

**Beat**  
Eating disorders

# **SCHOOLS FUNDRAISING PACK**



## ABOUT BEAT

We are the UK's eating disorder charity. Around 1.25 million people in the UK suffer from these mental illnesses and they can affect people of all ages, genders and backgrounds.

Our national Helpline is here for anyone affected by an eating disorder. We offer people emotional support and expert advice, helping them to take positive steps towards their recovery.

Alongside our Helpline, we offer a range of services for those affected by eating disorders, including skills workshops and training programmes.

The work we do means that every year lives are saved, families are kept together, and people are able to live free of eating disorders.

## WHAT ARE EATING DISORDERS?

Eating disorders are serious mental illnesses affecting people of all ages, genders, ethnicities and backgrounds. People with eating disorders use disordered eating behaviour as a way to cope with difficult situations or feelings. This behaviour can include limiting the amount of food eaten, eating very large quantities of food at once, getting rid of food eaten through unhealthy means or a combination of these behaviours.

It's important to remember that eating disorders are not all about food itself, but about feelings. The way the person treats food may make them feel more able to cope, or may make them feel in control, though they might not be aware of the purpose this behaviour is serving. An eating disorder is never the fault of the person experiencing it, and anyone who has an eating disorder deserves fast, compassionate support to help them get better.

So that healthcare professionals can choose the right kind of treatment for someone, there are a number of different eating disorders that someone can be diagnosed with. It's possible for someone to move between diagnoses if their symptoms change – there is often a lot of overlap between different eating disorders.

## TYPES OF EATING DISORDER:

- Anorexia Nervosa
- Bulimia Nervosa
- Binge Eating Disorder
- Avoidant Restrictive Food Intake Disorder (ARFID)
- Orthorexia
- Rumination Disorder
- PICA
- Other Specified Feeding or Eating Disorder (OSFED).



## WHY FUNDRAISE FOR BEAT?

By fundraising with your school for Beat you can help raise funds to ensure everyone suffering from an eating disorder has support. Your funds help us be there for people as they take their first steps to talk to their GP, share their mental illness with friends and family and sign up for support from one of our online support programmes.

By fundraising for us, you'll also be raising awareness of eating disorders and helping to reduce the stigma around mental health. Ensuring students know they can approach school for help and support is so important. One of Beat's values is to always focus on early intervention and prevention of eating disorders is a key focus for us, so by increasing knowledge around eating disorders in your school, you're shining a light on this mental illness and providing a safe space for your students to get support.



## FANTASTIC FUNDRAISING IDEAS FOR YOUR SCHOOL

### Move your feet for Beat – dance, walk, run.

Come together in an activity of your choice and challenge the whole school to move for Beat. Host a dance show where pupils (and teachers!) can perform, invite friends and family, charge for tickets and have a raffle or tombola.

**Non-school uniform day.** A classic school fundraising activity! Encourage pupils to come to school in their own clothes – bonus points if they're purple and have a suggested donation of £1 in support of Beat.

**Bake with Beat – Bake Sale.** Hold a school bake sale over lunch time. Ask students and staff to get creative and bake or buy treats to sell in aid of Beat.

### Fun & Games – Wellbeing Afternoon.

Spend one afternoon coming together as a school and taking part in fun games and wellbeing activities. You could hold a yoga class, host a wildlife walk round the field, staff vs students tug of war, pie the teacher or making friendship bracelets.

**Beat Assembly.** Use our Powerpoint to make delivering an assembly simple and straightforward. Let students know how to get help, learn about eating disorders and raise awareness to help break the stigma around mental health. Why not combine an assembly with one of the activity suggestions above?





## FUNDRAISING RESOURCES

- Literature. We have a range of leaflets about eating disorders, how to get support and how to support others available for free
- Beat Flags
- Stickers
- Posters
- T- Shirts (we ask for a £10 suggested donation per t shirt)
- Balloons
- Collection Boxes
- Pens
- Badges (we ask for a suggested donation for these).



Please click  
here to request  
fundraising  
resources

## CHECKLIST

- ☐ Choose a date
- ☐ Seek permission from the headteacher
- ☐ Read our [Fundraising Guidelines](#)
- ☐ Pick your activity. For example a non school uniform day with an all school morning assembly about Beat and a lunch time bake sale
- ☐ **Request materials.** We have posters to promote the event, literature for school staff and students to take home or keep on hand, stickers, balloons, t shirts and collection boxes
- ☐ **Request our school powerpoint** ready for the assembly
- ☐ If you're going to fundraise online, [set up your Just Giving page](#)
- ☐ Promote the day through email, assemblies, posters, and form groups
- ☐ Reach out to staff and students and ensure you have support around you to make the event a success and to help support you on the day
- ☐ **Contact us.** Send us an email at [fundraising@beateatingdisorders.org.uk](mailto:fundraising@beateatingdisorders.org.uk) to let us know about your plans. One of our Community Fundraising Officers will be on hand to chat through your plans, answer any questions and support you with your Fundraising.

