



Colostomy
UK



Thank you for registering for Step Up for Stomas in September!

This September Colostomy UK are Stepping Up for Stomas. It's great to have you on board. We hope you are going to enjoy the challenge of getting more active!

You have the whole of the month in which to walk, run, jog, skip, roll, crawl or even hop 160,000 steps. The money you raise will help us to keep on supporting ostomates and those who care for people with stomas. Why 160,000 steps we hear you ask...

▶ **160,000 steps for 160,000 people living with a stoma in the UK**

There are 160,000 people in the UK with a stoma and you will be taking a step for every single one of them. You can undertake the challenge on your own or combine your steps with others to form a team and reach the target together. It doesn't matter if you're active already or just looking to get fitter; either way, taking our Step Up for Stomas challenge can only be a good thing! To cover 160,000 by yourself, you need to do about 5,300 steps a day, which is about 2.5 miles. Each day, this equates to:

50 minutes of walking

30 minutes of running

Track your distance using your phone, smart watch or other device. You can link your Strava app to your Just Giving fundraising page to keep your friends and family up to date. You're responsible for tracking your own steps and you don't need to send us a step count.

Kick start your fundraising!

Whether you're walking, running, jogging, skipping, rolling or crawling your way to 160,000 steps, the money you raise will help us to keep on supporting ostomates and those who care for people with stomas. You can set up your Step up for Stomas fundraising page on Just Giving, Virgin Money and/or Facebook - you can also print and use the sponsorship form overleaf.

▶ **Just Giving**, follow this link: https://www.justgiving.com/fundraising-page/creation/?cid=187703&eid=6721967&utm_source=website_cid187703_eid6721967&utm_medium=eventlinking&utm_campaign=eventlinkingurl

▶ **Virgin Money Giving**, follow this link: <https://uk.virginmoneygiving.com/charity-web/charity/displayEventDetails.action?eventId=36737>

▶ **Facebook**, just go to: <https://www.facebook.com/colostomyuk> look for the 'Create a fundraiser' page, and click on the link.

Gift Aid it! If your sponsors are UK taxpayers, Colostomy UK can claim an extra 25p for every £1 you raise. This costs you and your sponsors nothing so ask them to tick the Gift Aid box.

Fundraising Top Tips

Set a target

Fundraising pages with a target are 75% more successful than those without one! We recommend setting your initial target as £160. If you meet this target before completing the challenge you can, of course, increase it! This will also give you some good news to share with your friends, family and colleagues to inspire them to donate.

Seed donations

Pages with a few donations give potential donors confidence, lend legitimacy to your fundraiser and help you to achieve further donations. Put an initial donation on your page if you can afford to do so yourself, and approach two or three people personally to ask for donations before you share your page with the rest of the world.

Shout on social!

Tell people what you're doing on social media and don't forget to tag us in! Your friends and family will be proud of you for undertaking this challenge. Each share could encourage another person to donate (or get active). People often need to see an ask a few times before they donate. Post on Facebook, Twitter and Instagram and put your fundraising link in your page's profile, bio or status. Check out our social graphics, tell people why raising money for Colostomy UK is so important to you and keep your pages updated so people can follow your journey.

Match funding

Some companies offer to match charity donations up to a certain amount. This can come in the form of a one-off donation, or even go as far as matching everything that you raise. If you're an employee, why not ask if your company will support you?

Get your merchandise

Order your Step Up for Stomas branded tops to spread awareness.



Sponsorship Form



Date of event: _____ Sheet number: _____ of _____.

