



FUNDRAISING GUIDE FOR SCHOOLS



**Natasha
Allergy
Research
Foundation**

The UK's Food Allergy Charity

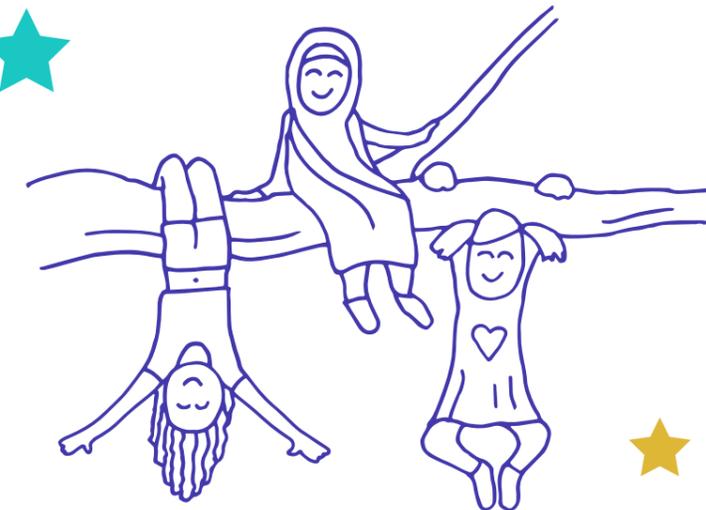


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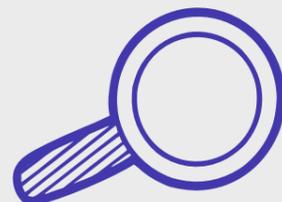
narf.org.uk

Registered as a charity in England and Wales 1181098 and in Scotland SC051610. The Natasha Allergy Research Foundation, 167-169 Great Portland Street, London, W1W 5PF.

Together we can #MakeAllergyHistory



What's inside



Welcome to Natasha's Foundation	3
Allergy School	4
Why we need Allergy School	5
Meet Arlo	6
Key dates for your diary	7
Arlo's fabulous fundraising ideas	10
Arlo's checklist	14
Getting parents and carers involved	15
The difference you're making	17
Useful resources	18
Thank you	20

Fundraising for The Natasha Allergy Research Foundation, the UK's food allergy charity, is a wonderful way for your school to help children living with food allergies feel safe and increase awareness of food allergies.

This guide has everything you need to join schools around the country that are **changing the lives** of children with allergic disease.

Whether your school chooses to take on a challenge, dress in purple or host an event, you will make a real difference to children living with food allergies.

Together, we can
build a **better and
brighter future**
for children with food
allergies.



