Be a Lifeline

Your gift, their future

Christmas Fundraising Guide 2025



Children North East

Registered with FUNDRAISING REGULATOR

children-ne.org.uk
Charity number: 222041



Are you ready for a Merry Christmas?

Christmas is a time for joy, family and food. For most of us at Christmas, the world stops for a while so we can reconnect with the people and things that matter most to us. That is the magic of Christmas.

Yet, whilst we enjoy full hearts and full bellies, the challenges most of us are facing don't simply disappear. Thank you for being a lifeline to our communities. Because of fundraisers like you, babies, children, young people and families can get the support they need to live healthy, happy lives all year round. And to us, that is a kind of magic too.

We hope this guide offers you some fun ideas, useful resources and information that will support your Christmas fundraising to be exciting, easy and accessible to everyone.

Warmest wishes,

The Fundraising Team

Be a Lifeline

Your gift, their future.

When you support Children North East's Be a Lifeline campaign, you're doing more than making a seasonal donation — you're helping to shape brighter futures filled with hope.

Your donation helps continue vital work: providing mental health support, standing beside families in crisis, and creating safe spaces where children can feel secure and overcome their own challenges.

Imagine the impact your gift could have:

"The knowledge and insights you've shared with me have empowered me. You've not only helped me understand the awful experiences, but you've also given me the tools to heal and regain control."

Every pound you give plays a powerful role in transforming someone's journey towards a brighter future. By supporting Children North East, you're not only offering help in the moment, you're creating lasting change that can lead to a happier, healthier life.

This Christmas, be a lifeline. Your generosity today can open the door to a child's tomorrow. Together, we can build a future where every young person has the chance to shine.

Be a Lifeline: Your gift, their future.

- A child receiving the right help during a mental health crisis, when they felt completely alone.
- A young person building confidence, skills, and opportunities that open doors to a brighter life.
- A family receiving the right support to heal, rebuild and rediscover stability after experiencing trauma.





A bit about us...

Because growing up can be hard



With your help, we won't stop until every baby, child and young person has a healthy, happy start in life.

Since 1891, Children North East have helped to transform the lives of babies, children, young people and families across our region. In challenging circumstances, our teams are there to provide compassionate, expert support, often when there is no where else to turn for help.

Last year, we **supported 4,042 individuals** with services including:

Therapeutic Services: Tailoring expert therapeutic support for babies' children young people and families.

Mental Health Support: Empowering children, young people and families to confidently manage their mental health.

Youth Work: Creating pathways for young people to connect, explore and pursue a future that matters to them.

Family Support: Giving families the opportunity to thrive, through safe and strong relationships.

Neurodiversity Support: Providing opportunities for neurodiverse young people to understand their experiences and realise their potential.

4,042

individuals supported last year

2,825

counselling sessions delivered last year

"With the stigma of being a foster kid people often say you won't get far, but doing this made me realise despite my background I can do anything if I put my mind to it."

An young person who accessed support from Children North East

What difference will you make?

By choosing to fundraise for us, you will be transforming lives and creating stronger communities. Your support will make a real, lasting difference in the lives of babies, children, young people and families across the North East, through services like counselling, family support, youth work and domestic abuse recovery.



£21 could support

a child to attend a session learning how to cook, and enjoy eating a nutritious hot meal with their family.



£35 could support

a young person who has experienced abuse with one counselling session.



£80 could support

a neurodiverse young person with access to a monthly peer support group for a whole year.

How to get involved



Put on a fundraiser

Hosting your own fundraising activity can be a fun way to bring everyone together towards the cause of babies, children and young people locally. This could be fun (Christmas Jumper Day?), team-building (Bake Sale?) or a special shared moment (Carol Service?).

Whatever you decide, our team is on hand at fundraising@children-ne.org.uk to support you to deliver a great experience. Check out the rest of this guide to see the resources we have for you to use and ideas on what your fundraiser could be!

Hold a collection

Christmas is full of events that may not be intended as fundraiser but could be a great place to hold a collection. If you're hosting, consider asking for a donation in place of guests bring a bottle of wine or as a small thank you for a free lunch.



