



# Boycott your Bed



Sign up. Team up.  
**Sleep out.**

Welcome pack 2024

[boycottyourbed.co.uk](http://boycottyourbed.co.uk)

#boycottyourbed



# Welcome to the Boycott your Bed family

Thank you for choosing to Boycott your Bed on Friday 4 October 2024.

By raising money and taking part, you could be helping vulnerable children and families who are in desperate need. Action for Children runs 426 services across the UK, helping more than 765,905 children, young people and families in 2022/23. Our vision is that every child and young person has a safe and happy childhood, and the foundations they need to thrive.

In this pack, you'll find everything you need to know. This includes info about what to expect, some all-important FAQs, and ideas to help you smash your fundraising.

If you have any questions – or need any help whatsoever – get in touch with us at: [boycottyourbed@actionforchildren.org.uk](mailto:boycottyourbed@actionforchildren.org.uk)

Are you ready to Boycott your Bed?

**Sign up. Team up. Sleep out.**



## About Boycott your Bed

Previously known as Byte Night, this event has been running for 26 years, with more than 1,000 participants from across the corporate sector teaming up to sleep out at locations across the UK every year.

The brainchild of Ken Deeks MBE, Byte Night was first organised in 1998, when 30 friends got together to raise £35,000 for Action for Children. The event has gone from strength to strength ever since, raising more than £13.9 million so far.

Boycott your Bed was born in the pandemic, as thousands of families took part in our virtual sleep out challenge to continue supporting families in desperate need. But we couldn't wait to come back together and sleep out in-person.

This will be our third year of live events since the pandemic, with hundreds of corporate teams taking on the challenge of sleeping out. Across five different UK locations, teams will come together on 4 October, hoping to collectively raise over £500,000.

By taking part, you're helping Action for Children support more children and families across the UK.

Thank you to our board members who've given up their time and energy to support us and make Boycott your Bed happen, no matter what.



**“** Thank you so much for taking part in Boycott your Bed for Action for Children. These events make an incredible difference to this charity and the thousands of children, young people and families they support across the UK. It's my honour to still be able to support their fantastic work 26 years after I started Action for Children's first sleep out event, Byte Night. Now more than ever, I urge everyone to do what you can to make this an incredible year for fundraising, so that Action for Children can continue to be a vital lifeline for so many.

Ken Deeks MBE

**”**

# The crisis

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**4.3 million**  
children now live  
in poverty.

That's 30% of all children.

**2.4 million**

children now live in 'food  
insecure' households.  
A rise of 47% in just one year.

**400,000**

children are in households  
that have used a food bank  
in the last 30 days.

**1.9 million**

children are materially deprived,  
meaning their families can't  
afford essentials like fresh fruit  
and veg, or a warm home.

But you could make a difference.



# How we're helping

By boycotting your bed and raising vital funds, you could:



Help to provide food, clothes  
and essentials to children in crisis.



Provide protection and recovery to  
child victims of abuse and neglect.



Give young people the tools to look  
after their mental health .



Support parents going through  
a tough time.



Look after young people who care  
for others.

**“**  
*I can't thank Action for Children enough for the  
support I've received over the past year. Not only with  
providing essentials, but always having someone to  
talk to if I was having a bad day really meant a lot.  
My family and I have come such a long way.*  
**”**

A parent supported by Action for Children

Read more about what we do at:

[actionforchildren.org.uk/what-we-do](https://www.actionforchildren.org.uk/what-we-do)

# Lee and Warren's Story

Warren, seven, lives with his dad Lee. Warren is a bright, funny, active child who loves superheroes and telling jokes. His dad Lee dotes on him, but their beginnings together weren't so straightforward. Eight years ago, Lee's ex-partner informed him she was pregnant, and the baby wasn't his, so they separated. Nine months later, social services contacted him asking for a DNA test, explaining he may be the father of a baby in their care. That baby was Warren.

When Warren was just 12 weeks old, he suffered a shaking injury and a shaking with impact injury. At 13 months, Warren came to live with Lee, and he explained, ***"I went from being a single man to a single parent."***

The injuries Warren sustained before being in his dad's care needed extensive medical care. He had several operations to remove the pressure on his brain, which has now left him with two holes in the top of his head and big scars across his stomach.

As Warren grew up, Lee had some questions about his behaviour and sought help from Action for Children. Lee said, ***"I credit Action for Children with giving me confidence in understanding his issues from his injuries and also that some of the stuff I did, I knew I was on the right path."***

Action for Children worked one-to-one with Lee and Warren for four months to provide family support, ranging from sleeping routines to parenting courses. They even went on a trip to the zoo which Warren loved. Lee wouldn't otherwise have been able to afford this at the time, after giving up his job as a carpenter to care for Warren when he was little.

***"It's not easy being a father but if you can get the help, if you can get some support it does make a big difference. It's made a big difference to me and Warren and I hope there are other people out there that can get the help that I had. It will really make a big difference in their life."***

Warren and Lee have a very close and loving bond now. When he was five, we asked Warren about his dad. He said ***"My Daddy looks after me, gives me a cuddle, gives me kisses, makes me laugh. He's my best Dad in the whole wide world."***



***"I hope there are other people out there that can get the help that I had. It will really make a big difference in their life."***

Lee, Warren's dad.

Now Warren is seven, he's seeing an Action for Children play therapist, which helps with his difficulties in expressing himself. He also now has contact with his mum every two months, and the support he gets from Action for Children makes sure he's able to communicate how he feels about it.