Welcome to Natasha's Foundation



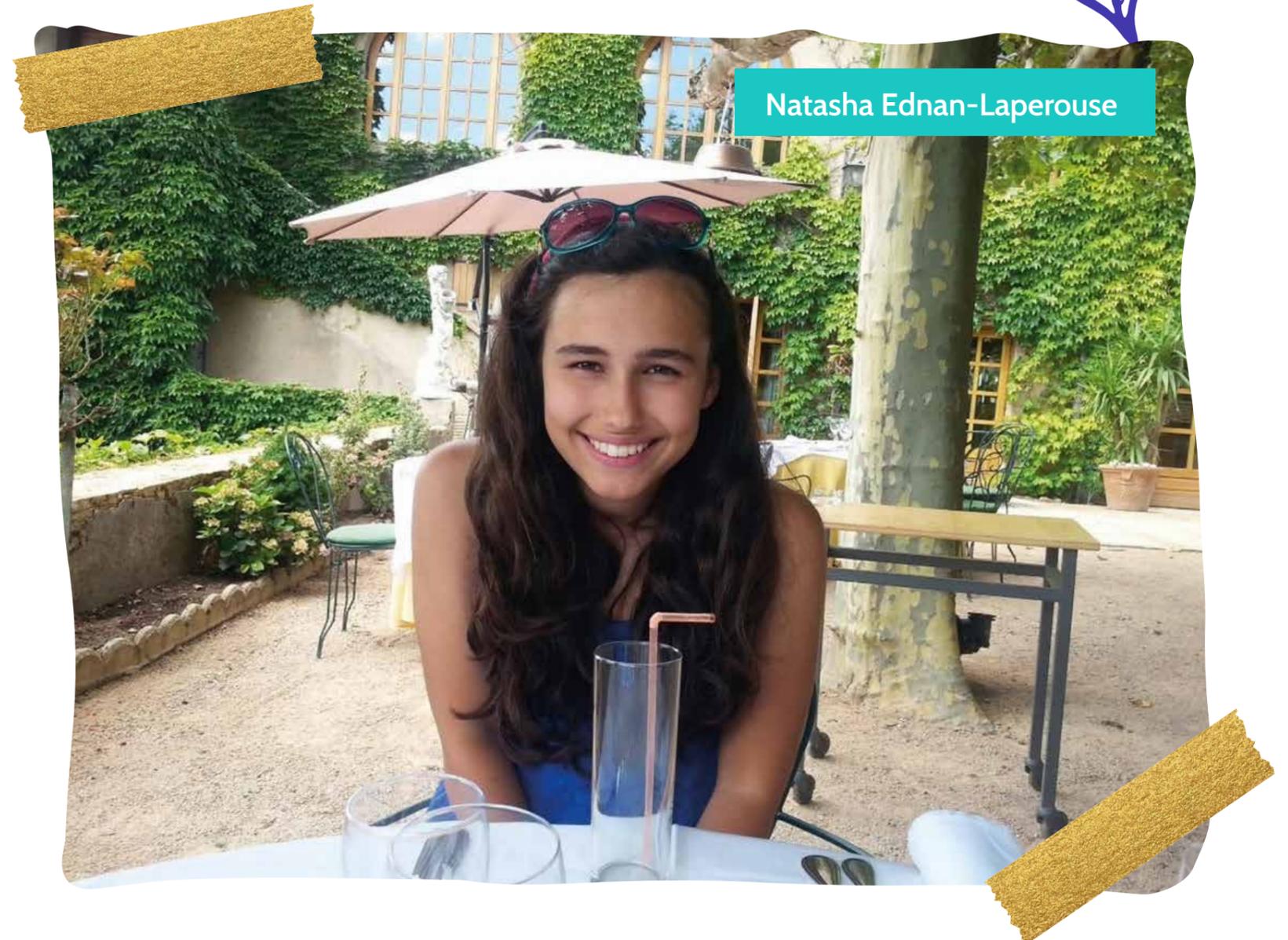
Natasha's Foundation, the UK's food allergy charity, was founded by Nadim and Tanya Ednan-Laperouse OBEs after their daughter Natasha died aged 15 from a severe allergic reaction to sesame.

Natasha ate a sandwich that failed to mention sesame on its ingredients label and the seeds were not visible, they were baked into the dough of the bread.

Had the sandwich been properly labelled, Natasha would never have eaten it. Natasha's death was entirely preventable - it should not have happened.

Through campaigning, education and research, the charity's mission is to **make allergy history**, in particular food allergy, and improve the lives of the millions of people in the UK living with food allergies.

We want to understand what is causing the dramatic rise in allergic disease and develop ways to prevent, treat and ultimately eradicate it.



Natasha Ednan-Laperouse



We want to create a world that is
safe for everyone



Allergy School



Allergy School is a **FREE** educational programme from Natasha's Foundation. It has been designed to help teachers create inclusive and safe environments in nurseries, primary schools, secondary schools and out-of-school clubs and groups.

Everyone child deserves to feel safe and protected in school. However, children with food allergies can often feel excluded and this can have a huge impact on their ability to join in activities safely in and out of the classroom.

With around 2 children in every classroom now having a diagnosed food allergy and 20% of food allergic reactions



occurring in schools, Allergy School has never been more important. The suite of **FREE**, high-quality, expert-led resources has been designed to **empower educators to protect every child** and foster understanding among all pupils.