In return for your wonderful support you will receive a personalised thank you letter and a certificate of donation. We are also very happy to support with other requests, such as cheque presentations, social media tagging or updates on the campaign.

Make a donation

You may decide that you want to mark the Christmas period by simply making a donation to our Be a Lifeline campaign.

Scan to donate

Buy a toy via our Secret Santa Shop

Our Secret Santa shop on our website gives you the chance to donate towards a special Christmas for the children and families in our community who face a difficult time over the holidays, whilst also making a long-term impact on their future.

Your gift today will allow our teams to purchase teddies, toys, food and gifts that meet the age, needs and interests of each recipient. You'll also have the option to add your first name to a tag so they know who their gift is from. The remainder of the money will be used towards our life-changing services, an impact lasting long into their future.

In return, you'll receive a digital certificate sharing your wonderful contribution, perfect if you want to include the donation in a gift or to share the impact of a group donation. For ordered of over £100, you'll receive a personal letter of thanks.

Bid in our auction

Want a Christmas present that makes a life-changing difference? Bid in our online '12 Days of Christmas' auction! Win amazing prizes while helping raise vital funds. Watch this space for more information...

Spread the word!

Helping us spread the word! Sharing our Be a Lifeline campaign with your networks is an amazing way to get the word out about Children North East and encourage others to support our work.

Match fund employee efforts

If you're a business, consider match funding your employees fundraising activities. Not only is this a great way to reward their fantastic efforts it shows them that the causes they care about within their community are important to you too. Letting them know before their fundraiser can help promote more giving as people know their donation will go further.

After Christmas collection

In January, we'll be asking for our supporters to donate unwanted Christmas gifts, collecting new, unused items as raffle prizes for to support our ongoing fundraising efforts. Instead of letting them sit in the cupboard, why not keep them to one side and know your unwanted gift has helped change a child's future!

Scan to get involved

Get in touch to find out more about how we can support your Christmas fundraising plans today!

Got a question or want to get involved? Our friendly team at Children North East is here to help! Just give us a call or drop us an email—we'd love to hear from you and chat about how you can make a difference.

fundraising@children-ne.org.uk

0191 256 2444





Stuck for an idea?

Whether you're looking to host a small activity or big event, you'll find a variety of creative and exciting ways to fundraise this Christmas. From bake sales to sponsored challenges, every idea can make a big impact. Explore our suggestions for how you can Be a Lifeline and fundraise this Christmas.



Mini Christmas Market

Get together as an office or group with a mini festive market. Invite people to sell their crafts and run games or a tombola. You could ask for donations as the entrance fee or donate the profits.



Elf Costume Contest

If you feel like supercharging your Christmas Jumper Day an elf costume contest can be a fun approach. Avoid pressure to buy costumes, with prizes for the best DIY dress up.



Reindeer Hunt

What about a treasure hunt for Rudolf and the gang? This could be an on-the-day activity or done over the Christmas weeks, creating some buzz.



Red and Green Party

Who says seasonal doesn't have to be stylish? Put on a festive event to get in the spirit (other types of spirits optional!) then fundraise through a collection.



Yule Log Bake Off

Put your baking skills up against each other with a festive themed bake off event. (It doesn't have to be Yule Logs, but we needed to fill the Y spot..!).



Craftathon

From wreath making to homemade wrapping paper... Christmas is the season of crafting. Get some friends or colleagues together for a Craftathon, with donations for entry!



Holiday Movie Night!

It's a wonderful life when you come together for a classic Christmas film. Host a seasonal screening fundraiser.



Holiday Hamper Raffle

Everyone loves a raffle! Give someone the chance of a extra special Christmas by selling tickets to win an exciting raffle prize.



Ice to Meet You

Hold an event connecting different groups or teams. This can be a great option for community groups to invite their wider networks for down to find out more about them too!



Sing-a-long

Channel you inner X Factor by putting on a Christmas karaoke night or carol service. If you're feeling, shy lip-syncing performances are acceptable too!



