Group B Strep Support

www.gbss.org.uk

Fundraising Guide

#GBSaware

Welcome to the Group B Strep Support team!

We're so happy to have you on our side. We'll do everything we can to support your fundraising efforts.

Thank you. You have taken the first step to help save babies' lives by signing up for your kit and now it is our chance to support you on every step of your fundraising journey.
I hope you find everything you need in this fundraising kit, including some inspirational ideas from our past fundraisers and tips and tricks to really put on a great event. Just remember, if you have any questions, if you want some extra fundraising resources or just need some advice, our fantastic team are just a phone call away on 0330 120 0795.

Group B Strep Support (GBSS) is the world's leading charity working to eradicate group B Strep infection in babies. We provide up-to-date evidence-based information on GBS to families and health professionals and support to affected families. We want every pregnant woman to be given information on group B Strep during routine antenatal care and offered the opportunity to have a GBS-specific test late in pregnancy.

Ultimately, GBSS wants GBS infection in babies to become a thing of the past, but we can only do this with the support of people like you. Whether you put on a bake sale, bicycle ride, quiz night or brave a head shave, whatever you choose to do, you are joining the only team in UK working to eradicate group B Strep infection in babies. Have a look through the rest of your fundraising kit, be inspired by our fundraisers' stories and get planning for your big fundraiser. If you are posting about your event online, make sure to use the hashtag #TeamGBSS. We can't wait to see what brilliant things you all do!

Thank you again for choosing to fundraise for Group B Strep Support.

Jane Grout,
Fundraising Manager

HOW WILL YOUR MONEY MAKE A DIFFERENCE?

Group B Strep is the most common cause of life-threatening infection in newborn babies. In the UK around 800 babies a year develop group B Strep infection usually leading to sepsis, pneumonia and meningitis and sadly 50 of these sick babies will die and 70 will recover with long term disabilities. We are committed to educating new and expectant parents, doctors and midwives about group B Strep and thanks to your incredible support, each day we are able to provide information and support to those families affected.

We rely on voluntary donations, so every penny you raise really will make a difference.

Tara is just one of the many people we support every day. Tara called our helpline on the day her waters broke when she had just discovered she had group B Strep.

"This resulted in me being able to make much better-informed decisions confidentially, before the safe and healthy arrival of our little girl."

Pictured her is Tara's daughter

The first step to fundraising is choosing your idea!

In this guide you will find a whole host of fundraising tips and see what our fundraisers have done for us in the past. Remember, however much you raise, you are making a real difference. Thank you for joining the only UK team working hard to eradicate group B Strep infection in babies. You are helping to save tiny lives.

Home is where the fundraising is!

Whether you had fundraising plans ready to go, or are looking for new ways to support our life-saving work, these uncertain times may have affected your activities, but don't let that stop you in your tracks.

Whether you're getting creative in the kitchen, hosting virtual hangouts with friends and family online or getting fit with workouts at home, we've got lots of ideas for how you can raise funds to help save babies' lives.

Got a celebration or anniversary approaching?

Ask for donations to Group B Strep Support instead of gifts. You can have a birthday fundraiser set up on Facebook in minutes.

Be active ...

From squats and push ups to walking and running – take this time to try out a new activity or enhance your at home workouts by choosing a sport to take on and challenge yourself, maybe everyday for a month or all in one go!

Game for GBSS.

Calling all gamers! Want a good excuse to play your favourite game, have fun and stream live? Grab your friends or go solo and play your choice of games all in the name of raising vital funds to help save babies' lives.

Use your skills...

Get Crafty! Create jewellery, knit scarves or maybe give something new a go! Why not create some unique items to help raise funds? These could be sold in a virtual auction or at a future fayre.

This is the perfect time to learn a new skill! Find out who has a secret skill by asking your friends and colleagues what their skills are. This could be anything from playing guitar to crocheting. Other friends and family can donate £5 to learn a new skill from you.

Tip

Amazon Smile is a great way to shop and donate at the same time. Select us at your chosen charity and Amazon will donate 0.5% of eligible purchase prices to us.

