



WORKING
TO **STOP**
GBS INFECTION
IN BABIES.

HOW YOUR ORGANISATION CAN HELP GROUP B STREP SUPPORT

Forming a partnership with us enables you to achieve your corporate social responsibility objectives, and enables us both to contribute to real change for families, locally and nationally. Whether you are looking for a long-term strategic relationship or employee engagement through fundraising and events, we can find an opportunity to meet your needs.

Group B Strep Support is the leading national charity focused on preventing group B Strep infections in babies.

Group B Strep (GBS) is the most common cause of severe infection in newborn babies, and of meningitis in newborn babies. **One in every ten babies sick with GBS infection will die, and some survivors will have life-long disability.** Yet most GBS infection in babies is preventable.

As a charity, we are very keen to explore opportunities for partnership, working with a range of organisations. Establishing such partnerships will make a real difference to the work that Group B Strep Support is able to undertake - relatively small amounts of money can transform the range of services and activities that we offer. We receive no Government or NHS funding – such support for our work is vital.

We strongly believe that corporate partnerships should be mutually beneficial. Whatever you are looking for, we want to work with you to help achieve your social responsibility goals.

CORPORATE DONATIONS

Your organisation could make a financial donation to Group B Strep Support to fund the services we offer, including

- ✓ Raising awareness among pregnant women and new parents through campaigns, leaflets and online, so they are informed about group B Strep and able to make informed decisions about what is best for them and their babies.
- ✓ Educating and informing midwives and doctors about identifying and treating group B Strep in pregnant women and babies through training and information materials.
- ✓ Working with decision makers to improve current prevention and treatment strategies to protect more babies.

Supporting research into group B Strep better to fight the disease.

THE DIFFERENCE YOUR COMPANY CAN MAKE:

- ✓ **£2,000** can fund us to exhibit at a one--day medical conference, educating those working in maternity and neonatal services, and providing them with information materials both for them and for the families in their care.
- ✓ **£13,000** covers all of the charity's operations for **one month**. During an average month we respond to more than 1,200 helpline enquiries from families and health professionals, contribute to relevant national guidelines and research, and educate and provide information resources to health professionals around the country.
- ✓ **£32,000** can fund the full costs of our helplines for a year, including almost 2,000 hours of providing information and support. Too often families receive unclear and conflicting information. Directly answering questions about GBS arms them with facts, reduces anxiety and enables them to make informed decisions about what is best for them and their babies. Ultimately, it can help save babies' lives.
- ✓ **£40,000** can fund the development of a family support program, providing on-going support and information for families whose babies have been affected by GBS, including parent liaison, developing networks of families to link with others in the region for practical and emotional support, providing and signposting to relevant information, and supporting family events.

Beyond financial support, your organisation could assist us in other ways – with expertise or support-in-kind. Can your organisation donate IT equipment and expertise, Marketing or Design expertise and Printing or Research skills?

As an example, our existing Customer Relationship Management (CRM) software & systems need updating to take advantage of the huge technological developments since the mid-2000s. Updating these would allow us to integrate the social media, email and cloud-based

apps we regularly use. This would significantly improve our efficiency and effectiveness, allowing us to help more families, more quickly.

CORPORATE SPONSORSHIP

We offer you the opportunity to fund specific projects that can meet and exceed your corporate social responsibility objectives. We would love to work with you to tailor projects to your needs, or there are a number of existing sponsorship opportunities for your organisation, including

- The annual International Group B Strep Awareness Month held every July
- A programme of educational and training sessions for midwives and doctors.
- Publications that reach thousands of new and expectant parents and their health care professionals every year.

As appropriate, there may be various opportunities for jointly-badged materials, and/or acknowledgement of the sponsorship provided.

PR OPPORTUNITIES

Working with a charity provides exciting new avenues for an organisation to raise its profile and presence, often in new arenas and amongst different people. Every time your employees take part in a fundraising activity, there is a compelling story to be told.

We can help to tell that story in partnership with you. As a nationally-recognised charity with hundreds of local supporters, we have excellent links to both regional and national media.

SOCIAL MEDIA

The power and reach of social media allows Group B Strep Support to punch well above its weight, with a strong following across a body of passionate and engaged supporters - who share our values and our posts.

Our Facebook community stands at over 30,000 while on Twitter we have 11,000 followers. The charity also has a growing presence on Instagram with over 1,100 followers.

CHARITY OF THE YEAR

Partnering with us as your chosen charity of the year is a fantastic way to get your whole organisation united around Group B Strep Support and increase their knowledge of the UK's Number 1 cause of severe infection in newborn babies.

We will be on hand to develop a calendar of activities and can offer your staff a range of fundraising events, - running, cycling, walking, baking – plus materials, support and motivation along the way.