To find out more about Allergy School and access the **FREE** resources visit www.allergyschool.org.uk



Why Allergy School Matters: Natasha's story

“For parents of children with food allergies, school can be a constant source of anxiety.

Finding a nursery where Natasha would be safe was incredibly difficult and the challenges didn't end there.

Throughout her school years, she faced ongoing obstacles, including bullying because of her allergies. It was deeply distressing and isolating. No child, or parent, should ever have to go through that because of their medical condition.”

Tanya Ednan-Laperouse OBE, Natasha's mother



Meet Arlo

Arlo is a friendly armadillo with food allergies. He is caring, kind and funny!

Arlo loves making new friends, and helping nurseries, schools, clubs and groups be more food allergy friendly. He makes learning about food allergies fun and engaging for everyone.



Arlo the Armadillo Star Pupil



Birthday: 6 June

Favourite colour: purple

Allergies: Milk, sesame and eggs

Best friends: Harold the Giraffe and Kiki the Kangaroo

Key dates for your diary



We'd love you to fundraise for us at any time throughout the year and we are very grateful for your support.

Natasha's Foundation also has some special moments and milestones that you can join us in celebrating! Add these important dates to your diary to help plan your school's next fundraiser.



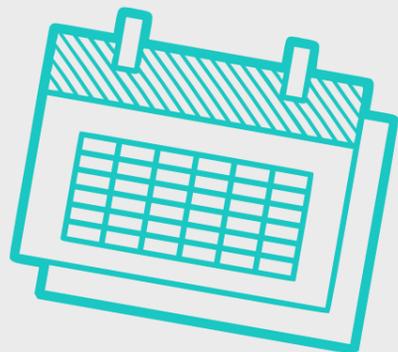
Allergy Awareness Week

APRIL

Allergy Awareness Week, held over the last week of April, is a great opportunity to come together to shine a spotlight on food allergies.

Get involved to help make a real difference.

Host a fundraising event, inspire your school with a food allergy awareness assembly or put on a quiz to help pupils learn more about food allergies.



Purple Day

JUNE

Celebrate Arlo the Armadillo's birthday on 6 June.

Arlo's favourite colour is purple. Join Arlo and children up and down the country by hosting a Purple Day on 6 June. Encourage your school to dress in purple for the whole day. You could wear purple socks, purple clothes or you could even design your own purple armadillo shells.



Natasha's Day

OCTOBER

Did you know? Natasha's Law was introduced on 1 October 2021. This was a huge step forward in protecting people with food allergies.

Every year we recognise this milestone during the first week of October.

We invite your school or club to join us on this landmark anniversary. By hosting a fundraiser, you will help inspire pupils to create real, lasting change for children living with food allergies.



DECEMBER

Christmas

Make the holiday season truly magical with a festive fundraiser. Whether it's Christmas crafting, a cosy carol service or a winter raffle, every donation makes a huge impact.



Fundraiser spotlight

Carly's Festive Fundraiser

Our wonderful fundraiser Carly hosted a fabulously festive stall at her school's Christmas fair to raise awareness and fundraise for Natasha's Foundation.

Carly is eight years old and has allergies to dairy, nuts, oats and eggs. Her Christmas stall featured a guess-the-number sweet jar, Natasha's Foundation wristbands and lots of information about allergy awareness.

Thank you, Carly - you are a superstar!



Charlie's Big Cycle

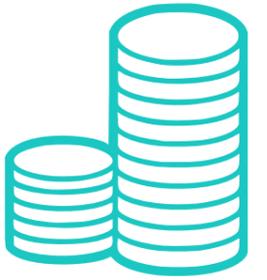
Charlie is four years old and has an allergy to peanuts. He is part of The Natasha Clinical Trial in Edinburgh and told his parents he wanted to raise money for Natasha's Foundation "to help other boys and girls too".

