

How to...

set up a Just Giving page

Setting up a Just Giving page is a quick and simple way of making sure family and friends can support you with your fundraising even if they can't be with you on the day.

All of the donations made on your page are automatically transferred to Beat and can be shared alongside facts, figures and stories to help raise vital awareness of eating disorders. Create your page on justgiving.com/campaign/EDAW2022 to join hundreds of other fundraisers across the UK during Eating Disorders Awareness Week.



Follow the checklist below to make your page a success:



Add a photo. People who add a profile picture tend to raise 15% more. (Remember: Please do not use 'before and after' photos.)



Set a fundraising target. Target setters raise up to 46% more!



Add a fundraising summary. Make sure your supporters know what you're doing, for whom and why.



Add a fundraising story. Your story has power to raise awareness and let others know they aren't alone.

Not sure how to start? Turn over to get our tips on how to share your story.

How to...

...share your story

How fundraiser Iona shared her story for the first time:

// *It took me a while to open up to people and be honest about my struggle with an eating disorder. The first time I brought it up to the people in my life, I wrote out a message and gave it to them. I answered all their questions once they finished reading it. It felt easier to bring up my struggle with a message, so that I didn't overthink and keep it a secret any longer. It was a relief to be honest with people, so that they could support me on my journey. It's been a long and difficult journey, but it's been so worth it. It's an amazing feeling to be in active recovery and beginning to live a life without being in the grasp of an eating disorder.* **//**

For more from Iona about sharing your experience, head to beateatingdisorders.org.uk/fundraise-for-edaw

Iona's top tip for sharing your story: Be completely honest, make sure you are comfortable in the environment you are doing it. **Don't forget to think about yourself first, picture your own recovery and be kind to yourself. Things can't be perfect!**

Your story has power. Whether you have personal experience or someone you care about has, your experience will help tackle stigma and misunderstandings and let others know they aren't alone. When starting to write about your family's story, try to think about the following:

- Help people understand the myths surrounding eating disorders. Talking about the emotional impact these serious mental illnesses have upon people's lives is a great way to do this.
- Please don't include any information that could be considered harmful or triggering – this includes specific weights and calorie mentions.

Remember to only ever share what you feel comfortable with. If it's not the right time for you, use the fact sheet in this pack to share on your page.