



WELCOME TO YOUR PRIMARY SCHOOL FUNDRAISING PACK

JOIN PUDSEY AND CHALLENGE YOURSELF FOR BBC CHILDREN IN NEED 2026!

Every year, amazing schools across the nation get together and fundraise to support children facing challenges in local communities. The support is immense and we are so grateful!

This year, we'd love you to join Challenge Yourself 2026! We've got active challenges - running for medals and dancing with Strictly stars, curriculum-based activities like our Big Read, and the classics: dressing up and crafting with the Gladiators!

However you get involved, you'll help to ensure the UK's children have someone by their side when they need it most.

THANK YOU SO MUCH,

Pudsey x

SAVE
THE DATE
FRI 13 NOV

CHALLENGE
YOURSELF
2026

FOR
BBC CHILDREN IN NEED

CHOOSE YOUR FUNDRAISING ACTIVITY



GET ACTIVE

RUN WITH PUDSEY AND JOE WICKS

Schools can get active and get involved by taking part in **runPudsey!**

Sign your school up by heading online. Choose your challenge, share your school's page with parents and guardians and get your pupils having fun whilst fundraising!

Every child that fundraises will receive a medal to celebrate!



TAKE ON THE CLASSICS

GLADIATORS' FUNDRAISING FAVOURITES

From bake sales to dressing up, from skip-a-thons to crafting and everything in between, The Gladiators are challenging your school to take on a fundraising classic this year.

Fundraisers...ready?!

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!



STRICTLY 26-STEP DANCE CHALLENGE

Our friends at Strictly have created a brand new 26 Step Dance Challenge this year!

Get your dancing shoes on, get sponsored to learn this year's routine and prepare to move like a Strictly pro!

HEAD ONLINE

Our schools' website also has free resources and curriculum-linked materials, including certificates, colouring sheets and crafts, assembly packs and Twinkl activities.

Scan the QR code

or search bbc.co.uk/cin to visit our schools' 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 make sure children have someone by their side when they need it most.

TABATHA'S STORY

8-year-old Tabatha was struggling with her emotions and hiding her feelings from her family. After her mum, Tammy, became concerned, the family found Invictus Wellbeing, a project in West Yorkshire supported by BBC Children in Need. They helped Tabatha to express her emotions through art therapy sessions. The project also gave Tammy guidance in understanding Tabatha's worries and supporting her at home. Tammy says *"Invictus has made such a difference to our lives. It's given Tabatha tools to feel calmer and more confident and has brought us closer as a family. I now understand her point of view much more clearly and can support her in ways that truly help"*.



In the last year

**OVER 1M
CHILDREN**

were referred to children's and young people's mental health services

- almost double the number of referrals in 2018-2019.

Last year,
**100%
OF YOUR
FUNDRAISING**

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

**FUNDRAISING
£65**

provides mentoring sessions to support a young girl struggling with intrusive thoughts, helping her build the confidence and tools to manage her emotions.

FUNDRAISER SPOTLIGHT

Last year, this school in Liverpool challenged themselves to a dance-a-thon!

Feeling inspired?
Find decorations and event posters on our website.



HOW TO COLLECT YOUR FUNDRAISING MONEY

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



JustGiving™

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**BBC
CHILDREN
IN NEED**



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REGULATOR**



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