Welcome

Thank you for your interest in supporting BulliesOut.

An Award Winning Charity, BulliesOut was established in May 2006 and works tirelessly to improve the lives of those affected by bullying.

About BulliesOut

Established in May 2006, Our Vision is for all individuals to recognise their self-worth and potential and to flourish in a positive, caring environment free from oppression and abuse.

Our Mission is to increase individual self-esteem and community cohesion through positive and innovative interventions and empower individuals to maximise their impact and potential.

How We Make A Difference

Educational Workshops

Through innovative and interactive workshops BulliesOut use their energy and enthusiasm to focus on awareness, prevention, building empathy and positive peer relationships all of which are crucial in creating a nurturing environment in which young people/staff can thrive. Each year, we engage over 7,500 children and young people in our workshops.

Training

BulliesOut provides unique and interactive training courses for youth, education professionals and the workplace. Our training can be centre based or delivered in-house. We can tailor trainings to meet the needs of your beneficiaries, exploring a range of mentoring and anti-bullying themes. We train a minimum of 900 young people and 250 professionals each year.

Awareness

Bullying is often talked about but can also be misunderstood. Developing a fuller awareness of how bullying can manifest, how it can be prevented and how it should be dealt with, will help both sufferers/perpetrators disengage from the bullying cycle. We currently distribute over 10,000 information publications and attend between 10 – 15 community events each year.

Support

Children and Young People who are bullied/bullying need mentoring, support and specific, practical tools to move beyond the position they find themselves in. BulliesOut is a time-limited, solution focused anti-bullying service which provides just that and we currently provide 1-2-1 online mentoring to 265 young people affected by bullying.

Since 2006, each year, we have helped make a positive difference to the lives of thousands of children and young people affected by bullying.

We believe that learning is the foundation for life and can help raise confidence, self-esteem and motivate young people to achieve their aspirations and career choice. We recognise that barriers to learning, such as bullying, can prevent people from recognising and achieving their full potential.

By ensuring that children and young people understand what constitutes as bullying and are equipped with the skills, confidence and self-esteem to report bullying incidents, we can improve their emotional health and well-being.

This fundraising pack has been developed with you in mind. So whether you’re planning to trek to Kilimanjaro, run a marathon, host a dinner party or have a coffee morning at home you will find ideas and information, helpful hints and tips to help you have fun and raise money for young people in our community affected by bullying.

Thank you
Working Together

As our organisation continues to grow, we are looking to engage supporters to join us on our journey. Partnering with BulliesOut will give you an unique opportunity to play a role in our future, support a vital cause and also achieve recognition for the part you play in changing the lives of young people affected by bullying.

We can help you achieve your Corporate Social Responsibility and Business Objectives. We understand that every business is different and that’s why we will work with you to develop a partnership tailored to your company’s needs and objectives.

Raising Your Profile

A partnership with BulliesOut will deliver real and lasting opportunities that can change lives. In addition, through the opportunities detailed below, we can build a positive business opportunity that will benefit both your company and BulliesOut.

Public Relations: Involvement with a charity can create some great PR and marketing opportunities. Every time your employees take part in fundraising activities, there is a story to be told. We can assist in the promotion of the Partnership through our local and national communication teams.

Engaging Your Staff: Offer your staff unique and fun ways to enhance their skills and feel motivated by supporting a great cause. Fundraising is rewarding for everyone involved and this could be an opportunity for your staff to take part. With the support of your whole company, BulliesOut can raise more awareness, spread the fundraising effort to more people and make a real impact to our cause. Fundraising challenges can boost staff morale and encourage team building. You’ll be able to promote the good work your organisation is doing and put your company in the spotlight.

Fundraising will generate positive PR opportunities, attract media attention and give you more to talk about with your customers, clients and partners!

Brand Association: By partnering with BulliesOut you are linking with a national award winning anti-bullying charity. We know how aligning with a powerful brand like BulliesOut with strong brand values will work to the benefit of yours.