Charlie cycled an incredible 4 laps of Harlaw Reservoir in Scotland (12km) and raised over £1,000 to support our mission to #MakeAllergyHistory.

Congratulations Charlie - you are a fundraising hero!



Arlo's fabulous fundraising ideas!



There are so many ways your school can make a difference. From a drawing competition, to organising a fun run or a Purple Day, every penny makes a difference. Let's stand together and #MakeAllergyHistory.



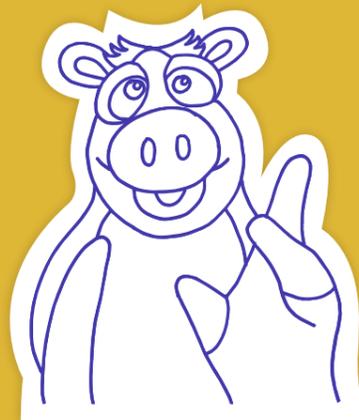
Arlo's Drawing Competition

Grab your pencils, paint and imagination! Showcase your school's artistic talent with an Arlo drawing competition. From a beautiful purple portrait to a creative collage, the possibilities are endless.

Ask your students to donate £1 to take part and create Arlo-inspired art for a wonderful cause. Please send us your drawings – we would love to see them!

TOP TIP

Use this Arlo template to inspire your students to get started! >>



Get quizzical

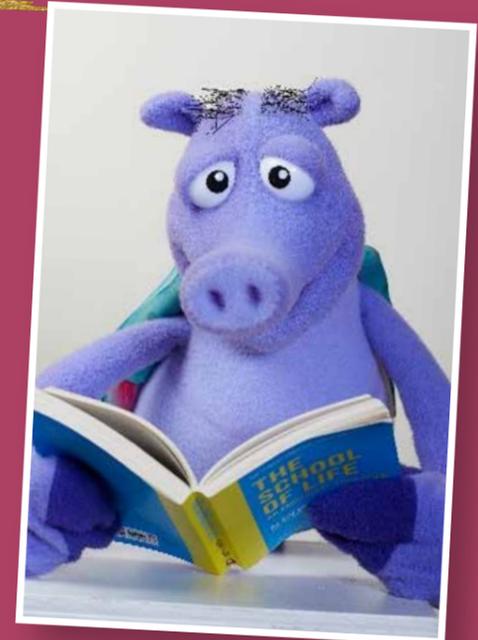
Put your best knowledge to the test with a school quiz!

With questions for all ages, everyone (including parents, carers and teachers!) can take part!

Ask for a donation to participate, nominate a quizmaster and select a fun prize for the winner.

TOP TIP

Take photos of your winning team with their certificate - we would love to celebrate them!



Have a Purple Day

Celebrate the wonderful Arlo the Armadillo, the friendly armadillo puppet who has food allergies, and dress up in his favourite colour purple to raise vital funds for Natasha's Foundation.

Whether it's a purple T-shirt, socks, or a head-to-toe purple outfit, it all makes a huge difference to families living with food allergies.

TOP TIP

You could nominate a teacher to dress up as Arlo!



Take on an active challenge

Your school could organise a fun run, a dance-a-thon or a step challenge.

This is a brilliant way to encourage pupils to try something new and get active for a good cause!

TOP TIP

You could host a week of exciting challenges, such as a bug hunt or an Arlo jumping competition! Check out the Allergy School website for more ideas.



CYCLING TO
#MAKE
ALLERGY
HISTORY!





Get crafting

Your pupils can use their creative skills to fundraise with homemade crafts.

Ask your school to paint, draw, knit, or even make beautiful bracelets like our lovely supporters, Joseph and Emmy!

TOP TIP

You could make lovely Arlo cards, handmade bracelets or festive decorations!



Host a school event

Bring the school community together for an event to remember - whether it's a disco, movie night, musical or perhaps a talent show.

Sell tickets and raise vital funds for Natasha's Foundation. The event will be an **exciting highlight** in the school calendar!

TOP TIP

Make exciting handmade tickets to invite parents, carers, friends and family!



