

Sign up. Team up. Sleep out.

Boycott your Bed



Welcome pack 2025

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#boycottyourbed



Welcome to the Boycott your Bed family

Thank you for choosing to Boycott your Bed on 3 October 2025.

By raising money and taking part, you could be helping vulnerable children and families who are in desperate need. Action for Children runs 372 services across the UK, helping 687,755 children, young people and families in 2023/2024.

Childhood is precious. There isn't long to get it right. But we can take action for children so they don't miss out on a safe and happy childhood.

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.

We're delighted to welcome Lenovo as our national headline sponsor and Tandem as our supporting sponsor of Boycott your Bed this year.

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

Are you ready to Boycott your Bed?

Sign up. Team up. Sleep out.



About Boycott your Bed

The idea is simple – gather your colleagues, your sleeping bag and your thermals and sleep out for the night at one of our locations across the UK.

Why? Because every child should have a safe place to sleep, food, warmth, the chance to grow and learn – the love and support to cope with life's challenges. But too many children don't.

But with every minute, every hour spent braving the elements – you and your colleagues will be taking action to give children and young people the protection and practical help they urgently need. And working towards our collective fundraising target of £400,000.

Starting as Byte Night for the tech industry, Boycott you Bed has been running for 27 years. Originally

started by Ken Deeks MBE and a group of 30 friends who wanted to do something to help the children who go to bed every night feeling unsafe, cold or hopeless.

Today, we're seeing more children suffering. A level of poverty that should be confined to history. But we also see the incredible difference you could make to their lives.

By joining us on 3 October you could help us give a child warm clothes, hot meals and a proper bed.

Thank you for taking action for children so they don't miss out on a safe and happy childhood.

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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 27 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

4.5 million children now live in poverty.

That's 31% of all children.

The number of children in poverty has increased by

100,000

since 2022/23.

400,000

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

1.6 million

of the children in poverty 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.



The difference you could make:

£50

could pay for new shoes for two children.

£65

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

£150

could provide a baby with a cot, giving them a safe place to sleep.

£250

could support children living in poverty by providing a family with emergency funding to help them manage an unexpected expense.

£500

could pay for 25 children 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 a young person or family with a bundle of essential household items, including furniture, white goods and kitchen essentials to support them through a period of hardship.



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.

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.

Top tip

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

Alfie's story

Alfie was four when he first came to an Action for Children Stay & Play group with his mum, Carrie*, and baby brother. They'd just moved to the area after fleeing domestic violence, with only two bin bags for all their clothes and possessions.

Despite Carrie trying her absolute best, with no support they were barely able to make ends meet. Carrie was struggling to feed herself and her children. When they arrived at the playgroup, Alfie was so hungry he would run in and dive straight into the bowls of food left out on the tables. We also noticed the boys' shoes had holes in them and their clothes no longer fitted.

'These children are surviving on the bare minimum of food, clothing, and warmth, all the things so many of us take for granted', says Helen, a Service Coordinator. 'And you see that desperate look on the mums' faces. I see it all the time, and you never, ever get used to it. It's utterly heartbreaking.'

Action for Children stepped in and provided food vouchers, warm clothing, and emotional support for Carrie, who had been diagnosed with PTSD, anxiety and depression.

Weekly visits helped her regain confidence in her parenting, whilst her boys benefitted from a stable routine and access to essential care.

When Alfie started school, Action for Children made sure he had a uniform and school shoes. And when winter came, we had a desperate call from Carrie. She was distraught she hadn't been able to afford to heat the home or buy Alfie a winter coat. He'd been walking to and from school in just a thin jacket, even in freezing temperatures, which meant he got ill and ended up missing two weeks of school.

Action for Children responded immediately, providing warm winter clothing and continuing to support Carrie through a parenting course. With our help, Carrie gained the confidence and tools to navigate the daily struggles of raising her children in difficult circumstances.

'Tragically, poverty has such far-reaching consequences,' Helen explains. 'There's a huge attainment gap in education between the families who are entitled to free school meals and those that aren't, and that attainment gap is driven in the early years.'



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Helen, Action for Children Service Coordinator

'Not being able to join in because you're so hungry you can't concentrate is immediately disadvantaging children right from the word go,' Helen adds. 'They fall behind developmentally and socially, and then it can start to impact their mental health.'

Now, Alfie is thriving. He's settled at school, and he can focus on learning. His younger brother

attends Stay & Play, and Carrie, though still facing financial struggles, is in a much better place mentally and emotionally.

Thanks to fundraisers like you, Action for Children continues to provide life-changing support to families in need.



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 drink and some breakfast before heading 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.



Fundraising ideas

Fundraising doesn't need to be difficult. Here are some 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 and your supporter emails for more fundraising ideas. Or get in touch with us at boycottyourbed@actionforchildren.org.uk

How you could help

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 children experiencing abuse or neglect.



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



Support parents going through a tough time.



Help protect children and young people at risk of being groomed and threatened into a life of criminalisation and abuse.

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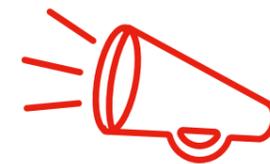
I can't thank Action for Children enough for the support I've received over the past year. Not only with providing essentials, but always having someone to talk to if I was having a bad day really meant a lot. My family and I have come such a long way.”

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)

Spreading the word



Get social

Social media is a great way to tell everyone about Boycott your Bed and the amazing thing you're doing. 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.

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://www.boycottyourbed.co.uk/resources)

You'll find us at:

 @BoycottYourBed

 Search 'Boycott your Bed' on LinkedIn

 @BoycottyourBed

 @actionforchildrenuk



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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Action for Children, whose registered address is 3 The Boulevard, Ascot Road, Watford WD18 8AG and registered as a charitable company limited by guarantee in England & Wales under number 04764232. Registered charity numbers 1097940/SC038092. © Action for Children 2025. ACT0311.