Cause Related Marketing: Cause related marketing (CRM) is a commercial activity where your business and BulliesOut form a formal partnership to market an image, product or service for our mutual benefit. It is a simple and extremely effective way of differentiating your product and services and of increasing sales and customer loyalty. It can promote positive PR coverage and provide that increasingly important link for ethical consumers to align themselves with a charitable cause. By linking with BulliesOut companies can attach their product to a worthwhile brand that not only creates a point of interest, but which can open up new markets and attract new customers.

Social Media: As a charity with a long history, we know the importance of evolving over time. We have an extensive social media reach, with passionate and engaged supporters who share our values. This makes BulliesOut an effective choice when it comes to raising your online profile, or adding a social media marketing element to an existing campaign.

Getting Involved

As part of a Corporate Partnership with BulliesOut there are many ways you can get involved and support us, however, we are always keen to discuss new suggestions and opportunities and will work with you to design a package that suits your company’s CSR programme and engage your employees.

Your staff can support our work in a number of exciting ways. Whether in a “Charity of the Year” partnership or on an ad hoc basis, a partnership with BulliesOut will have something for everyone and will help build employee confidence, enhance team working skills and have a huge impact on the work we do.

A few suggestions are listed below:

• Take part in sponsored events
• Sell our branded merchandise
• Volunteer time and skills
• Encourage employees to make regular tax free donations from their salary
• Support the fundraising activities of your employees by matching the funds they raise
• Sponsor a specific project
• Donate time or pro-bono support

• Choose BulliesOut as your Charity of the Year
• Host or attend fundraising events
Our Aims

With the help of those who support us, we would like to achieve:

- An increase in the number of young people directly involved in our work and subsequently an increase in young people achieving accredited awards
- An increase in the delivery of our Anti-Bullying training for workplaces, reaching out to new beneficiaries whilst increasing the Charity’s revenue
- Firm and secure plans to take the Charity into its next stage of growth and build the organisation for a secure and sustainable future
- Monetary sponsorship from companies under a mutually beneficial arrangement which will recognise and celebrate the company’s Corporate Social Responsibility
- Pro-bono sponsorship from individuals or organisations who choose to undertake a piece of work for BulliesOut without actual monetary cost but for which the cost can be recognised by both parties
- A significant increase in our fundraising activities – both in events and activities we hold as an organisation and those we encourage others hold and fundraise at on our behalf
- An increase in businesses who choose BulliesOut as their Charity Of The Year which lends their support both in terms of raising funds but also by putting their name to the aims of the Charity
- An increase in our national coverage – both through traditional media and social media – by promoting media articles of our relationships with businesses

Working Together

Promotion

With your consent, your organisation’s name and logo will be used on any relevant communication material and on the Charity's website.

Networking

BulliesOut are members of a number of networking groups and are often invited to attend others. If relevant, appropriate and possible, we will invite a representative of your business as a visitor to our networking platforms. Here you will have access to a number of businesses who may be able to provide you with business and further services and support.

Social Media Coverage

BulliesOut has an extremely active and rapidly growing social media presence – including Facebook, Twitter, Instagram and YouTube.

As a sponsor of the Charity, you will have the opportunity to link with our audience via social media, enabling you to raise your brand profile across our range of social media.

PR Opportunities

Involvement with a charity can create some great PR and marketing opportunities. Every time your employees take part in fundraising activities, there is a story to be told.

We can assist in the promotion of the Partnership through our network. As a prominent charity, we have very good links to local and national television and radio stations, together with national and regional press.

Event Publicity

BulliesOut sponsors will benefit from marketing and publicity at our events held throughout the year. Where possible, your company will be invited to attend relevant events, enabling you to present, network and enhance your brand awareness to a wider audience.

We will allocate an Account Manager to work with you to put together a plan of activities, including fundraising, events sponsorship and challenges that you and your staff can follow to ensure that you raise the biggest amount possible while having as much fun as you can.

Regular Feedback and Reporting

We will feedback to you in an agreed format and frequency on how your generous support is allocated and where any money you have donated is spent. We always like to show the lasting social benefit that our corporate partners are making to the lives of young people, their families and the community at large.

You can choose to be included on our website, Facebook and Twitter or all three as a key partner so you can let everyone know the incredible support you are giving young people affected by bullying!