Use this handy  
checklist to plan a  
fantastic fundraising  
day at your school.



# SUPPORTING A STUDENT

If a student at your school is struggling with an eating disorder our resources and website can help.

While eating disorders can affect anyone of any age, young people are at particular risk. We know that the earlier an eating disorder is treated, the better chance someone has of fully recovering. Teachers and staff in schools and colleges are well placed to spot the early signs of an eating disorder.

Bullying is a particular risk factor in the development of eating disorders. Even teasing or throwaway comments about someone’s size can have a negative effect on someone who is vulnerable to developing an eating disorder. Bullying also doesn’t have to be about weight and shape – any kind of bullying can lead to low self-esteem, a key feature of an eating disorder. There are some signs that may become especially apparent in the school environment, which might include:

- Social isolation
- Avoiding eating around others
- Difficulty concentrating
- Tiredness
- Irritability
- Low confidence and self-esteem
- Anxiety
- Obsessive and/or rigid behaviour
- Perfectionism, including setting unreasonably high personal standards and increased concern about making errors
- Excessive neatness
- Decreasing handwriting size
- Self-harm
- Changes to weight – either gaining or losing weight, or experiencing fluctuating weight.



Teachers may notice increased social isolation, and concentration levels will diminish if eating is very restricted.

Pupils may have high expectations of their academic performance, but health must come first. The motivation of being well enough to continue with studies can help someone accept that treatment is necessary.

Individual pupils with eating disorders will require particular attention to their educational and pastoral needs. It may be necessary to adapt the learning environment to accommodate reduced physical strength or concentration span.

Liaison with healthcare teams if a pupil is receiving treatment is important.

Eating disorders also have a profound affect on the friends and family members of those suffering. They may also be struggling as it will have a huge impact on their lives, both emotionally and in relation to friends, their ability to cope and perform at school and university. Both friends and family members of someone with an eating disorder will need support as well.



## BEAT'S SERVICES

**One-to-One Web Chat** – Talk one-to-one with one of our highly trained advisors using our secure instant messaging service.

**Chat Support** – We run a number of eating disorder online support groups for those supporting someone with an eating disorder.

**SPOT** – SPOT is an E-learning platform designed give those who work with school-aged children the support they need to recognise an eating disorder, and support pupils with eating disorders in their recovery journeys. Spot offers:

- A range of e-Learning modules, with a certificate available of completion
- Opportunities to ask questions to clinicians and those with lived experience
- Downloadable resources and lesson plans written by experts that you can use in PSHE lessons (available in English and Welsh)
- You'll be able to post questions on community forums to share knowledge and experiences with peers
- Interactive learning webinars.

We also offer face to face or zoom training through our Spotting The Signs Course. Please contact us to find out more.

Please click here for more info on SPOT

Please click here for more information on how to support a student



## FIND OUT MORE

Learn more about what we do at  
[beateatingdisorders.org.uk](https://beateatingdisorders.org.uk)

General enquiries:  
0300 123 3355  
[info@beateatingdisorders.org.uk](mailto:info@beateatingdisorders.org.uk)

### Or follow us on social media:

 [@beatedsupport](https://www.instagram.com/beatedsupport)  
 [/beat.eating.disorders](https://www.facebook.com/beat.eating.disorders)  
 [/company/beated](https://www.linkedin.com/company/beated)

## NEED HELP NOW?

Our Helplines are here for you.

### England:

0808 801 0677  
[help@beateatingdisorders.org.uk](mailto:help@beateatingdisorders.org.uk)

### Northern Ireland:

0808 801 0434  
[NIhelp@beateatingdisorders.org.uk](mailto:NIhelp@beateatingdisorders.org.uk)

### Scotland:

0808 801 0432  
[Scotlandhelp@beateatingdisorders.org.uk](mailto:Scotlandhelp@beateatingdisorders.org.uk)

### Wales:

0808 801 0433  
[Waleshelp@beateatingdisorders.org.uk](mailto:Waleshelp@beateatingdisorders.org.uk)

As a charity, we rely heavily on fundraising and charitable donations to fund our vital support services, including our print and downloadable resources which we supply free of charge. To find more about how you can support us please visit [www.beateatingdisorders.org.uk/support-our-work/](https://www.beateatingdisorders.org.uk/support-our-work/) or call 01603 753308.

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