Be Inspired

Sponsored walk or bicycle ride

Sponsored walks or bicycle rides are great for all the family and all ages. Why not choose a route you haven't done before? Maybe a coastal setting or hike through the countryside. Remember your four-legged friends, they can be great fundraisers too.

Quiz night

Everyone loves some healthy competition, which is why hosting a quiz night is the perfect way to bring everyone together. Speak to your local pubs or community centres about hiring a venue and spread the word on local community boards. To raise money, just charge a fee to enter a quiz team. You could even put on a raffle at the same time to really boost your fundraising total.

Hold a raffle

A raffle is a great fundraiser to add onto any of the ideas in this kit. Contact local businesses to ask for prize donations and make sure to show off your prizes to sell all your raffle tickets.

The Big GBSS Bake Sale

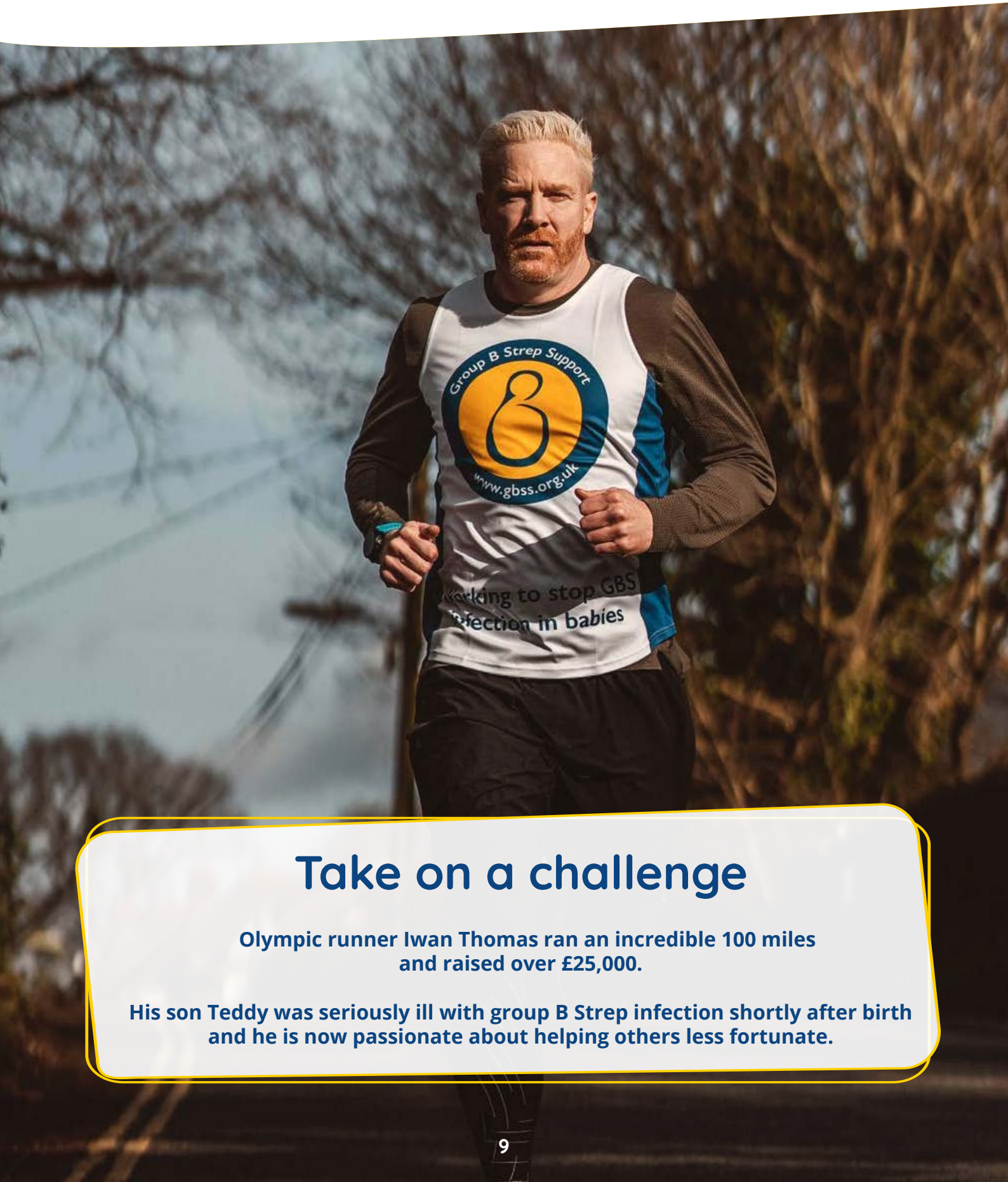
Few people would turn down a piece of cake for a good cause, and you'll always make friends with your colleagues by providing them with a few tasty treats. Host your Big GBSS Bake Sale at home, work or in the community to fundraise and raise awareness to save babies' lives.

