



Registered with
**FUNDRAISING
REGULATOR**



anaphylaxis UK

A brighter future for people with serious allergies

The Hidden Battle with Allergies

Never Alone on your
Allergy Journey

with

anaphylaxis UK

A brighter future for people with serious allergies

2024
Anaphylaxis
Awareness Week

1-7 October #WearItBright

30

years of unwavering support

Anaphylaxis Awareness Week 2024 Toolkit



www.anaphylaxis.org.uk



info@anaphylaxis.org.uk

Anaphylaxis UK, a charity registered in England and Wales (1085527) and a registered company limited by guarantee in England and Wales (04133242). Registered in Scotland - charity number: SC051390. Our registered company address is Anaphylaxis UK, 1 Alexandra Road, Farnborough, GU14 6BU.

Anaphylaxis Awareness Week 2024

2024
Anaphylaxis
Awareness Week
1 - 7 October #WearItBright

30 years of unwavering support

Join us from 1st - 7th October for a week dedicated to raising awareness about anaphylaxis and supporting those affected.

This year is extra special as we recognise our 30th anniversary!

For 30 years our mission has been to provide accurate information, training and support to raise awareness of anaphylaxis and to help improve the quality of life for those living with serious allergies. **But as we reflect on our 30th anniversary, we're keen to look ahead to the next 30 years...**

Much great work has been done over the years to raise awareness of the seriousness of allergies and anaphylaxis. The practical challenges of **going on holiday, eating out, starting school** are one thing, and for 30 years we have provided a wealth of information to help with these challenges. But there is still much work to be done to tackle the often **'hidden' emotional challenges** that come with living with serious allergies.

With that in mind, we have chosen to focus on the emotional impact of allergies with our theme for Anaphylaxis Awareness Week 2024....

The Hidden Battle with Allergies



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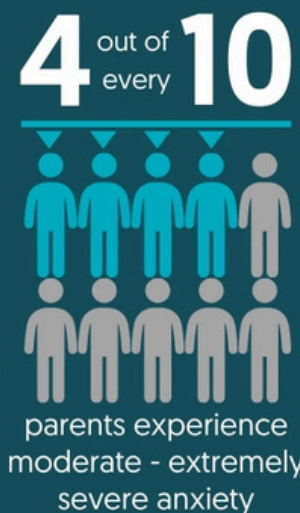
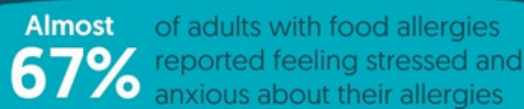
30 years of unwavering support

Why focus on the emotional impact of allergies?

Fear. Uncertainty. Worry. Confusion. Isolation. These are all words we hear regularly through calls to our helpline. Sadly the statistics we see from various research studies back up what we hear through our helpline... the emotional impact of living with serious allergies is a heavy load to carry. It's a load that many feel they carry with little support.



“My worry as a mother never goes.”



“After my son's peanut allergy diagnosis, I felt really lost.”

References for statistics used in infographic available on request

The worry of living with or caring for someone with serious allergies, may never fully go away... we know that. But what we also know is having access to the **right information and support can help to ease the emotional strain of living with allergies.**

Everything we do at Anaphylaxis UK is to try to make everyone feel supported on this journey. So we will be using **Anaphylaxis Awareness Week 2024** as an opportunity to demonstrate our commitment to developing resources to help those living with allergies to better manage the fear and anxiety that may come with it.

Your Support Matters

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Anaphylaxis UK is the only UK-wide charity operating solely for the growing numbers of people at risk of serious allergic reactions and anaphylaxis. **But we can't do what we do without your generous support and donations.**

Your fundraising efforts, donations and help in raising awareness of what we do at Anaphylaxis UK helps us to keep our vital services running so we can continue to strive for a brighter future for people with serious allergies.

£25

could go towards updating our accredited allergy factsheets to ensure they remain a reliable source for those navigating the challenges of living with a serious allergy.



