

# Body Kind Fundraiser

## Guide and Discussion Ideas



**AUDIENCE**  
5yrs upwards



**SESSION LENGTH**  
Determined by activity

### About Body Kind

Body Kind Clubs runs every September in conjunction with Body Image and Eating Disorder Awareness Week (BIEDAW). Body Kind Clubs's main call to action is to encourage young people to be kind to their own body and to others. Online, face to face, everywhere!

### Body Kind Fundraisers

A Body Kind Fundraiser is one of the suggested activities within Body Kind Clubs. It is a simple and fun way to promote the messages of Body Kind to everyone in your club and encourages young people to 'Be Body Kind Today', while also raising valuable funds for Butterfly Foundation.

As a not-for-profit and charitable organisation, Butterfly thrives on the support from community donations and thanks participating sporting clubs for their generosity [www.butterfly.org.au](http://www.butterfly.org.au)

In a world where young people can be anything.

Let's help them to Be Body Kind. Kind to their own body and Kind to others.

#### ACTIVITY AIM:

Body Kind Fundraisers are a call to action. Encouraging young people to Be Body Kind Today; to their own body and to others. It aims to unite sporting clubs in the promotion of the positive body image messages as part of Body Kind Clubs.

#### HOW TO RUN A BODY Kind FUNDRAISER:

- Choose your date and theme.
- Communicate to young people/families (see suggested newsletter insert below).
- Run your activity (you might like to use the discussion questions below).
- Provide each young person with a Body Kind Pledge card to complete
- Collect a gold-coin donation from those participating for both your club and Butterfly.
- Deposit your donation to Butterfly into the Butterfly Donation Portal [www.butterfly.org.au/donate/](http://www.butterfly.org.au/donate/) - select 'Bond Kind Donation'
- Share your activity with Butterfly E: [education@butterfly.org.au](mailto:education@butterfly.org.au) or #BeBodyKindToday #BodyKindClubs

#### BODY Kind FUNDRAISER ACTIVITY IDEAS:

- Body Kind Picnic - Eating often & nourishing ourselves is being Body Kind
- Fun or crazy hair – Celebrating differences is being Body Kind
- 'Touch of' \* to reflect our heritage or passion/hobbies outside of our sport – Respecting diversity in background/culture/interests is being Body Kind
- Movement activity (disco/silent disco, yoga, walk) – Moving our body is being Body Kind

Or your young players/athletes may like to choose a Body Kind theme for their peers!

#### SUGGESTED NEWSLETTER COMMUNICATION:

*"We are proud to be supporting Body Kind Clubs this September, an initiative of Butterfly Foundation, that encourages all children and young people to be kind to their own body and to other people's bodies! On the {insert date} we are hosting a Body Kind Fundraiser where children are {Insert activity}. Participating club members are invited to bring a gold-coin donation to support the work of Butterfly Foundation.*

For further information about Body Kind and Butterfly Foundation please visit [www.butterfly.org.au/bodykind](http://www.butterfly.org.au/bodykind)

#### To find out more, contact:

E: [education@butterfly.org.au](mailto:education@butterfly.org.au)  
[www.butterfly.org.au](http://www.butterfly.org.au)

## Body Kind Prompt

Use this to introduce the messages of Body Kind Clubs to your athletes.

"Thank-you everyone for your amazing efforts today, we are really proud to be participating in Body Kind Clubs this September, which is an initiative of Butterfly Foundation. Butterfly is an organisation which helps people with body image and eating issues. Body Kind Clubs is an activity that aims to raise awareness about positive body image. It's not also easy to like, love or appreciate your body but Body Kind Clubs is encouraging young people to find ways to be *kind* and practice *kindness* towards their own body and also to others."

Some examples of this include:

- Speaking kindly to and about your body. Avoiding making mean or nasty comments or 'body bullying' your own body.
- Not shaming or bullying other people's bodies (or food choices) and calling others out if you overhear it (face to face or online).
- Moving your body in ways that are fun and enjoyable that help your physical and mental health.
- Resting your body when it is tired or injured.
- Ensuring you feed and fuel your body, particularly during the day and before training so your mind and body can function and perform at its best – this is a really important way to be Body *Kind*.
- Reducing body and appearance comparisons, celebrating non-appearance qualities and strengths in ourselves and others.
- Giving your body a break – no body is perfect and that is ok.
- Talking about your feelings or asking for help if you are finding it tough to be Body *Kind*.

## Body Kind Discussion Questions

Using discussion questions during a Body *Kind* picnic (or other fundraising activity) can support lively and positive discussions. Choose a few questions that are most suitable for your club members. Invite young people to think about their bodies in relation to sport and beyond!

### 5 – 10yrs

Q: If your body had one super power what would it be? Why did you choose that?

Q: What is something that your body can do that is cool/special/amazing?

Q: What are some ways we can be *Kind* to our bodies?

Q: How do you like to move your body? What is fun about that activity? How does it make you feel?

Q: What are some ideas to make our club a Body *Kind* environment, everyday?

### 10+yrs +

Q: What are some things that your body does for you – the things you can't see?

Q: Tell us something about another hobby/passion – why do you love/enjoy it?

Q: In what ways does your sport make you feel good in your body?

Q: Why do you think it is not always easy to be *Kind* to our bodies?

Q: If your body had one super talent, what would it be? Why?

Q: If someone is being *Kind* to another person's body – what might that look like?

Q: Do you think there are different pressures and ideals for different genders? Share more?

Q: Who and what can impact the way we feel about our body and appearance?

Q: Can you think of someone in your life (or a celebrity/sports star) who is good at being Body *Kind*?

What do they do?

Q: If you were worried that a friend was struggling with their body image (or any mental health issue) what do you think you could do?

Q: What are some ideas to make our school a Body *Kind* environment, everyday?

## BodyKind Pledge Cards

- Provide each young person with a pledge card and encourage them to choose 1 way that they will Be BodyKind Today. Allow each person approximately 5 mins to complete their pledge. Depending on your athletes you may like to ask them to share their pledge with their team mates.
- Do this activity after the introduction so young people understand the concept of BodyKind.
- There is a full page BodyKind Pledge card to download on the BodyKind Clubs resource portal.

**BodyKind**  
PLEDGE

I will be *kind* to my body by:

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Starting: \_\_\_\_\_ Signed: \_\_\_\_\_

I will check in with my BodyKind progress on: \_\_\_\_\_

All bodies deserve *Kindness*, including mine!

**BodyKind**  
PLEDGE

I will be *kind* to my body by:

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Starting: \_\_\_\_\_ Signed: \_\_\_\_\_

I will check in with my BodyKind progress on: \_\_\_\_\_

All bodies deserve *Kindness*, including mine!