

# SEED'S CORPORATE | FUNDRAISING PACK

## WHY WE NEED YOUR HELP

Eating disorders form the largest group of mental health illnesses with approximately **40%** of all mental health illness being eating disorder related. More shockingly **20%** of people affected by eating disorders die as a result of them.



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# ABOUT SEED

SEED Eating Disorder Support Service is a small charity with big ambitions based in Hull, East Yorkshire with outreach all around the UK and Internationally. We are a group motivated by our own lived experience of eating disorders and caring for those suffering from this cruel illness. Co-founded by Marg and Dennis Oaten 22 years ago as they fought to save their daughter Gemma's life and in turn, have saved countless more over the years. During this time we have witnessed so much heartache as we have supported individuals and their families impacted by eating disorders. It has been a privilege to support people as they work towards recovery - giving them hope and motivation that they can recover and standing alongside them as they face the long road to recovery.



## WHAT WE DO

SEED provide help and support in many different ways to those personally experiencing an Eating Disorder and their carers and loved ones too. This includes support groups, email and text support, SEED helpline, educational toolkit resources for schools, therapy services, online self-help support via the website, Recovery after the Recovery and early intervention support programme to name just a few.

You have taken the first step to helping people personally affected by an Eating Disorder. Whether your fundraising is already planned, or you are just looking for inspiration, you will find everything you need in this guide to get you started.

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# OUR MISSION STATEMENT

"SEED'S mission is to provide an exceptional network of care and support coupled with confidential, independent and non-judgmental advice for sufferers and carers to facilitate recovery, whilst campaigning for a change of policy on management and treatment of all Eating Disorders from government and health agencies within the UK to increase rates of early treatment and recovery."

## HOW YOU CAN HELP?



**We are always delighted to work with different companies that want to support SEED. There are several ways you can help us –**

- Hosting a fundraising event in your workplace or local community – anything from a cake sale to a golf day to a dinner
- Installing collection boxes in your workplace
- Bring together a team to take on a fundraising challenge
- Match funding for any staff who completes a personal fundraising challenge
- Sponsor one of our events
- Donate a prize for a raffle/auction
- Hold a 'Go Green' for SEED day and encourage staff to dress in green
- Encourage staff to purchase SEED merchandise
- Make SEED your Charity of the Year and do a few of the above
- Arrange corporate eating disorder awareness training at your workplace
- Sponsor a local school to provide our Toolkit to them

All the support we receive enables us to make a real difference in the battle against Eating Disorders.

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# WHAT WE CAN DO FOR YOU

- Have a dedicated Fundraiser to support you through your fundraising journey
- Provide resources to help promote your events or challenges
- Promotion and recognition on our social media platforms
- Your logo on our website as a corporate supporter
- Invitations to any events that we organise
- Recognition and awareness in press coverage

SEED are leading the way in our field as Eating Disorder Experts both in the media and at government level. Our CEO Gemma Oaten has appeared in numerous newspapers and magazines discussing eating disorders. Not only this, she has been called on for her input in many television news segments as well as appearing on many daytime shows such as Loose Women and Lorraine. This year she has been to Number 10 twice to raise awareness and discuss better support for those with eating disorders.



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# FUNDRAISING – how to make the most of it?

If you choose to fundraise for us, here are some tips for raising as much money as possible.

- Set a target - this will help to give your fundraising a focus
- Make it unique - people enjoy taking part in something new and interesting – try to think of ways to make your event different
- Social Media - share what you are doing with your business followers via Facebook, Twitter, Instagram and LinkedIn – this will show people how much you care about the community
- Advertise - we have poster templates that you can download, add information about your event and print to make sure people know what is happening
- Gift Aid - if your event is sponsored, you can raise 25p more for every £1 you raise. If your sponsors are taxpayers, ask them to tick the Gift Aid box and provide their address on your sponsorship form to make the donation go that bit further
- Local press - send a press release to your local newspaper with information about what you are doing and why you are raising money for SEED

## AFTER YOUR EVENT

- Celebrate how much you've raised
- Thank everyone that has helped
- Send the money to us – you can pay through our website
- Send images to us so we can promote your achievement
- Feel proud of the impact you have made on SEED through all of your hard work!



## A word from our CEO Gemma Oaten

"Thank you for taking the time to read our brochure. Our fundraisers and supporters are vital to our charity providing us with the continuity of funding we need to make a real difference in schools and in supporting our Seedlings."



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## CORPORATE TRAINING

For an agreed fee, the SEED team will run eating disorder awareness webinars run by an experienced SEED team member. For those with a particular interest, SEED can also extend this to a second level with more in-depth training on how to identify when employees may be showing signs of an eating disorder, and how to implement and navigate a supportive conversation.

**£100/month** - 1 webinar per year for up to 20 people and your logo on our new corporate webpage plus use of our logo (with an agreed message) on your website

**£500/month** – 2 online training courses and a talk from a member of our team at your offices and your logo on our new corporate webpage plus use of our logo (with an agreed message) on your website

**£1000/month + commitment to hold 3 fundraising events per year** – 3 online courses and a talk from a member of our team at your offices and your logo on our new corporate webpage plus use of our logo (with an agreed message) on your website



## SPONSOR A SCHOOL

We are looking for companies who will commit to providing sponsorship for their local primary or secondary school(s) providing the funding they need to roll out our vital Toolkit for Schools creating real social value within your local community.

Our Eating Disorders Educational Toolkit Resource was created by SEED to enable the teacher to teach responsibly and confidently about eating disorders, body image and well-being to their young people. They are user-friendly resources packed with video-driven lessons and supporting materials, including lesson plans and worksheets

Schools have a duty of care to make sure their pupils are safe. They should be confident they are doing everything possible to support their pupils in all areas. For many staff, eating disorders will be new territory, but our toolkits provide everything needed to make a difference.

Please get in touch to talk about this option, each sponsorship will be shared on our website. We will work with sponsors to maximise local press coverage and also provide a certificate confirming your sponsorship.

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**Dennis Oaten, Co-Founder, Trustee & Treasurer, Gemma Oaten, CEO and Marg Oaten MBE, Co-Founder & Secretary**

## **WHERE YOUR MONEY CAN GO -**

**£100** - Run one support group session for service users

**£200** - Deliver a support workshop to service users (such as coping with cultural and religious festivals)

**£1,000** - would provide 2 primary schools and 1 secondary school the toolkit for a year - Almost 2,000 school aged children would benefit from toolkit access

**£2,500** - would provide 3 primary schools and 5 secondary school the toolkit for a year - Over 8,000 school aged children would benefit from toolkit access

**£2500** - Recruit, train and manage one volunteer to provide ongoing support via our Volunteer Support Messaging Service (VSMS) over 12 months

**£5,000** - would provide 15 outreach workers access to both primary & secondary schools toolkits for a year. - Almost 26,000 school aged children would benefit from toolkit access

## **Why we fight on - feedback from one of our Seedlings**

"Without SEED I wouldn't have had the guidance to what would help my recovery. Without SEED I would have lost my sense of humour! Without SEED I wouldn't have met and helped other sufferers and carers. The reality is, without SEED I wouldn't be here today."

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