Be a Lifeline

Your gift, their future

Christmas Fundraising Guide 2026



Children North East

Registered with FUNDRAISING REGULATOR

Charity number: 222041
children-ne.org.uk



A Message from the Fundraising Team

Christmas is a time for joy, family and togetherness. It's a chance to pause, reconnect with the people who matter most and create memories that will last a lifetime. That's the magic of Christmas.

For many families across the North East, however, life's challenges don't simply disappear when the festive season arrives. That's why we're so grateful for supporters like you. By choosing to fundraise for Children North East, you're helping babies, children, young people and families access the vital support they need, not just at Christmas, but all year round. To us, that's a kind of magic too.

We hope this guide gives you plenty of festive inspiration, practical resources and simple ideas to make your Christmas fundraising fun, easy and rewarding. Together, we can help bring hope, support and brighter futures to those who need them most.
Thank you for making a difference this Christmas. 🎄❤️

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 create brighter futures filled with hope.

Your support helps provide vital mental health services, stand beside families during difficult times, and create safe spaces where babies, children and young people can feel supported, valued and able to thrive.

Imagine the impact your gift could have:

- A child receiving support for their mental health when they need it most.
- A young person building confidence, skills and opportunities that open doors to a brighter future.
- A family receiving the support they need to heal, rebuild and move forward after experiencing trauma.

"Children North East gave us the support we needed when we felt completely alone."

Parent supported by Children North East

Every pound you give helps transform lives. By supporting Children North East, you're not only providing help in the moment, you're creating lasting change that can lead to happier, healthier futures.

This Christmas, be a lifeline. Your generosity today could change a child's tomorrow.

Be a Lifeline: Your gift, their future.





A bit about us...

Every child deserves a happy start in life. Together, we can make it happen.



Since 1891, Children North East has been supporting babies, children, young people and families across the North East and beyond. Our mission is simple: to ensure every child has the opportunity to grow up happy, healthy, safe and able to reach their full potential.

Every day, we work alongside families facing some of life's toughest challenges. Through counselling, family support, therapeutic services, youth programmes and early intervention, we help children build confidence, improve their wellbeing and develop the skills they need to thrive.

Children don't stop needing support at Christmas. While many families look forward to a season of celebration, others face financial pressure, isolation, poor mental health and uncertainty about the future. That's why your support matters so much.

By fundraising for Children North East this Christmas, you'll help provide life-changing support to local children and families when they need it most. Together, we can give children hope, support and the chance to thrive, creating brighter futures across the North East.

counselling sessions delivered last year

1,482

Last year, with the support of people like you, we:

- **Supported 3,699 babies, children, young people and family members** through more than 60 programmes and services.
- **Strengthened mental health and wellbeing** through counselling, therapeutic support and early intervention services.
- **Gave babies the best start in life** by supporting parent-infant relationships and families during the critical first 1,001 days.
- **Supported neurodivergent children**, young **people and parents** to better understand their experiences and thrive.
- **Helped families build stronger relationships** and access support before challenges reached crisis point.
- **Amplified the voices of children and young people** to help shape services, decisions and change.

"I can't believe the difference the support has made to mine and my children's lives."

Parent supported by our Family Support Service

Your Fundraising Changes Lives Close to Home

Every family faces challenges, but no family should have to face them alone. Thanks to supporters like you, Children North East can provide specialist support to families when they need it most.

Kara, her partner John, and their baby son Tom were referred to Children North East's Little Minds in Mind programme when family life was becoming increasingly difficult.

Kara was struggling with her mental health and feeling overwhelmed, while John was experiencing depression and a lack of confidence as a father. Their children were showing signs of anxiety, and the family had begun to wonder whether their eldest daughter (5) may be neurodivergent due to sensory difficulties and challenging behaviour.

Through a programme of therapeutic support, John explored how his own childhood experiences were influencing his parenting. As he developed a better understanding of both his own emotions and those of his children, he became more confident, patient and attuned to their needs

Over time, family relationships became stronger, the children became happier and more settled, and Kara felt increasingly supported. The family also came to understand that their daughter's behaviour was rooted in anxiety rather than neurodivergence, helping them respond to her needs with greater confidence and understanding.

"The support we received helped save both our marriage and our relationships with our children."



This Christmas, you can help write the next success story. Every fundraiser, donation and act of support helps Children North East reach more children, young people and families with the right support at the right time. Together, we can ensure families never have to face their toughest moments alone.

Your fundraising can change lives.

The money you raise will help babies, children, young people and families access the support they need to feel safer, healthier and more hopeful about the future.



£25 could provide

a family of four with a hot, nutritious meal and a drink at Café Hope.



£50 could support

a counselling session for a young person who has experienced abuse.



£80 could provide

a neurodivergent young person to access monthly peer support sessions for a year.

How to get involved



Host a fundraiser

Bringing people together to support local babies, children and young people is a great way to make a difference this Christmas. Whether it's a Christmas Jumper Day, workplace bake sale, carol service or your own festive idea, every fundraiser helps us continue our vital work.

Whatever you choose, our fundraising team is here to help. Get in touch at **fundraising@children-ne.org.uk** for support, resources and advice, and find plenty of inspiration throughout this guide.

Hold a collection

Christmas is full of opportunities to give back. If you're hosting an event, celebration or festive gathering, why not ask for a donation instead of a bottle of wine, Secret Santa gift or party contribution?

A simple collection can make a real difference to local children and families.



Match fund employee efforts

If you're a business, why not match fund your employees' fundraising? It doubles their impact, celebrates their efforts and shows your commitment to local children and families.

Matched donations can also encourage greater generosity, helping your fundraising go further.

Spread the word!

Not everyone is able to fundraise, but everyone can help raise awareness.

Sharing our Be a Lifeline campaign with friends, family and colleagues is a simple but powerful way to support Children North East. Every share, mention and conversation helps us reach more people and inspire more support.

Make a donation

You may decide that the best way to support the campaign is by making a donation. Every gift, whatever the size, helps provide life-changing support for babies, children, young people and families across the North East.

Click to Donate

In return for your support, you'll receive a personalised thank you letter and certificate. We're also happy to help with cheque presentations, social media mentions and campaign updates.

Be a Lifeline
for Little Minds

*Your Gift Builds the Bond That Shapes a Lifetime. **Doubled.***

Christmas Challenge
BigGive

From 1st-8th December, every donation to our Big Give Christmas Challenge will be doubled.

Through our Little Minds in Mind programme, we help parents and babies build the strong, secure bonds that shape a child's future. With your support, more families can access vital help during the earliest and most important years of a child's life.

For one week only, your gift can have twice the impact, helping more babies get the best possible start in life.



Click to Donate

Stuck for an idea?

Big or small, every fundraising activity has the power to make a lasting difference. Whether you're hosting a festive bake sale, organising a Christmas challenge or bringing colleagues together for a seasonal fundraiser, you'll be helping children and families when they need it most. Take a look at our ideas below and find your perfect way to Be a Lifeline 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've got everything you need to make your Christmas fundraising a success.

Simply scan the QR code to access our free Be a Lifeline fundraising resources, including posters, social media graphics, sponsorship forms and JustGiving content. We've created these resources to make fundraising as easy as possible, so you can focus on having fun and making a difference.

Prefer printed materials? We'd be happy to send them to you. Just get in touch at 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 Donate

You can make a one-off donation, or pay in your fundraising, of any amount using our simple online Justgiving page. 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.

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



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