



## Together we can make a difference

“ From a family perspective, I would shout it from the rooftops, be Bright and Bold for Beat and get it out there to get as much help and support as we can. ”  
Ally – Echo Peer Coach




“ Having someone who really knew about eating disorders, yet treated my experience as unique to me, was so necessary in my recovery. ”  
Survey participant

Eating disorders are complex mental illnesses that should be met with compassion and understanding. We're campaigning for more training for GPs from the very start of their career. In the meantime, you can help Beat offer a safe, knowledgeable and supportive space for everyone affected by eating disorders.

Let's get started...

### How to pay in the money you raise

If you use Just Giving, they'll pay it in automatically to Beat.  
If not, you can:

-  Pay in online at [beateatingdisorders.org.uk/donate](https://beateatingdisorders.org.uk/donate)
-  Call **01603 753308** to pay by credit or debit card
-  Send a cheque made payable to Beat at:  
1 Chalk Hill House, 19 Rosary Road, Norwich, NR1 1SZ

**Important!**  
Raise even more funds – send in your Gift Aid forms and we can raise an extra 25p for every £1 donated by a UK taxpayer for free.

### Thank you!

**This Eating Disorders Awareness Week, 28 February – 6 March, let's raise funds and be Bright and Bold so anyone affected by an eating disorder gets the treatment they deserve.**

**Together we can make a difference to the lives of everyone affected by eating disorders.**

**Beat**  
Eating disorders

A charity registered in England and Wales (801343) and Scotland (SCO39309).

Company limited by guarantee no. 2368495.

# Beat

## Eating disorders



**Be Bright and Bold for EDAW 2022**

## Be Bright and Bold this Eating Disorders Awareness Week!

How much training do you think the average GP gets on eating disorders?

**Less than 2 hours in their entire medical degree.** And a fifth of UK medical schools don't provide any training at all.

This has to change. And the time is now.

Our GPs want to provide the best quality care for people with eating disorders. But they need proper training to match the seriousness of these conditions which, through no fault of their own, many of them have not had.

This Eating Disorders Awareness Week, we're focusing on helping future GPs understand eating disorders right from the start of their careers, with our clear and comprehensive courses for medical students.

While we help get this training rolled out, our services are here for those who need support right now. We need you to be Bright and Bold for Eating Disorders Awareness Week, so no one faces an eating disorder alone.

#WorthMoreThan2Hours #TimeToChangeLives





**This Eating Disorders Awareness Week, let's be Bright and Bold to help support people affected by eating disorders. We'd love to hear your plans!**

## How to get started:

- You've got your fundraising pack. Now it's time to...
- Decide on your Bright and Bold activity
- Set up your Just Giving page
- Share and personalise your page
- Tag us on social with your Bright and Bold bubble and tell everyone why you're getting involved
- Make a difference to the lives of people affected by eating disorders...

**Top Tip!**  
Not sure how to start? Read our guide in your pack with advice from your fellow fundraiser Iona!

## Share your story to raise awareness and let others know they aren't alone

The shame, silence and isolation caused by eating disorders stop too many people reaching out for support and help. So together, let's be Bright and Bold this Eating Disorders Awareness Week to give others the strength to reach out for help, challenge the stigma and seek the treatment they deserve.

You can share your story alongside your fundraising to raise vital awareness, either on your Just Giving page, in an email to friends or live streaming at your event.

Use the tips on sharing your story included in this pack, or if you're not comfortable with this, use our fact sheet to tell people your thoughts about eating disorders on your page.

## Spread the word

- **Get in the press** – Why not spread the word about your fundraising and raise awareness by sharing your story in your local area?
- **Get your story out there** – If you have an experience of an eating disorder, share your story. We want to show the UK the impact all eating disorders can have. Whoever you are, however you're affected, your experience is unique and will help people understand how far the impact spreads. If you need any help writing your story, please just get in touch with our fundraising team.
- **Get supplies** – Balloons, flags, games, stickers, leaflets, posters, collection buckets and tins – we can send you everything you need for your fundraising.
- **Get social** – Tag us and use #BrightandBoldforBeat #EDAW2022 to share your photos and join everyone else who's getting involved all over the UK. Twitter @BeatED Instagram @BeatEDsupport

**Important!**  
Let us know if you need any supplies by **18 February** to ensure we can get them to you on time.

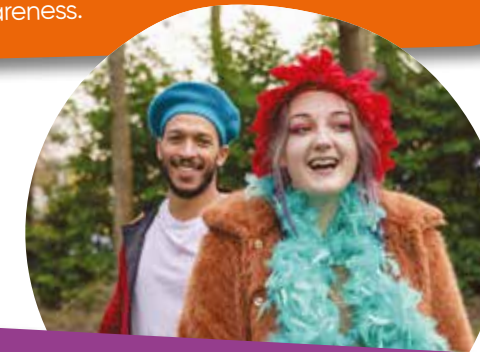


## Bright and Bold Activity Ideas

### Wear Bright and Bold

You can dress up or just wear an item of clothing that makes you feel Bright and Bold. Choose a colour for everyone to wear or let people be creative – you decide!

- Getting your workplace, school or university involved? Ask everyone to make a donation to take part and use our sweepstake game to boost donations.
- Just you? Spread the word and show off your Bright and Bold outfits, accessories or hair colour by posting updates throughout the week on your Just Giving page to help raise awareness.



### Walk Bright and Bold

Your local park, beach or a famous route! Organise a Bright and Bold walk with family, friends and workplace to raise funds and walk away from secrecy, stigma and misunderstanding.

- Livestream sections of your walk to share facts about eating disorders.
- Create a team and ask everyone to share the fundraising page – you can even dress up in fancy dress, asking for nominations alongside donations in the lead up to the day.



### More easy ways to raise funds during Eating Disorders Awareness Week

- **Make Bright and Bold.** Hold a Bright and Bold craft session to teach new skills and start important conversations. Ask for donations to come along and use our affirmation wheel and sweepstake game.
- **Tea and a Treat for Beat.** You deserve a treat this spring! Whether it's a pampering session with your friends, getting your nails done or foot massage, anything goes with a cuppa!
- **Team sponsorship.** Are you part of a local sports team or club? Organise a Bright and Bold charity match or session and use our sweepstake game to boost donations.
- **Beat Bingo.** Using the downloadable template on our website, bring out your Bingo warrior in person or virtually.

### We love seeing your fundraising photos!

Make sure to get lots of photos during your event or activity to send us afterwards. We love seeing how you got on and always like to share on our website, social media and leaflets what our fantastic supporters are up to! A few tips to help you get the best shot:

- Landscape photos work best.
- Make sure people are smiling and looking at the camera.
- Ask permission before taking photos.
- Try to take the photo in a spot with lots of natural light.

## Need any help?

**Just message us on Facebook or Twitter, email us at [fundraising@beateatingdisorders.org.uk](mailto:fundraising@beateatingdisorders.org.uk) or give us a call on 01603 753 308.**