Choose Natasha's Foundation as your Charity of the Year

Every school has the power to make a lasting difference. By choosing Natasha's Foundation as your charity of choice, you'll be supporting life-saving allergy research, education, and awareness campaigns that protect children and families across the UK.

From non-uniform days to talent shows and sponsored challenges, there are countless ways to get involved.

Every pound raised helps create a world that is safe for everyone and a **brighter future** for children with food allergies.



We are here to help

We are here to help you every step of the way! From fundraising ideas to ready-to-use materials and expert advice, our friendly team is ready to help make your event a success.

Get in touch with our wonderful fundraising team today on fundraise@narf.org.uk. We'd love to hear from you!

Arlo's checklist

Ready to make a difference? Check out Arlo's step-by-step guide to fantastic fundraising:



1. Pick your fundraising activity



Read our fundraising guide for inspiration. Not sure what to do? We are here to help every step of the way so please get in touch with our friendly Fundraising Team for more ideas - fundraise@narf.org.uk

2. Set your fundraising target



Setting an ambitious fundraising target helps you gain more support and raise more donations!

3. Round up your fundraising champions



Gather a group of passionate people to get your fundraiser started, including teachers, parents, carers and students! Whether it is promotion or crafting, there are plenty of ways for everyone to get involved.

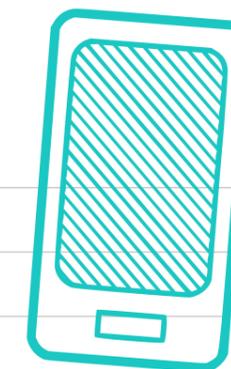


4. Spread the word

Tell everyone about the incredible difference you are making. Include an announcement in your school newsletter or on social media. We have some sample messages you can use to write to parents and carers. Make sure you tag us @natashasfoundation so we can share your amazing efforts and celebrate you!

5. Tell us about your fundraising

Get in touch with our wonderful Fundraising Team. We can support you every step of the way, with ready-to-use materials and expert advice. We have Natasha's Foundation T-shirts, wristbands, stickers, posters and much more!



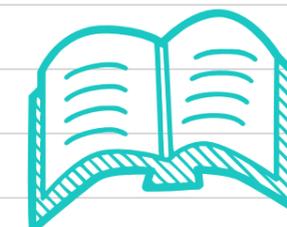
6. Pay in your fundraising

You can donate to Natasha's Foundation online using Enthuse, JustGiving or send your donations via BACs transfer (see our 'paying in' page).



7. Share your story

We would love to share your fundraising with our community. Send us your photos and highlights from your fundraiser with this form here or email us at fundraise@narf.org.uk



8. Make Natasha's Foundation your school's Charity of the Year

Demonstrate your school's wonderful commitment to allergy inclusion and awareness by selecting Natasha's Foundation as your Charity of the Year.



Getting parents and carers involved too

Fundraising is even more impactful when parents and carers are involved. Here are some simple ways to help you share your school fundraiser with parents and carers, and make your fundraising go even further!

A letter for parents and carers

We've drafted a template letter that shares with them how your support is making a huge difference to Natasha's Foundation and families affected by food allergies.

You can download the message template

HERE

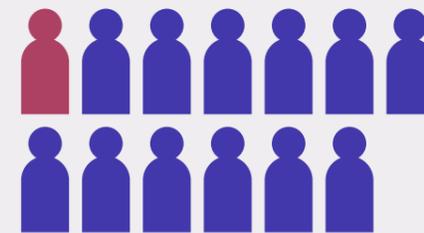
and use it for an email, newsletter or letter!

Talking about your school fundraiser

Here are some key facts and messages you can use to talk to parents about fundraising for Natasha's Foundation:

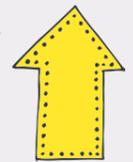
Around **one in 13** children

has a food allergy, that's roughly two children in every classroom.



Food allergies have **doubled**

in a decade and tend to affect children.

