



WELCOME TO YOUR EARLY YEARS FUNDRAISING PACK

JOIN PUDSEY AND CHALLENGE YOURSELF FOR BBC CHILDREN IN NEED 2026

2026 is the National Year of Reading - so we're challenging your nursery to a sponsored Big Read over BBC Children in Need week! Encourage your children to explore the joy of books while raising money.

The fun and fundraising needn't stop there - you could also dress up, host a dance party or do your own thing to help ensure children in every part of the UK have someone by their side when they need it most.

THANK YOU SO MUCH,

*Pudsey**

SAVE
THE DATE
MON 9 -
FRI 13 NOV

CHALLENGE
YOURSELF
2026

FOR
BBC CHILDREN IN NEED

CHOOSE YOUR FUNDRAISING ACTIVITY



CBEEBIES BEDTIME STORIES BIG READ

Take on the *CBeebies Bedtime Stories Big Read* challenge and get sponsored to enjoy as many brilliant books as you can! We've got everything you need online, from suggested books to reading trackers and more!

PLUS your nursery can join a special **CBeebies Bedtime Story Read and Rave** livestream on Pudsey Day to celebrate your achievements!



DANCE PARTY

We know how much young children love to dance, so why not celebrate your fundraising with a big dance party using favourite tunes from our playlist?

WIN

- 5X PUDSEY VISITS
- 5X PUFFIN BOOK BUNDLES
- £500 AMAZON VOUCHER



Scan the QR code to sign up and be in with the chance of winning!



DRESS UP

Get your little ones wearing yellow or sporting their best party outfit - or choose your own theme for your Pudsey week celebrations!

HEAD ONLINE

Our nurseries' hub also has brilliant free resources to support your fundraising - including colouring and crafts, decorations and activity plans.

Scan the QR code

or search bbc.co.uk/cin to visit our Early Years hub



WHY FUNDRAISE?

For thousands of children across the UK, challenges are growing.

Rising mental health issues, poverty, inequality and limited opportunities can leave them carrying burdens that feel too heavy to manage on their own.

With your support, we can fund local charities in every part of the UK to help ensure children have someone by their side when they need it most.

GRACE'S STORY

Last year, my family was made homeless. I was placed in a hostel with my three youngest children, separated from my two older boys. We lost everything to damp and mould eating away at our belongings. The children were often admitted to hospital with breathing problems. Our only bit of normality was attending baby and toddler groups at Home-Start twice a week for nearly two years. We eventually got the keys to our forever home and my support worker at Home-Start, who was funded by BBC Children in Need, got us donations of furniture and brand-new mattresses from BBC Children in Need's Emergency Essentials programme, delivered by Family Fund. If it wasn't for Home-Start, I'd still be trying to rebuild my life. I cannot put into words just how grateful I am for everything they've done.

FUNDRAISER SPOTLIGHT

Our friends at Busy Bees nurseries have been brushing up on their reading already! Why not take on the Big Read challenge too this November?



£150 HELPS

five children feel safe, cared for and supported after arriving in emergency accommodation.

Their welcome packs include clothes, toys, toiletries and books, providing both practical essentials and comfort at a time of uncertainty.

NURSERIES HELPED TO RAISE £3M

alongside schools, helping over 22,500 children to be supported this year

Last year,
100% OF YOUR FUNDRAISING

went to supporting children and young people at local projects all across the UK

HOW TO COLLECT YOUR FUNDRAISING MONEY

We've got lots of different ways for your nursery or playgroup to collect donations, including online and cash payments, making things simple for parents. Just scan the QR code to explore all ways to collect your fundraising.

JustGiving™

POST OFFICE

BBC CHILDREN IN NEED



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FUNDRAISING REGULATOR



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