEED  
TO  
25



# DESIGN YOUR OWN SCORING PADDLE

**Instructions:**

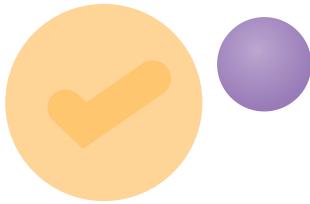
1. Decorate your paddle, adding a number
2. Cut out the paddle
3. Be a Strictly judge with your friends



## 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!



# SOCIAL ASSETS

CLICK ON THE LINKS BELOW TO DOWNLOAD ASSETS TO ADD TO YOUR SOCIALS



> **I'M SUPPORTING BBC CHILDREN IN NEED - 1X1 / 9X16 / 16X9 / JUSTGIVING**



> **WE'RE SUPPORTING BBC CHILDREN IN NEED - 1X1 / 9X16 / 16X9 / JUSTGIVING**

