



Colostomy  
UK



## Thank you for your interest in Step Up for Stomas!

**This September Colostomy UK are once again Stepping Up for Stomas. It's great to have you on board and we hope you enjoy this year's challenge!**

Last year we held our first Step Up For Stomas campaign which saw us ask people to take 160,000 steps to raise funds for, and awareness of Colostomy UK during the month of September. It was a brilliant success and we managed to raise over £50,000. We're running Step Up For Stomas again and this year it's **The 39 Challenge!** ...but why the number 39?

▶ **Because every 39 minutes someone in the UK has stoma surgery**

Each year Step Up For Stomas is going to be based around a different number related to stomas. Last year it was take 160,000 steps, one for every person in the UK who has a stoma, and this year we're asking people to take on a challenge or activity based around the number 39 (or 3 and 9) because as you may have seen from our adverts in Tiding's and social media, every 39 minutes someone in the UK has stoma surgery. The challenge will run for 39 days (September 1st to October 9th) but just like last year you can sign up and start planning and fundraising now!

We recognise that not everyone can or wants to take on a physical challenge, so we have come up with a list of 39 diverse suggestions to inspire you to give our fundraiser a go. You can of course come up with your own idea or event.

## ► Get Active

- Walk, crawl, or jog 39 kilometres (51,181 steps), or 390 kilometres (511,811 steps – or 13,100 a day)
- Swimming 39 kilometres (1k a day)
- Perform 39 skips a day without stopping
- Cycle for 3.9 kilometres a day or 39 kilometres over the period of the whole challenge
- Carry out 39 press ups
- Take your dog for a 39 minute walk each day
- Dance for 39 minutes a day
- Jump 39 times on a trampoline each day
- Take your dog for a 39 minute walk each day
- Row 39 miles
- Hop 39 times a day
- Hula Hoop 39 times a day
- Do 39 star jumps a day

## ► Get Smart

- Complete 39 puzzles
- Host a quiz night with 39 questions
- Learn how to say thank you in 39 different languages
- Test your resolve and give up something you love for 39 days
- Stay silent for 39 minutes a day

## ► Get Creative

- Juggle for 39 minutes
- Write 39 lines of short story
- Learn a Tik Tok dance challenge in just 3.9 minutes
- Karaoke 39 different songs
- Building a 3.9-metre-high tower of Lego
- Bake cakes or biscuits for 39 friends and family members
- Write 39 lines of short story
- Toss a pancake 39 times without dropping it
- Complete 39 crosswords or Sudoku puzzles
- Get crafty and make something to sell for £3.90 or £39 each
- Wear your favourite sports teams (full) kit for 39 hours!
- Organise a virtual raffle with 39 tickets at £3.90 each
- Challenge 39 friends to donate to Colostomy UK
- Ultra-challenge! Do 39 hours of an activity in relay with your housemates/family!

## ► Get Social

- Hold a coffee morning and charge people £3.90 to attend
- Organise a 39-item treasure hunt and charge people £3.90 or £39 to enter
- Host an online yoga/dance session for 39 minutes

# Kick start your fundraising!

Whether you decide to put your baking skills to the test or don your dancing shoes for 39 minutes a day, the money you raise will help us to keep supporting ostomates and those who care for people with stomas. You can set up your Step up for Stomas 39 Challenge fundraising page on JustGiving, Go Fund Me and/or Facebook. You can also print and use the sponsorship form overleaf.

**Just Giving**, follow this link: <https://www.justgiving.com/campaign/StepUpForStomas>

**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 that you're comfortable with. 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 involved). 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.

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**Please return completed form to: Colostomy UK, 100 Berkshire Place, Winnersh, Wokingham, Berkshire, RG41 5RD**

## Step Up for You

Did you know there are some surprising benefits to taking on a fundraising challenge for a charity?

▶ **Improve your health** - We all know that physical challenges have a positive impact on our health, but we're happy to inform that raising money for charity and helping others increases our overall wellbeing. Knowing that your efforts help improve the lives of others is empowering and in turn, promotes feelings of happiness and fulfilment, often referred to as the 'helpers high'.

▶ **Forge new friendships** - Taking part in a charitable fundraising challenge can give you a sense of belonging and purpose because it allows you to meet and connect with like-minded people. It's easier to make new friends when you have shared interests and goals. You may even find you have other interests in common allowing lasting friendships to flourish.

▶ **Gain new skills** - Practice makes perfect as the adage goes. Repeating an action 39 times will enhance existing skills or allow you to develop a new one. By the time you get to the 25th bake that soggy bottomed cake will be a work of art. How good is that!

## 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 as much as you can.

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 Alice:



“I underwent emergency surgery at the end of last year that left me with a stoma which has been difficult and challenging and something of a complete lifestyle change.

Without the support of Colostomy UK, I would not have had access to nearly so much information, equipment and community support and I am incredibly grateful for their work.”



# Frequently Asked Questions

## Do I need to prove I've achieved my challenge?

This is your challenge so you don't need to send us proof that you have reached your goal. 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?

If you've picked a challenge that you aim to complete on consecutive days, don't worry if you miss a day. We appreciate that with the best will in the world sometimes 'life' gets in the way! You can resume the challenge the minute you are able, or team up with friends or family to help you achieve your 39 Challenge goal.

## What happens if I don't reach my target?

Not a problem at all! We are grateful for your support and will appreciate whatever you manage to raise. Every single pound counts!



## Look the part

Order your Step Up for Stomas' gear to help you shout about the fantastic challenge you are undertaking.

T-shirts are available in sizes S - XXL and just **£19.99** plus p&p. Hoodies are £35 plus p&p. 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 [GetInvolved@ColostomyUK.org](mailto:GetInvolved@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](http://ColostomyUK.org) or call **0118 939 1537**.

**Thank you for supporting Colostomy UK to support ostomates.**