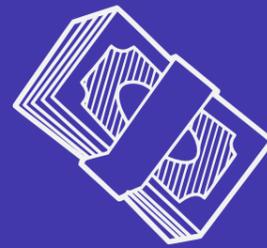


The difference you're making



Your fundraising allows us to continue our work to #MakeAllergyAllergy. We are so proud of the change we're making together.

How your fundraising helps



The money raised will help children and families affected by food allergies.

£10 provides one primary school with educational resources about food allergies

£50 trains 100 primary school teachers about food allergies

£100 pays for one child's dose of life-saving immunotherapy treatment



How Allergy School is helping



Natasha's Foundation has created Allergy School to help everyone with food allergies feel empowered, included and protected.

Billie's story

Billie Hoque, from Luton, has three children with food allergies. Her son Jess, aged 8, is allergic to cow's milk and has experienced several near-death allergic reactions.

"Jess faced an uphill battle at school as a result of his food allergies. The school struggled to comprehend the severity of his allergies, and he was often **excluded** from activities or put in dangerous situations where his allergen was present.

"This led him to experience severe **anxiety** when he was just 4 years old. He would wake in the night and tell me he hated school and that he felt lonely due to feeling different.

"I am so pleased that Natasha's Foundation has launched Allergy School. I do not doubt that **this will save lives** and also **improve the mental wellbeing** of our allergic children at school."



Michele's story

Michele Barrett is Executive Headteacher at Vanessa Nursery and Randolph Beresford Nursery in London.

"Many children arrive at school with known, and some unknown allergies. The school's approach to **inclusion** includes keeping children safely in school when they have allergies or medical needs. This creates a huge amount of work, not only for the senior leadership team but for all staff.

Having support from Allergy School and a bank of resources and information, helps to create not only policy but best practice. **All schools should be allergy safe schools.**"



Useful resources

We have plenty of great resources to help you host an amazing fundraising event. Whether you need decorations, educational resources or some Natasha Foundation T-shirts, we have you covered!



Fundraising resources

We have **everything you need** to kickstart your fundraising!

- Sponsorship forms
- Letter for parents and carers
- Order your Natasha's Foundation T-shirts

Event resources

Download some **fantastic resources** to make your fundraising event a success, including promotional posters and Arlo decorations!

- Event poster
- Arlo bunting
- Arlo colouring in sheets



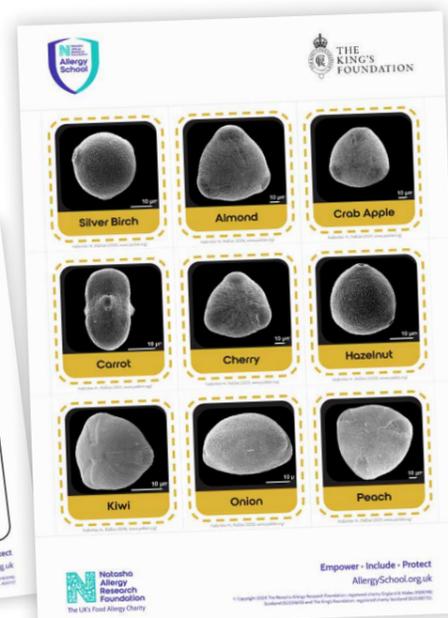
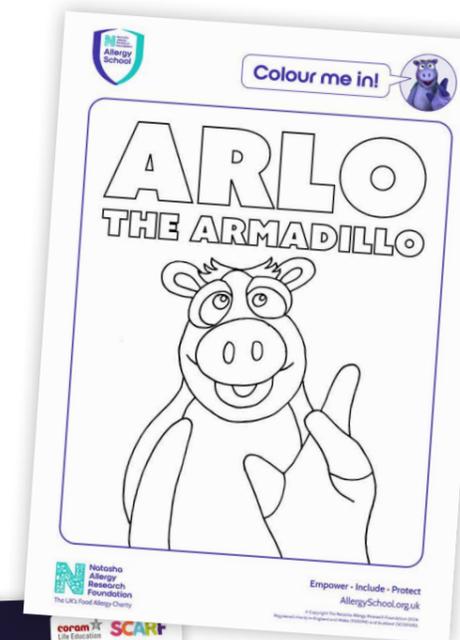
Allergy School resources