Tinsel and Turkey

Dinner is one of the highlights of Christmas Day, so why not re-create that with a fundraiser?



Music Quiz

Whether it's 'Bublé and Bubbles', a Rock Quiz or 'Cheese and... Cheese', music is at the heart of Christmas.



Advent Calendar Challenge

Create a special advent calendar with daily challenges or mini-events leading up to Christmas.



Snowman Building Competition

Host a fun event where participants create their best snowmen using craft materials. Offer prizes for the most creative or festive snowmen.

Need resources? We've got you covered!

We know how busy life gets, especially at Christmas. That's why we've put together a pack of Be a Lifeline fundraising resources to make your activities as easy and impactful a possible.

With just a few clicks, you can access and download a wide range of materials from our website, including posters, social media graphics, sponsorship forms and JustGiving Page content. These free resources are here to simplify and help your fundraising efforts, so you can focus on what matters most. We can also offer printed versions of all resources by post.

Get yours now on our website or by emailing **fundraising@children-ne.org.uk**.



Fundraising is for everyone! A handy guide to inclusive fundraising for a stress free experience...

We know that the Christmas is an expensive time and those fundraising on behalf of the charity may be reflecting on how they do so in a way which is sympathetic to the fact that some people may not feel able to contribute financially.

Lucky for us, we have a whole team within our charity who speak to thousands of people every year about the way day-to-day experiences can put pressure on their finances, including fundraising.

We've created this handy guide using guidance from these experts in residence, so whether you're a one-man band or a corporate, you can feel confident your fundraising is inclusive, no matter what a person's financial situation.







Every contribution counts!

When charities say every penny counts, they really mean it. If you're sharing and celebrating your fundraising, place the focus on the fact people have contributed, not the individual value of donations themselves. Don't forget £1 can be a lot for some people!

Redefine 'support'

Share ways people can support your fundraising without putting their hands in their pockets. Ideas include sharing the appeal with their social networks, sending you motivational messages or helping out if it's an event. Thank them equally to those donating money.

Emphasise awareness

Highlight how those taking part have engaged with the issues you're fundraising for or connected to their community instead of focusing on the finances. Fundraising activities play an important role in raising awareness about the challenges people are facing and the solutions.

Keep donations discreet

For activities connected with a financial contribution, like a bake sale or Christmas jumper day, ask people to contribute what they feel comfortable with and offer a discreet way for people to donate. Consider signposting people to make a donation instead of collecting cash, for example, a JustGiving page, charity website or text number.

Plan ahead

Publish your fundraising plans as early as possible so people can plan to participate, highlighting which charity is being supported and the activities that will take place. Avoid lots of fundraising days close together.

Ways to Donate

It's easy to donate or to pay in your Christmas fundraising proceeds. Find a methods that suits you below:



Create a JustGiving Fundraiser Page

Through this link, you can view our JustGiving profile and follow the 'fundraise for us' button to create your own personal account. It's super easy and hassle-free and you can simply share the link to your page with family, friends and colleagues once you have personalised it to your event. Donations come straight to the charity and the page tracks the total raised for you.

Collect and Donation

You can make a one-off donation, or pay in your fundraising, of any amount using our simple online form. Donate today using a credit or debit card, Apple Pay, Google Pay or PayPal.



Bank transfer

Make a donation via traditional bank transfer with the following details:

Organisation Name: Children North East
Reference: Be a lifeline
Sort Code: 60-83-01
Account Number: 20241522

Cash Drop Off

You can make a drop off of cash donated to the Fundraising or Finance Team directly at the Children North East Head Office: **89 Denhill Park, Newcastle upon Tyne NE15 6QE**. Office hours are 9am to 4pm, Monday to Friday.

Send a Cheque or Postal Order

If you would prefer to send a cheque or postal order (payable to Children North East), or have sponsor forms to send in so that we can claim the Gift Aid, please send it to us at: Fundraising Team, Children North East, 89 Denhill, Newcastle, NE15 6QE.

We ask people not to send us cash through the post, as there's a risk of it getting lost.

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