Lee is still trying to find out the impact of Warren's injuries and how they'll affect him in the future and what the long-term effects might be. But with the support of Action for Children, they are both on the right path.



# On the night

## Here's what you can expect.

Before you sleep out, you'll enjoy a networking event with your colleagues and peers, where you can enjoy a unique team bonding experience. There will be the opportunity to hear how your fundraising is directly supporting Action for Children's work. Depending on where you sleep out, you'll take part in a number of activities on the night - whether it's a quiz, a raffle or even a pizza auction!

After this, you'll make your way to your sleep out location, to get ready for the big night. Each sleeper will receive a safety kit, including a foil bag and poncho to keep you warm and dry. We recommend you also bring the following kit with you:

- A sleeping bag.
- Warm layers including a hat and gloves.
- A refillable water bottle.
- Torch.

- Pillow (optional).
- Tarpaulin (optional).

Every sleep out is a unique experience, but at each event you can expect to bond with your team, whilst taking on the challenge of braving the outdoor elements. You'll wake up to a hot breakfast before heading back home, with the pride of knowing you've done something incredible for vulnerable children, young people and families in the UK.

The Action for Children team are committed to making Boycott your Bed a safe event, with security and medical personnel at each location. You will receive full health and safety guidelines ahead of the event. If you have any questions, contact us at [boycottyourbed@actionforchildren.org.uk](mailto:boycottyourbed@actionforchildren.org.uk).



# Fundraising ideas

Fundraising doesn't need to be difficult. Here are some great ideas to help you along the way – whether you're raising money at home, at work or virtually.

### Office sports day

Pop to a park near your office and ramp up the nostalgia with an egg and spoon race, a wheelbarrow race, or even a spot of hula-hooping.



### Bake Off

Get your colleagues to whip up their favourite cakes to raise some dough. Organise the rounds so that you can enjoy sweet treats in the office and get people to pick a winner.



### Give it up

Ditch something you really enjoy for a month, like chocolate or caffeine. Put the money you would've spent into your fundraising pot. Try and persuade family and friends to get involved, too.



### Sell your skills

Are you a dedicated yogi who's keen to pass on their skills? Do you speak another language and fancy teaching people the basics? Or do you just want to learn how to make your colleague's incredible brownies? Host an auction and sell skills to the highest bidder.



### Come Dine with Me

Get a group of friends or colleagues together to take part for a small donation. Each person throws an evening of food and entertainment for a score, and the person with the highest score wins!



### Let's get quizzical

Whether it's in the office, village hall, down the local, or your living room, a quiz is always a great way to raise money. Top tip: add variety to your quiz with the use of drawing or playdough to create an answer – extra points for talent and creativity!



### Golf days

Want to smash your fundraising target with a hole in one? Then dust off your irons and get on the green! Invite your colleagues or peers to join and raise more money by creating extra competitions or selling mulligans.



Keep an eye on [boycottyourbed.co.uk/resources](https://boycottyourbed.co.uk/resources) and your supporter emails for more fundraising ideas. Or get in touch with us at [boycottyourbed@actionforchildren.org.uk](mailto:boycottyourbed@actionforchildren.org.uk)

# The difference you could make:

**£50**

could pay for new shoes for two children.

**£60**

could help pay for a family's household bills for a week, including gas, electricity, phone and internet.

**£130**

could pay for a weekly food shop for a family.

**£250**

could pay for bedding and other soft furnishings for 10 young people moving into care, helping them to make their room feel like their own.

**£500**

could pay for 25 children living in care to enjoy an enriching experience like going to the zoo with their friends, giving them access to the same opportunities as other children.

**£1,000**

could provide items like furniture, white goods, and kitchen essentials for young people leaving care and moving into their own home for the first time.



## Every penny counts

JustGiving is the easiest way to collect your Boycott your Bed donations. The money automatically gets to us, and it includes Gift Aid, which helps your donations to go even further.

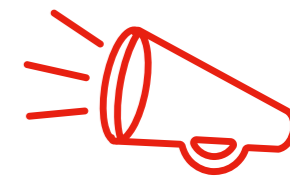
You'll receive a step-by-step guide on how to set up your JustGiving page. Or you can download the guide here: [boycottyourbed.co.uk/resources](https://boycottyourbed.co.uk/resources).

Team captains are responsible for organising your team, leading your fundraising and keeping you motivated. But we're here to help every step of the way. If you have any questions, please email us at [boycottyourbed@actionforchildren.org.uk](mailto:boycottyourbed@actionforchildren.org.uk).

### Top tip:

JustGiving's research has found that people who donate to their own page raise up to 42% more!

# Spreading the word



## Get social

Social media helps us spread the Boycott your Bed message far and wide. It's a great way to tell everyone about the incredible thing you're doing. It's also really handy for promoting your fundraising events and activities. If you need any help – whether that's setting up an account, coming up with content or social media top tips – give us a shout.

You'll find us at:

 @BoycottYourBed

 Search 'Boycott your Bed' on LinkedIn

 @BoycottyourBed

 @actionforchildrenuk

## Free resources

We've got loads of great resources to help you. This includes email signatures, social media assets, messaging to share with colleagues, digital invitations and materials to help with your fundraising activities.

You can download them from [boycottyourbed.co.uk/resources](https://boycottyourbed.co.uk/resources)



# Thank you...

...for boycotting your bed for safe and happy childhoods.

We couldn't be there for vulnerable children and families without you.

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