



# Thank You for Registering for **Step Up for Stomas 2023!**

**This year's challenge is to complete 7,000 steps a day for 37 days, starting on Friday 1st September and finishing on Saturday 7th October, which is Stoma Aware Day!**

You can walk, run, jog, skip, dance, climb or even hop those 7,000 steps each day. It really doesn't matter! You can do them on your own, or as part of a team and share the steps between you.

# You can choose how to complete the challenge

## You could...



Walk



Run



Dance



Climb



jog, skip, hop... the choice is yours!

## Setting up your Fundraising Page

Whichever way you choose to complete the challenge, you can set up your fundraising page on **Just Giving** or **Facebook**

 <https://justgiving.com/campaign/stepupforstomas7k>

 <https://www.facebook.com/colostomyuk/>

Or if you prefer, you can print the **Sponsor Form** attached.

There is no need to send us your step count. But tracking your progress using your phone, smartwatch, or other device, or linking your strava app to your Just Giving fundraising page, is a great way to keep your family and friends up to date with how you are doing.





# How your fundraising helps

Your fundraising efforts enable us to support thousands of people round the UK before and after their stoma surgery. Thanks to people like you, we will be able to continue providing our 24-hour Stoma Helpline, our one-to-one befriending service, our private Facebook group and Tidings magazine. We can also continue producing our wide range of support literature, running Care Workshops and bespoke activities through our Active Ostomates programme!

*"Colostomy UK was there for me when I was recovering from my stoma surgery...the charity helped me to get my confidence back so I could return to work and socialising"*

*"It can be very reassuring to talk to someone who has been through a similar experience and can therefore truly understand what it feels like"*

*"While I was in hospital, I started looking at social media for support ... I found the Facebook Page Colostomy UK Support group and immediately found a great network of people"*

*"Tidings was the thing that helped us the most when my husband first had his stoma"*

*"Physical and mental recovery are not things to be dealt with in isolation. That's why I advise seeking help from Colostomy UK because they'll support you throughout"*



# Fundraising Top Tips

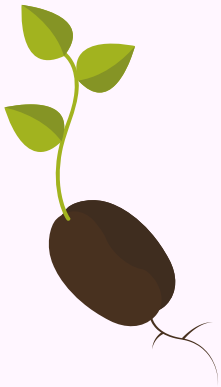
## 1. Set a target

Fundraising pages with a fundraising target, are generally more successful than those without. We recommend setting an initial target. If you meet this target before completing the challenge, you can of course increase it! This will give you some great news to share with family, friends and work colleagues to inspire them to donate.



## 2. Seed donations to get the ball rolling

Fundraising pages with a few donations already on them give potential donors confidence and help you achieve further donations. If you can afford to, maybe think about putting an initial donation on your page and approaching two or three people personally to ask for donations, before sharing your page with the wider public.



## 3. Use social media

Tell people what you are doing and don't forget to tag us in! Each share could encourage another person to donate, so post on Facebook, Twitter and Instagram and put your fundraising link in your page's bio or status. Tell people why raising money for Colostomy UK is important to you and keep your pages updated so people can follow your journey. You can download our social media graphics from our website by clicking on the link [here](#)





# Fundraising Top Tips



4.

## Match funding

If you are an employee, then why not ask your company for support, as it can be a tremendous boost to your fundraising efforts. Some companies offer to match charity donations raised by their employees up to a certain level, either with a one-off amount or matching everything you raise.

5.

## Giftaid it

Because Colostomy UK is a self-funding organisation, every penny we raise really matters, so please remind your sponsors that if they are a UK taxpayer, to tick the gift aid box on your online donations page or sponsor form. For every £1 raised, we get 25 pence back from HMRC, which means your efforts go even further.

*giftaid it*

6.

## Get your Challenge T-shirt

Don't forget to order your Step Up for Stomas branded t-shirt today, so you can promote the fantastic challenge you are undertaking!

T-shirts are available in sizes XS – XXL and are just £12 plus postage & packaging. The last date for ordering your T-shirt is 4th August. T-shirts will be dispatched after this date.

To place your order, click on the link here: <https://colostomyuk.bigcartel.com/>





## 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've reached your goal. However, we recommend updating your progress on your fundraising and social media pages, so your friends and family know how you're getting on.

### **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. 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. Don't panic if you need to put your challenge on hold, or you're unable to complete your daily steps. You can simply resume the challenge once you're able to or team up with friends, family or colleagues to complete your steps together. We can't thank you enough for your support.



### **Are there other ways to complete the challenge?**

Yes, you could swim or cycle the challenge for example, but just remember to convert your distance into steps.

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

If you use a wheelchair, you can track your distance and convert it into steps.

**Let's make this year's Step Up for Stomas the best year ever, so we can continue to support Ostomates throughout the UK.**



# Colostomy

Participants Phone Number: \_\_\_\_\_ 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.

[illegible]

\*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).

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