Simply bake your cakes (and any other treats), ask friends to do the same and collect donations in exchange for your baked goodies – don't forget to put the kettle on too!

Sign up to receive your Big GBSS Bake Sale pack today **gbss.org.uk/BakeSale**. You could even theme your bake sale to the time of year. How about spooky snacks for Halloween or hold an Easter eggstravaganza?

The Team Challenge

Why not gather a team of friends and family and enter a run or challenge as a group - training is always more enjoyable when you've got company. As a group you can inspire one another and set a team fundraising target. **gbss.org.uk/events**.



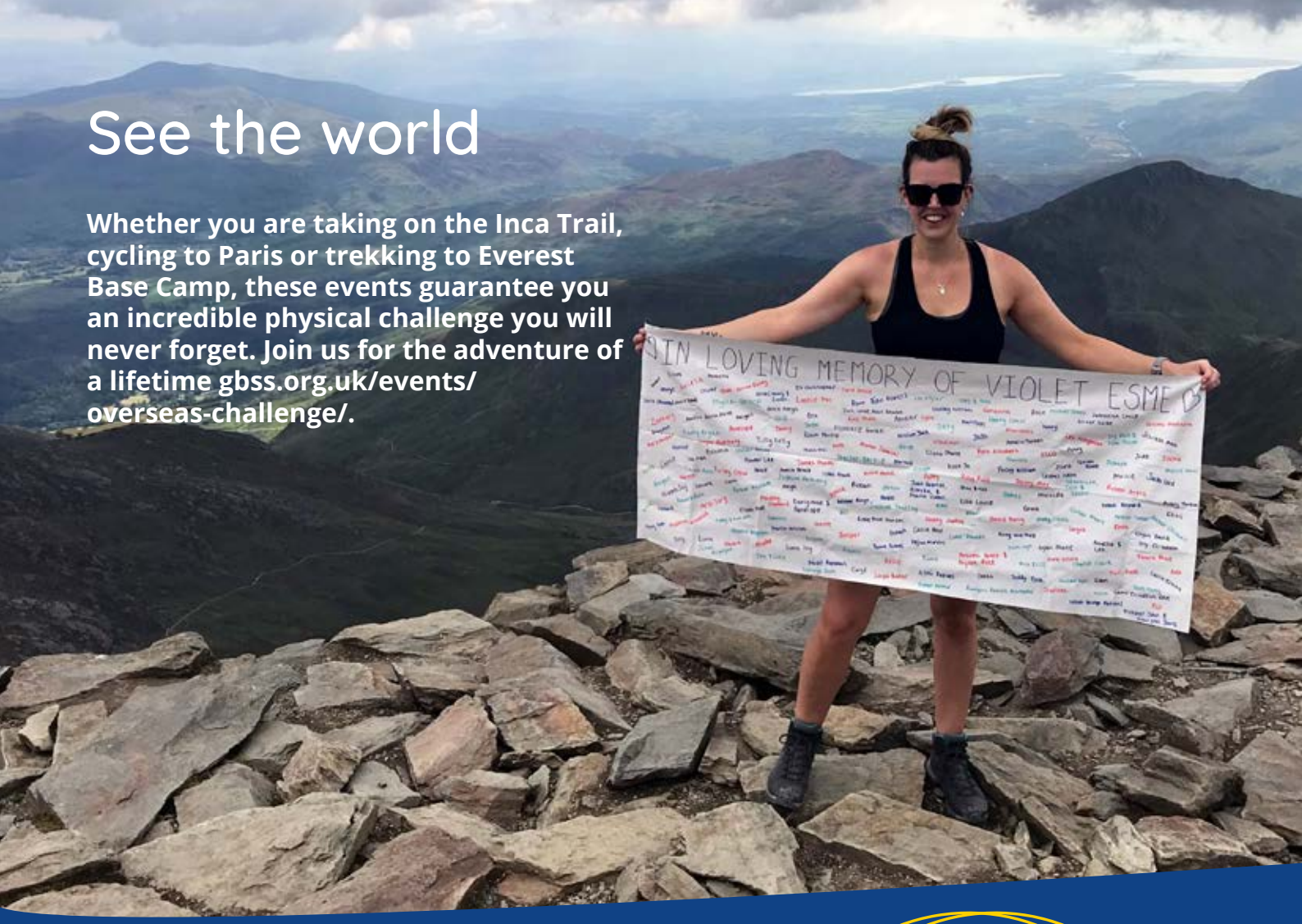
Take on a challenge

Olympic runner Iwan Thomas ran an incredible 100 miles and raised over £25,000.

His son Teddy was seriously ill with group B Strep infection shortly after birth and he is now passionate about helping others less fortunate.

See the world

Whether you are taking on the Inca Trail, cycling to Paris or trekking to Everest Base Camp, these events guarantee you an incredible physical challenge you will never forget. Join us for the adventure of a lifetime gbss.org.uk/events/overseas-challenge/.



Get a different view of the world.

Ever wanted to experience the rush of a skydive as you freefall from over 10,000 feet at up to 120 mph? No experience is required.

"It was always a dream of mine to jump from a plane, but to do it knowing I have raised this much awareness is absolutely incredible."
gbss.org.uk/events/skydive/

Get tougher

Whether it's a 5K full of fun, the new 8-10 mile Classic challenge or taking on one of the competitive series events, Tough Mudder has the best obstacle-packed courses on the planet – and they're waiting for you **gbss.org.uk/events/tough-mudder/**

Charity dinner dance or ball

If you like the idea of being fancy for an evening and dressing up to the nines, why not go all out and put on a charity dinner dance or ball? Sell tickets and hold raffles and games throughout the evening to really raise those big bucks. You could even talk to local press and radio to help promote your event.