Use Allergy School's **FREE** fantastic educational resources to **raise allergy awareness** with your fundraiser. There are engaging films featuring Arlo, activity ideas and an assembly pack to help you plan an allergy awareness assembly. Check out:

- Top 14 Allergens
- Welcome to Allergy School Film
- Allergy School Quiz Film
- Arlo's Perfect Pizza Film
- Assembly pack

Bookmarks and stickers

If you would like **bookmarks and stickers**, please get in touch with fundraise@narf.org.uk - we would love to hear from you!



Paying in your fundraising

You can pay in the proceeds of your fundraising in a number of ways:

Justgiving

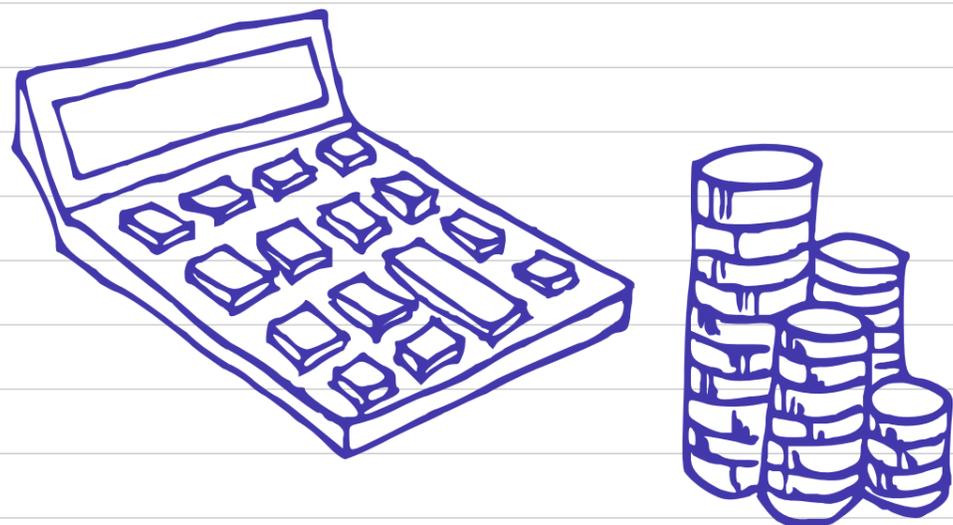


You can collect donations online by setting up a JustGiving page for your fundraiser. Make sure all your donations are added to your fundraising page. After this, there's nothing more to do as the fundraising is automatically sent to us.

Enthuse



You can pay in your fundraising as a one-off donation on Enthuse. Please make sure you let us know about your fundraising and include a note, so we know who the kind donation is from!



BACS transfer

If you would like to make a BACS transfer, please use the following details and email us at fundraise@narf.org.uk to let us know about your fundraising event:



**The Natasha Allergy Research Foundation
CAF Bank**

Sort Code: 40-52-40

Account Number: 00032368



Payment Reference: Please give an individual or company name as the reference. This will help us know who we should thank.

Get in touch!

Our wonderful Fundraising and Education Teams would LOVE to hear from you and help in any way they can!

Friendly
Fundraising Team:
fundraise@narf.org.uk

Amazing Allergy
School Team:
allergyschool@narf.org.uk



A huge thank you

Your fundraising makes a real difference and we cannot thank you enough for choosing to support The Natasha Allergy Research Foundation.

With your support we will create a world that is safe for everyone and a brighter future for children with food allergies.

Thank you for being on this journey with us.

Nadim and Tanya xxx

Nadim and Tanya Ednan-Laperouse OBEs
Founders of The Natasha Allergy Research Foundation



The UK's Food Allergy Charity