EMPLOYEE FUNDRAISING

Taking part in a fundraising event for Group B Strep Support is a fantastic way to engage your staff, build relationships and reinforce a sense of community in the workplace. Do you have keen runners, speedy cyclists, expert bakers, or people who fancy jumping out of a 'plane? There are fundraising events for everyone! As well as raising much needed funds for Group B Strep Support, we can guarantee that everyone will have a lot of fun along the way! The Annex attached records a few of our favourite ideas. (But if you don't feel that any of them are quite right for you then we would be more than happy to work with you to find something suitable!)

PAYROLL GIVING

Employees can be offered the opportunity to donate to Group B Strep Support through payroll giving. We are grateful for all donations, large or small.

Payroll giving is a simple, tax-effective way for employees to donate regularly. Donations are taken directly from the pay, before Tax and National Insurance are deducted, so it costs less to give more. Information on how to set up Payroll Giving can be found on the [Government's Payroll Giving page](#), or we can help with practical information if that would help.

So that's it! If you would like to get your organisation involved in supporting Group B Strep Support, or would simply like more information, please do get in touch by email or call 01444 416 176.

We would love to speak with you!



Jane Plumb
Chief Executive

Group B Strep Support

Charity Registration No 1112065



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EMPLOYEE FUNDRAISING: A FEW OF OUR FAVOURITE IDEAS!**MELLOW YELLOW DAY**

Why not make one day at work a 'Mellow Yellow' day? Yellow is Group B Strep Support's corporate colour and everyone can look good in at least one shade of yellow! Those staff willing to be involved can be asked to pay for the privilege of dressing up (or dressing down) in yellow clothes, or having a yellow-iced cake sale. This is a simple and really fun way to launch a partnership with Group B Strep Support.

BRING & BUY

You and your staff could organise a Bring & Buy sale at work, perhaps setting up a stand on a given day where people can peruse and purchase what they like. It's a bit like creating your own mini Group B Strep Support charity shop in the office for the day.

CLOTHES SWAP

A possible alternative to Bring & Buy, a suggested minimum of 25 people are invited to donate three items of unwanted clothing or accessories to a party where, in return, they can select three items to take away. It's like a large-scale swap party. An entry ticket of c.£5-£10 raises income for Group B Strep Support, and everyone comes away with some great new items for their wardrobe.

SWEEPSTAKES

You decide the event, you decide the donation for each place in the sweepstake, and you decide upon the distribution of income (usually a 50-50 share between the prize fund and Group B Strep Support). The Grand National, Football or Rugby World Cup, Wimbledon, the Ryder Cup – the opportunities are endless!

CYCLING

There is a huge range of bike-based challenge events across the UK and overseas, so why not put those leg muscles into action and raise money through personal or team sponsorship? London to Brighton, Trans-Pennine, Land's End to John O'Groats ... and that's just Britain!

THE 'TWENTY CHALLENGE'

This year Group B Strep Support will reach its 20th birthday!

A few years ago the wonderful Steph Pettit ran ten 10k runs in ten months in aid of Group B Strep Support. We don't expect everyone to do the same but might there be other things that you could do in support of our 'Twenty challenge'? It could be activities such as cycling on a fixed bike or

running on a treadmill for twenty minutes every day for twenty days, swimming twenty lengths each in a 20-team relay, running twenty 20Ks in twenty days – your imagination is the only limit to what is possible. Anything involving twenty!

CHRISTMAS ACTIVITIES

Christmas is a great time to help raise funds for Group B Strep Support. There are various ways to get staff involved:

- ✓ Christmas cards: either buy in bulk as a company (with joint badging/logo if so desired), or encourage employees to buy cards from our online shop. Or don't buy cards at all, but make a donation in lieu of sending them.
- ✓ Giant Christmas card: create and display a single enormous card in your workplace or foyer and ask employees to make a donation Group B Strep Support in return for the opportunity to write Christmas greetings to their colleagues on the card.
- ✓ Christmas menu: a series of fun activities for the workplace, with promotional materials provided by Group B Strep Support. Try your hand at Name the Bear, Spot the Snowball, organise a Christmas Quiz or arrange a 'Mince Pie Monday'.
- ✓ Giving Tree: tags in the shape of Christmas baubles are placed on a Christmas tree. Each bauble represents an item that Group B Strep Support would use in one of its projects – for example:
 - £10 for a medical information pack to educate and equip a midwife or doctor with essential information for them and the families in their care.
 - £20 to fund our helplines for an hour, providing a listening ear, support and information to families.

NEW YEAR, NEW YOU

New Year resolutions include invariably a commitment to 'getting fit'! We have a host of activities which will help your staff to achieve this, while at the same time raising money for Group B Strep Support. Run, cycle, hike, walk, row, climb – the choice is yours!