The White Ball

Lynsey writes, *"In November 2019 we celebrated what would have been Frankie's 5th birthday. We wanted to do something special for what we felt was a milestone birthday, 5 years since we first met him, and 5 years since we said our goodbyes.*

We held a charity ball at the beautiful Centurion Golf Club in St Albans. An opportunity for our friends and family to get dressed up in their finery, with dinner and drinks followed by lots of dancing! We also had an auction, and a raffle with local business and contacts donating some great prizes.

We had 85 guests joining us and the whole evening was fabulous! So much so that we have been asked to make it an annual affair! And I am so pleased to say we raised a huge £8,867 for Group B Strep Support.

I think it is fair to say we celebrated Frankie's birthday in style."

Fundraising... At work

Matched giving - Ask your company if they will match the money raised, an easy way to increase your total!

Fundraising at work is a piece of cake. You have the freedom to organise whatever event you fancy. Whether it is a bake sale, office games, dress as a superhero for the day or an organisation-wide sweepstake – and know that we are here to help at every step of the way.

Office games
Write down a list of Olympic activities relevant to your office and create an obstacle course. Charge your colleagues to enter and have a prize for the person to complete the obstacle course the fastest.

Hold a dress down day
Ask your colleagues for a donation to take part. Why not take it a bit further and get everyone to dress in yellow or blue or as their favourite superhero, you would be ours!

Baby photos contest
Have your co-workers bring in baby photos of themselves and pin them up in the canteen or meeting room. Charge an entry fee for your co-workers to guess who is who. The person with the most correct answers wins a prize.

"The 19th July saw Lloyds Banking Group take part in a 'Group B Strep Support Day' to highlight awareness of the condition.