£50

could help create a safer environment in schools by developing resources to provide settings with the confidence and knowledge to support children with allergies in their care.



£75

could provide a reassuring and informative call with our Helpline team for 5 parents or carers of children with allergies.



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How to get involved in Anaphylaxis Awareness Week 2024...

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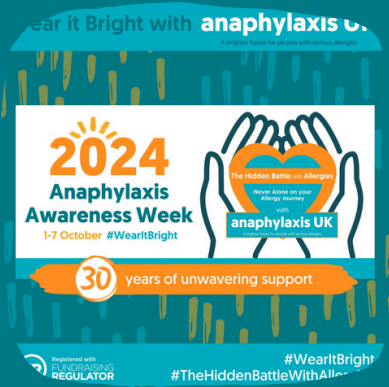


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#WearItBright

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Living with serious allergies can be isolating and scary. Join us in showing people living with serious allergies that they are not alone on this journey.

Whether you have allergies yourself or want to show your support for those who do... why not dress up in your brightest clothes and demonstrate your support for everyone affected by anaphylaxis?

Post a picture of yourself **'wearing it bright'** to Facebook, X or Instagram and talk about why you are supporting Anaphylaxis Awareness Week this year.

Let's brighten up our social media feeds and look forward to a brighter future for people with serious allergies.

Don't forget to tag us **@anaphylaxisuk** and use the hashtag **#WearItBright**.

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“30 for 30” Fundraising Challenge

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1 CHALLENGE: Whether its alcohol (for the adults only), chocolate, social media... why not try giving up something you really enjoy for 30 days? Get sponsored to do it!

2 CHALLENGE: Alternatively how about a 'take it up challenge'? Whether it's mowing, washing up, making the bed - whatever the chore, do it for 30 days!

3 DIY-FRIENDLY BAKE SALE: Spend the school holidays baking a selection of friendly cakes and treats and sell them to neighbours, family, classmates or at sponsorship money in!

4 30 SWIM: Challenge yourself to swim 30 lengths of your local swimming pool. Get sponsored for each length you complete. If you want an extra challenge, set yourself a timer and see how quickly you can complete it!

5 30 ARTS AND CRAFTS: Do you have a special crafting talent? Why not make and sell 30 handmade items? Get the whole family involved in either making or selling the items. A great activity for a rainy day or during the school holidays!

6 30 SILENCE: One we know the parents will enjoy! Can you encourage the whole family to stay silent for 30 minutes or for adults try 30 hours? Give it a try and see how much sponsorship money you can raise. It's not as easy as it sounds!

7 QUIZ NIGHT: Organise a quiz night with family and friends and have 30 questions per round. Don't forget to include our allergy round and encourage everyone to make a small donation to enter!

8 HOUSE CLEAR OUT: Rummage around the house to see what unwanted items you have. Sell them on eBay or donate to a charity shop.

9 CHALLENGE: Challenge yourself to say 'YES' to everything a friend or family member asks you to do for 30 hours, in exchange for donations of course! Get to pay your donors online at www.anaphylaxis.org.uk/donate

10 CHALLENGE: If you're lucky enough to get pocket money then you could use it to pay your donors online at www.anaphylaxis.org.uk/donate

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30 CHALLENGE: If you're lucky enough to get pocket money then you could use it to pay your donors online at www.anaphylaxis.org.uk/donate

2024 is our 30th anniversary year! What better way to recognise our anniversary and help us look to the next 30 years, than taking on one of our “30 for 30” fundraising challenges? Are you up for the challenge?

We have come up with 30 different fundraising challenges for you to choose from. Whether it's distance, number of circuits, donation value, or time to complete your challenge... 30 is your golden number.

Join forces with colleagues, family members, friends, classmates or go it alone for a solo challenge.