We wish you every success with your fundraising activity. Please remember to return this form to our office with any money raised, otherwise we will be unable to claim gift aid. The donors full name, address and postcode are needed in order for us to claim gift aid. You have a legal responsibility to ensure all sponsor money is paid to the Colostomy UK. Please print another copy of this form and number it, if you need additional pages. Cheques should be made payable to Colostomy UK. Thank you for your support.

| Title | First Name | Last Name | Address | Postcode | Amount | Paid | Gift Aid* |
|-------|------------|-----------|--|----------|--------|------|-----------|
| MR | JOHN | SMITH | 1 EXAMPLE ROAD, EXAMPLE STREET, READING, BERKS | AB1 2AB | £25.00 | YES | YES |
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*I want to Gift Aid my donation and any donations I make in the future or have made to Colostomy UK in the past four years. I am a UK tax payer and understand that if I pay less Income Tax and/or Capital Gains Tax than the amount of the Gift Aid claimed on all my donations in that tax year it is my responsibility to pay any difference (currently 25p for every £1 donated).

Step Up for You

It's no secret that exercise is good for both your physical and mental health. Walking can help your mental health by reducing anxiety, depression, and a negative mood. It can also boost self-esteem. Walking and running are some of the easiest ways to get more active and become healthier and you don't need lots of equipment or a gym membership! As long as you have a trusty pair of trainers or walking shoes, you can Step Up for Stomas and start getting fitter.

The NHS states that adults should do some type of physical activity every day. Any type of activity is good for you and the more you do the better. Moderate aerobic activity such as a brisk walk can:

- ▶ Burn calories
- ▶ Lower your blood sugar
- ▶ Ease joint pain
- ▶ Boost immune function
- ▶ Boost your energy levels
- ▶ Improve your mood
- ▶ Strengthen the heart
(walking at least 30 minutes a day, five days a week can reduce your risk of coronary heart disease by up to about 19%)

Step Up for Ostomates

Colostomy UK is a self-funding charity so every £1 we raise really matters! As part of this challenge we would also love it if you could try to raise £160 or more.

All funds generated will go towards supporting our key projects and services including our 24-hour Stoma Helpline, our new befriending service, and the continued production of Tidings magazine. It will also allow us to train more volunteers, encourage more ostomates to get active, and help us to campaign for a more stoma aware United Kingdom.

The money you raise will help us to support people like Tom:



“ Colostomy UK was there for me when I was recovering from my stoma surgery and I felt totally isolated. I didn't know anyone else with a stoma and I didn't know how to manage it - physically or emotionally.

They helped me to come to terms with my stoma and eased my anxiety - putting me in contact with other ostomates. The charity helped me to get my confidence back so that I could return to work and socialising. ”

Frequently Asked Questions



Do I need to prove my steps?

This is your challenge so you don't need to send us proof of your completed steps. We do however recommend posting out about your progress on your fundraising and social media pages to let all your friends and family know how you're getting on with your challenge

What happens if I miss a day?

Don't worry if you miss a day, it's up to you how you complete your steps. If you miss a day, you could always make up the steps across the next week.

What happens if I don't hit my step goal?

We understand if you're not able to hit your step count in September. Don't panic if you need to put your challenge on pause or you're unable to complete your daily steps. You can simply resume the challenge once you are able to, or you can team up with friends, family or colleagues to complete your steps together. We can't thank you enough for your support.

I use a wheelchair, how can I count my steps?

If you use a wheelchair you could set a target of 160,000 pushes, or use an odometer to track distance then convert to steps. 1km is about 1,250 steps.

I want to swim the challenge, can I do this?

Yes you can! Just track your distance and then convert it to steps. 1km is about 1,250 steps.

Look the part

Order your Step Up for Stomas' t-shirt to help you to shout about the fantastic challenge you are undertaking.

They are available in sizes S - XXL and just **£12.99** plus postage and packaging. To place your order visit: <https://colostomyuk.bigcartel.com/>



Local press are always looking for interesting stories, contact us if you'd like support in putting an article together or if you'd like a copy of our Colostomy UK press release. We're here to support you - if you need anything email Fundraising@ColostomyUK.org. For more information about Colostomy UK and the vital work we do supporting, empowering and advocating for people living with a stoma (ostomates), please visit: ColostomyUK.org or call **0118 939 1537**.

Thank you for supporting Colostomy UK to support ostomates.