

# ESTABLISHING FUNDRAISING AND COMMUNITY WORK



Anti-Bullying Ambassadors have the power to encourage people of all ages to be an Upstander against bullying behaviour. As an Anti-Bullying Ambassador, along with being a role model in your school, it's also important to consider the impact that your work can have on the wider community. Reaching people outside of your school is incredibly effective, as it ensures that the whole community

understands and believes in the messages you are promoting as Anti-Bullying Ambassadors. Involving the wider community can help shape attitudes and can promote positivity whilst also educating people on why Anti-Bullying Ambassadors are needed and the positive role they play in schools. This can also foster a sense of community and bring people together for a positive purpose!

## COMMUNITY WORK

Once your anti-bullying work is up and running, your team can positively impact your local community members and feeder schools by making your work known to them. This could be through:

### PARENT/GUARDIAN SESSIONS\_

Anti-Bullying Ambassadors can impact the whole community by engaging with parents. This can be the parents of students at your own school or parents of students from local feeder schools. You could run sessions for parents and inform them about the work you are doing to keep your peers safe both online and offline, whilst promoting peer to peer support in social action projects. You could use your school's newsletter to write blog posts or articles that will be shared with parents.

### LOCAL RADIO STATIONS, TV AND NEWSPAPERS\_

As Anti-Bullying Ambassadors, you can speak to local radio stations and newspapers about the impact you are having in your school and the effect the work is having on your peers by making school a safe and happy place. You could write your own article about the work, take part in an interview, or even invite local media to an event that your Anti-Bullying Ambassador team is running.

### ONLINE COMMUNITY\_

Has your Anti-Bullying Ambassador team thought about promoting their Anti-Bullying campaign using an online platform? For those 13 years old and over, you could create a Facebook page, or use Twitter, Instagram or Snapchat to promote your work. You can also use the internet and social media to share top tips for staying safe online and to offer online support for anyone currently experiencing bullying behaviour.

### WORKING WITH FEEDER SCHOOLS\_

As Anti-Bullying Ambassadors, you can work with local feeder schools to run anti-bullying sessions and inform younger students of the work you're carrying out in school to promote positivity and keep your peers safe. This will also give the Staff Anti-Bullying Lead a chance to network and introduce themselves to other staff members and the Anti-Bullying Ambassadors the chance to meet the students you may soon be working with.

## FUNDRAISING

We encourage schools to take up fundraising activities as this will bring the Anti-Bullying Ambassadors and other students together to work towards a common goal. You can raise money for your own anti-bullying activities or a charity that you're passionate about such as The Diana Award.

### HOW TO FUNDRAISE\_

1. Organise to meet with your Anti-Bullying Ambassador team to discuss fundraising ideas.
2. During your meeting, present the various fundraising activities and options that you can do to fundraise, support, and raise money.
3. Choose from a variety of different fundraising activities and opportunities and then decide the time, place and how you will promote this.
4. Decide where the money will go to make a positive difference to either your own campaign or the wider community such as a bullying or mental health charity.

We're proud to be the only charity set up in memory of Diana, Princess of Wales, and her belief that young people have the power to change the world. It's a big mission but there are two things within it that we focus our charity's efforts on – young people and change.

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Throughout all of our programmes and initiatives, 'change' for and by young people is central, including our anti-bullying work which encourages change in attitudes and behaviours.

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We hope you found this resource useful and wish you all the best in your anti-bullying journey. If you would like to help us create more resources and train even more Anti-Bullying Ambassadors, you can make a £5 donation by texting CHANGE 5 to 70470 or visit [diana-award.org.uk/donate](https://diana-award.org.uk/donate)

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