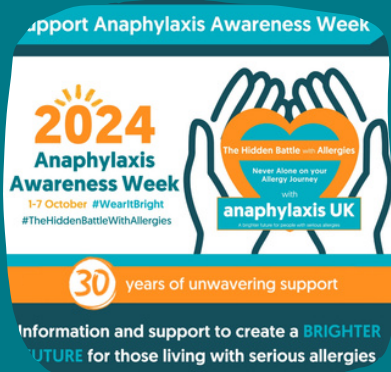
Download our “30 for 30” Fundraising Challenges from our [Fundraise for Anaphylaxis Awareness webpage](#) for more inspiration :

- ➔ [“30 for 30” General Fundraising Challenges](#)
- ➔ [“30 for 30” Fundraising for Schools](#)
- ➔ [“30 for 30” Fundraising at Work](#)

Show your Support on Social Media

2024
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1 - 7 October #WearItBright

30 years of unwavering support



The most important thing about Anaphylaxis Awareness Week is to get the word out there! So we'd love as many of you as possible to show your support on social media throughout the week.

You can show your support by :

- **Sharing our social media posts** to your own channels throughout the week. Keep an eye out for the new resources we will be sharing during Anaphylaxis Awareness Week.
- Sharing photos of you taking part in **#WearItBright** - let's light up social media for the week!
- Sharing updates, photos and videos from any **"30 for 30" fundraising challenges** you take on!

Whatever you're doing to support Anaphylaxis Awareness Week 2024, we want the world to know about it!

#WearItBright
#TheHiddenBattleWithAllergies
#AnaphylaxisAwarenessWeek2024

Your Fundraising Journey Starts Here...

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Getting Started

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Once you've picked your fundraising challenge, the next step is to...

Set the date

Anaphylaxis Awareness Week runs 1st - 7th October, but feel free to complete your **"30 for 30"** fundraising challenge on a date that suits you. Just let us know your date, and we can share your fundraising successes during the month of October.



Set up a fundraising page

[Click here](#) to create your fundraising page with Enthuse!

Remember to explain why you are fundraising for Anaphylaxis UK – what's the connection? Why is it important to you? A guide on how to set up your page can be found on our [website](#).



#WearItBright

We have some (bright!) orange Anaphylaxis UK t-shirts for you to wear during any training sessions and for the big day/week. Get in touch with [Carla](#) in the Fundraising team with your requirements and she'll arrange delivery.



Ready. Set. Fundraise!

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We know it can sometimes be hard to ask for donations.
Here are some tips to help get the ball rolling...

BE THE FIRST : Ask your nearest and dearest to sponsor you and be the first to put money in the pot. Hopefully they will be generous with their donation to inspire others to follow suit and be just as kind-hearted.



TIMING IS EVERYTHING : Time your social media updates for when more people are likely to donate such as on payday. Don't forget, donations can come in after the main event, so be sure to update your page with your achievements and ask one final time for donations.

KEEP TRACK : If your challenge is over more than one day or requires training, be sure to update your network and take them on your "30 for 30" fundraising journey. Share your progress and show how hard you're working!





Remember to tell your network far and wide about your fundraising :

- ✓ Personal social media accounts
(using our social media templates on [page 16 & 17](#))
- ✓ Your school or company social media accounts (with permission to do so)
- ✓ Your work email signature
(using our email signature templates on [page 15](#))
- ✓ Anywhere else at work - Intranet, in a breakout room/canteen, in meetings
- ✓ Include in your school e-newsletter, via your PTA, on the Intranet

Please take lots of photos and videos of your fundraising activity! Share online in your social media posts and tag @anaphylaxisuk so we can share what you're up to. Thank you!

Paying in your Donations

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ENTHUSE

If you set up an Enthuse page, there's little else you need to do! You can bank any cash donations received, and then make a donation of the same amount on your Enthuse page. Donations made via Enthuse come directly to Anaphylaxis UK.



PAY ONLINE

You can pay your donations directly through our website: www.anaphylaxis.org.uk/donate. Don't forget to add a note to your donation with your name and reference Anaphylaxis Awareness Week 2024 so we know it's you paying in your fundraising monies!