Each team within the site decorated their area with the theme being yellow and blue or the bumble bee and lots of events took place throughout the day such as Bingo, Name the Teddy and Throwing Paper Bees into a Paper Hive." Joe

Here are some more ideas that supporters of Group B Strep Support have organised or taken part in:

- A – Abseil
- B – Barn dance, BBQ
- C – Cake sale; coffee morning
- D – Disco; dinner party
- E – Easter egg hunt; exhibitions
- F – Fashion show; fun day
- G – Golf fundraising; games night
- H – Head shave; hair dye
- I – Intellectual quiz
- J – Jumble sale
- K – Kids fun day
- L – Ladies Night / Day
- M – Music concert
- N – Nearly new sale; non-uniform day
- O –Office Olympics day
- P – Parachute jump; pyjama day
- Q – Quit chocolate for a month
- R – Race night; raffle
- S – Sponsored silence; sweepstake
- T – Talent show ; treasure hunt
- U – Uniform dress down day
- V – Village fete; variety show
- W – Wine and cheese party
- X – Xmas fair and raffle
- Y – Yogathon
- Z – Zumbathon; zipslide

Sarah writes, *"I really enjoyed completing a virtual challenge for GBSS alongside my daughters Hannah and Holly. We did walks, scooter and bike rides around our garden and local estate to complete the 26.2 miles during April and are pleased to have reached our fundraising target of £100."*

Your 8 simple steps to fundraising

All you need to know

Organising an event can be fun! It's a great way to get friends and family together and raise money for charity.

1.The date

Have a think about which date will be best for highest attendance – The selected date of your event can be the difference between success and failure. You need to make sure that you know about any key events in your local community, such as other major fundraising activities. Think about who you want to invite and what time is likely to be best for them.

2.Pick a venue

Where are you planning on holding your fantastic fundraising event? Could you host your event at home or at work, or at a local hotel or community centre? If you need to book a venue, it's worth checking availability, capacity, and make sure it has all the facilities you need. Let them know it's a charity event, as some owners will then let you use their facilities without charge.

3. Set a Target

You will have been asked to set your fundraising target when you set up your **JustGiving Page** (don't worry, you can change this whenever you want).
A target can help motivate you and encourage your friends to donate. Also pages with a target raise more than those that don't!

4.Set up a fundraising page

It only takes a minute to set up a **JustGiving page** that's quick and easy to share with friends. Plus, the money donated comes directly to us and you don't have to worry about collecting it. Make sure you use Facebook and Twitter to tell people about your event. The internet is an amazing promotional and fundraising tool - make sure you use it.

5. Play it safe

Be sure to carry out a quick health and safety check. You will find plenty of safety guidance on our website at **gbss.org.uk/playitsafe** or you can give us a call on 0300 120 0795 if you have any further queries.

6.Spread the word

If your friends, family and colleagues don't know what you're up to, they can't get involved – so make as much noise as you can and let everyone know what you're doing and why. Find out more on page 16.

7. Materials

We can provide a range of Group B Strep Support merchandise for you to use at your event. If you're looking for collecting tins or buckets, banners or leaflets, just email the fundraising team and they will be delighted to help: **fundraising@gbss.org.uk**

8. Return your money

If all your donations are on your JustGiving Page, you don't need to worry about a thing. If you want to send a cheque please send it to us at the following address: PO Box 203, Haywards Heath, West Sussex, RH16 1GF and make sure that all cheques are made payable to Group B Strep Support. And please do not send cash through the post. If you want to make a credit or debit card payment then please visit our website **gbss.org.uk/donate** or call us on 0330 120 0795.

Top Tip

Kick off your fundraising and show your commitment by being the first to donate to your Page. Once you share your Page, it will encourage others to do the same.

Spread the word

Word of mouth
Don't underestimate the power of word of mouth, it's the ultimate marketing tool. Tell your friends, family and colleagues about your fundraising and get them to spread the word.

Promote the cause
This is crucial. If people know the inspiration behind your fundraising and the difference their donation makes, they'll be much more likely to support you. See the difference every donation makes.

A picture says a thousand words
Use photos throughout your publicity to personalise your event and attract more attention. Make sure someone is lined up to take snaps on the day of your fundraiser too – this will be a big help when it comes to collecting donations.

