



SUPPORTING PEOPLE WITH

EATING DISORDERS

ACROSS THE SOUTH & WEST



# Workplace Fundraising

Help us be there for people affected by eating disorders in the South & West

01749 343 344

[swedauk.org](http://swedauk.org)





“It was a huge relief to talk to someone for the first time about my eating disorder, and to feel supported to take the next steps.”

SWEDA client

## Your team's support can make a huge difference for somebody's recovery journey.

As you, or somebody you work with, may know from personal experience, it can be incredibly difficult to access the right kind of support when you or someone you love is living with an eating disorder.

SWEDA is determined to be there for the people who fall through the gaps. As a charity, we're reliant on the support of our community to be able to keep providing our specialist support services to those who have nowhere else to turn.

Maybe you're interested in learning about workplace mental health with us, nominating us as your businesses' Charity of the Year, or fundraising for us at an upcoming gig or event. However you'd like to be involved, your team's support means we can be there for children, young people and adults affected by eating disorders.

## Together, we can give them hope and tools for recovery.



## Corporate support: How it works

Taking care of the mental health and wellbeing of your staff is essential for any organisation. Partnering with SWEDA demonstrates that your company genuinely cares about its people. Eating disorders don't discriminate — they can affect anyone, including your employees and their families.

Research shows that at least 1.25 million people in the UK are living with an eating disorder. When we include those supporting someone with an eating disorder, the number of people affected rises to 5 million in the UK alone (according to BEAT).

**It's therefore likely that someone in your company is living quietly with this every day.**

When you agree to partner with SWEDA, we provide:

- Dedicated fundraising support to help you get started
- Lunch and Learn invitations and expert staff training
- Tips and tricks on how to raise awareness and build support for our cause
- Brand engagement via social media/website/press
- Invitations to SWEDA-run events and community projects



# Raise awareness with a Lunch & Learn

This tailored training session can be delivered by one of the SWEDA team, a qualified counsellor and experienced trainer who has delivered training and awareness raising to a broad range of audiences including counsellors, teachers, GPs and parents.

They will help you spot the signs of an eating disorder and what resources to use if your staff may need our support. There will be an opportunity for attendees to follow up privately after the session.



## Here's what HRGO Recruitment said about their session:

"At HRGO Recruitment we believe in fostering a healthy and supportive work environment. The SWEDA Lunch & Learn session was led by experienced professionals from SWEDA, who offered invaluable insights, including a powerful personal story of recovery.

If you're an employer looking to bring this important conversation to your team, SWEDA offers these educational and awareness-raising sessions. Together, we can build workplaces that are more understanding and supportive."

If you're interested in an online or in-person Lunch & Learn talk from our trained counselling team or would like to discuss a presentation from the fundraising team about how your company can get involved with SWEDA, please get in touch: [gavinosborn@swedauk.org](mailto:gavinosborn@swedauk.org).

# Partnership benefits with SWEDA

Access SWEDA's expert-led training to deepen your company knowledge.

Show a commitment to the wellbeing of your workforce with targeted initiatives

Raise your profile and build relationships across our SWEDA network



Reflect company values through meaningful actions for your employees and clients

Enable staff to identify and address eating disorders early, and where to find support

Foster a healthier work environment by reducing stress and preventing burnout

Provide support for employees affected by eating disorders, personally or within families

Engage with local community at company or SWEDA-run fundraising events

Social media and press coverage of partnership and key logo placement

# Your Charity of the Year

Choosing SWEDA as your Charity of the Year can really help us to make a difference to people affected by eating disorders. But what does it mean for you and what do you have to do?

**AWARENESS** – Firstly, we encourage you to advertise your support for us and make your staff and clients aware of who we are and what we do. This could be on your website, on your newsletters, your social media and wherever else you can.

**FUNDRAISE** – If you are able to host two fundraisers in aid of SWEDA throughout the year, the funds raised go a long way to helping us continue our services. Here's some ideas to get you started:



**Sponsored walk**



**Quiz night /  
lunchtime quiz**



**Charity party**



**Dinner and  
auction**



**Sponsored office  
sleep-in**



**After work yoga class /  
sponsored meditation**




**Matched giving**

Whatever you choose to do, we can help you with marketing materials and celebrate your achievements on our social media channels.

**JOIN A FUNDRAISING CHALLENGE** – You might want to take part in a bigger national or local event 'in aid of SWEDA'. Please contact us before signing up for these as we have guidelines on which events we support.

**SUPPORT FROM SWEDA** – We'll be there every step of the way to help you with your 'Charity of the Year' endeavours. Whether it's help with setting up fundraising pages or providing t-shirts and collection tins for your own events, we can make everything run smoothly for you.





"When I came to SWEDA, I had nearly lost hope of ever being able to recover from my eating disorder. But SWEDA has supported me in changing my life and giving me tools to make that recovery a reality. Thank you so much."

**SWEDA Client**

## Fundraising FAQs

### **Can you provide any digital / physical materials for fundraising?**

Yes! We are here to help with whatever you need and can provide logos/images/flyers/posters/t-shirts/collection tins for your event and whatever you need to make it a huge success. Just get in touch with our Fundraising Lead at [gavinosborn@swedauk.org](mailto:gavinosborn@swedauk.org) if you need any assistance with fundraising materials.

### **What does the money raised for SWEDA go towards?**

Your team's fundraising will go towards our many services across the region; including one-to-one counselling, therapeutic support workers, Children and Young People team and more, to support people affected by eating disorders.

### **How do we send any funds raised to SWEDA?**

Please get in touch with our Fundraising Lead, Gavin ([gavinosborn@swedauk.org](mailto:gavinosborn@swedauk.org)) for details on how to send a donation to SWEDA by Bank Transfer.

If you are sending a cheque, please address it to SWEDA LTD and send it to The Coach House Harvest Court, Park Rd, Shepton Mallet BA4 5BS.

## Any questions?



[gavinosborn@swedauk.org](mailto:gavinosborn@swedauk.org)



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[www.swedauk.org](http://www.swedauk.org)

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