BACS PAYMENT

Please transfer your monies to:

Account Name : Anaphylaxis UK

Bank : HSBC UK Bank plc

Sort Code : 40-20-24

Account Number : 9133 9788

Reference : your name followed by 'AAW2024'

Please email fundraising@anaphylaxis.org.uk once you have made your donation. Thank you!

All the Resources you need to Support Anaphylaxis Awareness Week

The Hidden Battle with Allergies

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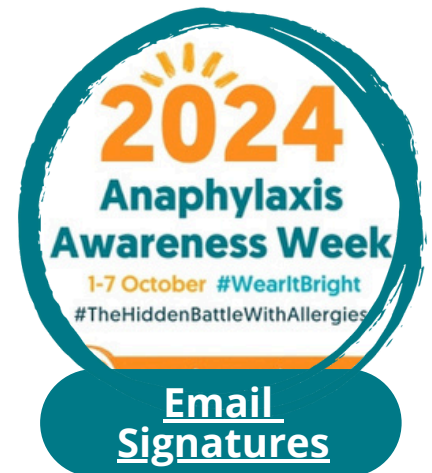
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We have a range of marketing material for you to download and use to show your support for Anaphylaxis Awareness Week 2024.

Whether you're fundraising, wearing it bright or simply want to show those facing the 'hidden battle with allergies' that they are not alone, we've got you covered.



We have set up a dedicated [Anaphylaxis Awareness Week 2024 Marketing Resources](#) page where you can download posters, social media assets and email signatures. We'll be adding more resources to the page in the build up to the week so keep an eye out for those!

We'd love you to share our logo far and wide. If you'd like to create your own material using our branding then please do get in touch with info@anaphylaxis.org.uk for high resolution logos, brand guidelines and permissions.

Social Media Assets

2024
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30 years of unwavering support

Use these posts across your social media channels during Anaphylaxis Awareness Week to help us raise awareness and show your support.

Recognising 30 years of **anaphylaxis UK**

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30 years of unwavering support



#WearItBright
#TheHiddenBattleWithAllergies

It's **Anaphylaxis Awareness Week 2024**, a week dedicated to raising awareness about anaphylaxis and serious allergies.

For 30 years **@anaphylaxisuk** has provided information and support to help improve the quality of life for those living with serious allergies. Not just to tackle the practical challenges of living with allergies, but also to ease the 'hidden emotional battle' that can come with it.

Show your support for Anaphylaxis UK as they continue their mission to create a brighter future for those living with serious allergies... for the next 30 years and beyond.

Visit their website for more information:
www.anaphylaxis.org.uk

#WearItBright #TheHiddenBattleWithAllergies

People living with serious allergies can spend their lives anxious and fearful. It can prevent adults and children from enjoying parties, holidays, eating out and even every day tasks like going to school or work. It doesn't have to be like this.

That's why I/we support **@anaphylaxisuk** and the work they do to provide information and support to not just tackle the practical challenges of life with allergies, but also the 'hidden emotional battle' that can come with it.

Visit their website for more information:
www.anaphylaxis.org.uk

#WearItBright #TheHiddenBattleWithAllergies
#AnaphylaxisAwarenessWeek2024

Support Anaphylaxis Awareness Week

2024
Anaphylaxis
Awareness Week
1-7 October #WearItBright
#TheHiddenBattleWithAllergies



30 years of unwavering support

Information and support to create a **BRIGHTER**
FUTURE for those living with serious allergies

 **anaphylaxis UK**

A brighter future for people with serious allergies



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Social Media Assets

2024
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We are / I am fundraising for **@anaphylaxisuk** during **Anaphylaxis Awareness Week** to support their mission to create a brighter future for people with serious allergies. Anaphylaxis UK are committed to providing information and support to not just tackle the practical challenges of living with allergies, but also to ease the 'hidden emotional battle' that can come with it.