Use Social Media
Social networking sites such as Facebook and Twitter are brilliant tools when it comes to promoting a fundraising event. It's a fantastic way of sharing your online fundraising page with everyone you know, and their friends! Don't be shy, shout about what you are doing. Many people will want to help you once they know what you are doing, and the main reason people give is simply because someone asked. Remember to tag us in your photos on Facebook, Twitter and Instagram.

Your local paper
Never underestimate the power of local media, they can be a huge help. They want stories about what's going on in your area, and you want as much support as possible. Everybody wins! If you want to get local media involved, we have a sample press release you can download and send to your local newspapers. Download press release template here. Remember stories are more attractive to editors if they have a photo to accompany them.

Don't forget to tell us about it
We love to hear about our supporter fundraisers. Send your photos and fundraising stories to **fundraising@gbss.org.uk** and we might even ask you to feature them on our Facebook page or in our newsletter.

#TeamGBSS

Sending us the money you raised

Congratulations you did it – thank you for all your hard work. Unless you used a website to collect donations, such as Justgiving.com, then you'll have to collect the funds you've raised.

Payment by cheque or card:
If you want to send a cheque please send it to us at the following address: PO Box 203, Haywards Heath, West Sussex, RH16 1GF and make sure that all cheques are made payable to Group B Strep Support. And please do not send cash through the post. If you want to make a credit or debit card payment then please visit our website **gbss.org.uk/donate** or over the phone, drop us a line on 0330 120 0795.

We love hearing about all of your amazing fundraising stories.

To show us what you've done, simply use **#TeamGBSS** on social media with pictures of your event or e-mail them to **fundraising@gbss.org.uk**.

We can't wait to see them!

Top Tip Gift Aid it

£1 = £1.25

If your sponsors are UK tax payers, make sure they tick the Gift Aid box when they donate.

The taxman will then add 25% to their donations at no extra cost to them!

Baby August's story

Mum Louisa writes,

"I had a perfectly healthy pregnancy but at no point was told about group B Strep. I went into hospital at 41+1 with painful contractions. I was sent home and returned later in the afternoon. Due to COVID, my partner couldn't come in with me. I told the hospital my waters had broken when I came in, but this was dismissed. After checks they left me to rest. An hour later August's heartbeat had stopped. I had to phone my partner to come into the hospital to break the news. I waited 12 hours before giving birth vaginally.

I later found out the breaking waters was in fact a leak. She died within an hour.

I had no idea of GBS until I had my six week check when I learnt I had GBS on the 7th June (the day August died). The post-mortem confirmed a month later that this was the reason she died."

Our thanks to Louisa and Liam who have raised almost £15,000 for the charity, plus massive awareness of group B Strep by speaking with the media, and through Liam's very moving song 'About Her' in memory of August. Louisa's links with company Cult Beauty has additionally raised over £6,000 for the charity via their sample sale.

Baby Minnie's story

Mum Anna and baby Minnie were seriously ill with group B Strep sepsis after Minnie's birth. Both are now fighting fit, but it was touch and go for a while.

Anna: *"If I'd known about group B Strep, we wouldn't have had to go through what we did. When I went into labour with Minnie luck wasn't on our side. Things escalated and I contracted sepsis and Minnie was born unresponsive via emergency c-section.*

As I lay there, motionless, Minnie silent, she was wheeled next to me, her hand touching mine whilst they tried to resuscitate her. Moments later she was rushed to intensive care where we didn't think we would see her again. We spent nine days in hospital together."

Anna asked her family and friends to make a donation to GBSS through a Facebook fundraiser and has raised over £1,200 including a £250 donation from Moss Living.

Congratulations!
You're doing something wonderful.

You are helping us to give group B Strep information to more new and expectant families, and support those families that have been affected.

THANK YOU

After your fantastic fundraising, we'd love you to stay with us as we work to eradicate group B Strep infection in babies.

You could...

Campaign with us to help influence key decision makers throughout the UK.

Volunteer with us, from cheering on fundraisers to talking to the media.

Fundraise for us again. Go on, you know you're tempted...

Find out more at **gbss.org.uk/get-involved/**.

Thank you again for being on our team.

PO Box 203, Haywards Heath RH16 1GF
Registered charity number: 1112065
Registered company number: 5587535

Registered with FUNDRAISING REGULATOR