Please show your support! [Add your fundraising page link here]

Visit the Anaphylaxis UK website for more information: www.anaphylaxis.org.uk

#AnaphylaxisAwarenessWeek2024
#WearItBright #TheHiddenBattleWithAllergies

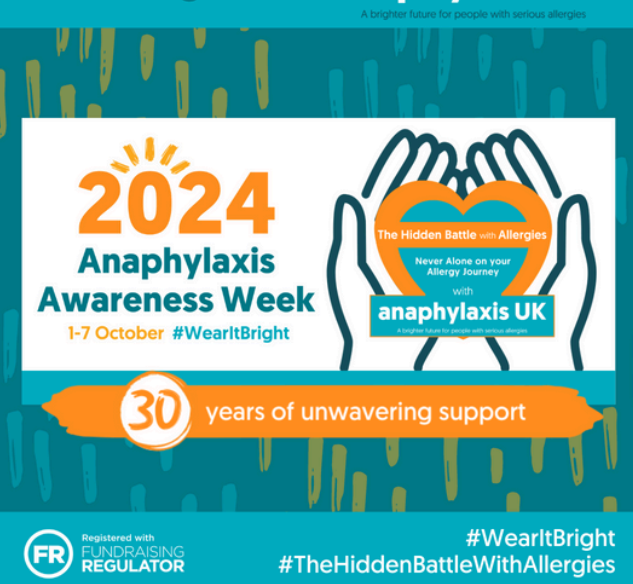
It's Anaphylaxis Awareness Week, which means it's time to get the world talking about anaphylaxis and serious allergies!

This week we **#WearItBright** to raise awareness of anaphylaxis and support **@anaphylaxisuk** on their mission to create a brighter future for people with serious allergies. Join us in showing people living with serious allergies that they are not alone on this journey.

Visit their website for more information:
www.anaphylaxis.org.uk

#AnaphylaxisAwarenessWeek2024
#WearItBright #TheHiddenBattleWithAllergies

Wear it Bright with anaphylaxis UK
A brighter future for people with serious allergies



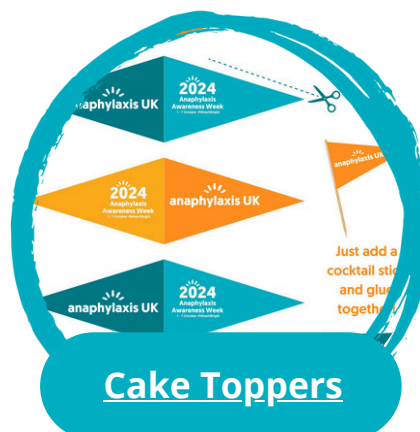
Visit our [Anaphylaxis Awareness Week 2024 Marketing Resources](#) page to download social media graphics and copy for Facebook, Instagram, X and LinkedIn

Fundraising Resources

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We also have a dedicated [Fundraise for Anaphylaxis Awareness Week 2024](#) page where you can download a selection of fundraising resources. Don't forget to visit our [Keeping Fundraising Safe and Legal](#) webpage to ensure that your event runs smoothly, safely and legally.



We're Here to Help!

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Useful links

- [Anaphylaxis Awareness Week 2024](#)
- [Anaphylaxis Awareness Week 2024 Marketing Resources](#)
- [Fundraise for Anaphylaxis Awareness Week 2024](#)
- [Keeping Your Fundraising Safe & Legal](#)

Thank you for your support!

If you have any questions or requests, please don't hesitate to get in touch with us. Remember, we're here to help you get the most from your Anaphylaxis Awareness Week experience!

If you want to talk to us about your fundraising activities then do email us at:
fundraising@anaphylaxis.org.uk

Or if you have any questions about the week in general or need any help with the marketing resources then drop an email to
info@anaphylaxis.org.uk

Good luck from the team at Anaphylaxis UK



Thank you to our sponsors Christeyns and SGS for their support of Anaphylaxis Awareness Week 2024.

Christeyns and SGS had no input into the content or development of materials or activities. Acceptance of sponsorship does not imply endorsement of products and services by Anaphylaxis UK.

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