

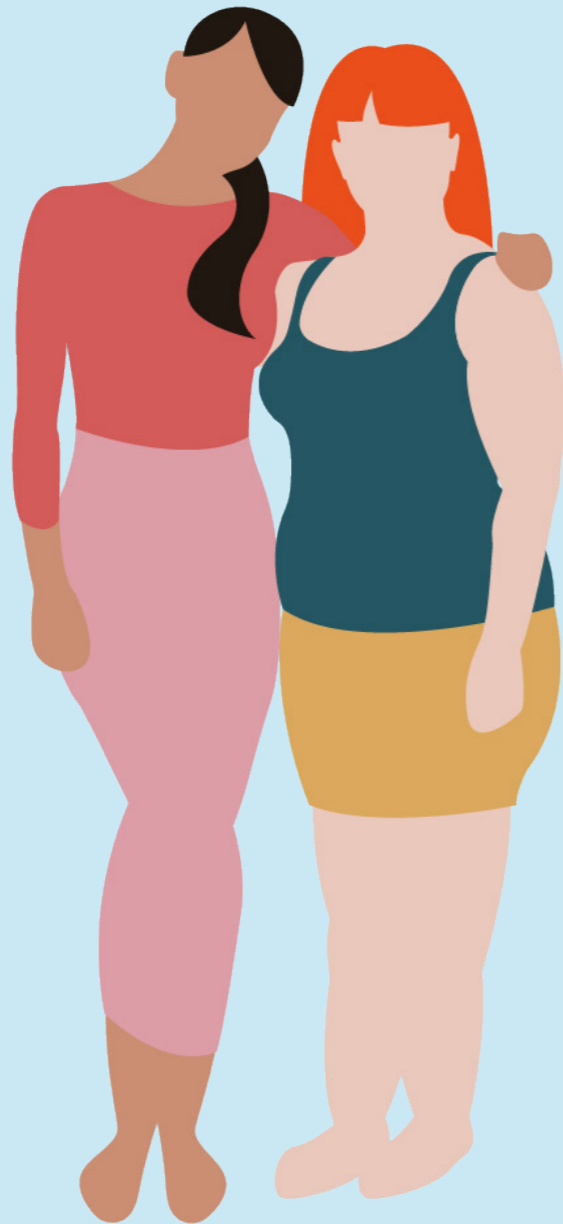
Welcome to

#team
MASIC



Production of this booklet has been supported by





How YOU will make a difference

£100 will help us produce and distribute information and literature to hundreds of clinicians and help us reach women most in need of our support and help.

THANK YOU!!!

Thank you so much for choosing to fundraise for The Masic Foundation the only multi-disciplinary UK charity to support women who have suffered severe perineal injuries during childbirth known as OASI (Obstetric Anal Sphincter Injury).

- More than 1 in 5 women in the UK experience bowel incontinence after childbirth because of OASI, pelvic floor trauma or nerve injury.
- Many women may also experience mental health issues such as postnatal depression, anxiety, post-traumatic stress disorder, problems bonding with their babies, and the fear of having another child.
- Women who have sustained these injuries often suffer in silence due to societal stigma and shame. This results in extreme social isolation and a delay in support and treatment.

The Masic Foundation are committed to Supporting Women, Challenging Stigma and Driving Change - your support really will make a difference to women's lives.

No matter how you choose to fundraise or how much you are able to raise, your efforts are truly appreciated by everyone at The Masic Foundation and all those we work with. Without YOU we simply couldn't continue to support the many women who are suffering with the life-changing birth injuries or the many clinicians delivering services to support them.

This pack is filled with tips, advice and tools to help you get your fundraising off to a flying start. We hope we've answered all your questions, but if you still need some help or guidance please do email us at ceo@masic.org.uk.

With your help we can continue to.
Best wishes, **The Masic Team**

Fundraising Ideas

If you haven't already decided how to fundraise for The Masic Foundation, here are some of our favourite fundraising ideas to get you started.

Take on a MASIC Challenge! You can take part in a range of events including runs, cycles, treks and more! Visit our website to find out more.

Bake for MASIC! Channel your inner Nigella and host a cake sale in your office, church or community group and raise funds for MASIC whilst eating cake and chatting amongst friends - bliss! The Masic team will be happy to help you with recipes and ideas!

Let's get quizzical! Organise a pub quiz to raise funds for MASIC - could you be the next MASIC Mastermind? We can give you a letter to show local businesses that you are fundraising in aid of us when sourcing your prizes for the winner!

Do you have a birthday or another special occasion coming up? Why not ask your friends and family for donations rather than gifts this year? You can do this via our JustGiving page or set up a Facebook fundraiser!

Fundraise at work! Your company could nominate The Masic Foundation as their charity of the year. Or you could organise a fundraising event at work with your colleagues. If you want any more advice or information about any of the ideas above, or have your own fundraising ideas you want to run past us please get in touch. Our team are experienced at managing corporate partners and bring a wealth of experience to make any partnership a success for both parties.

'I was a first-time mum having a vaginal delivery. Due to a prolonged difficult labour there was an assisted delivery, ventouse was applied several times and failed, which then progressed to forceps. Following a very traumatic delivery she sustained facial injuries and I suffered a 3 C tear which was then poorly repaired. I experienced my first episode of faecal incontinence the very next day. From that day onwards I continue to be incontinent of faeces and flatus, to have marked faecal urgency and passive faecal incontinence. Neither I, my GP or the team I was initially referred to had any idea of the gravity, permanent nature and significance of my injuries. The physical and psychological consequences over the last 11 years has been devastating. I have lost my career I worked so hard to achieve, my dignity, everything that defined me as me.'

How YOU will make a difference

£500 will help us provide one to one support via our Facebook groups, helpline and information service.

The Fundraising A – Z just a few ideas to help you along!

A **Abseil for MASIC** - for the more adventurous you can organise an abseil or something equally adventurous!

B **Bake for MASIC** - everyone loves cake and it's a great way of team building and engaging with colleagues and friends

C **C** is for community event - could you organise a local car boot, quiz night, car wash or competition?

D **Dress down** or up days are always popular and easy for friends and colleagues

E **E** is for Ebay - why not sell off unwanted items on Ebay and donate the money to charity?

F **F** is for Facebook fundraisers - you can easily set one up and ask for donations instead of gifts or why not have a fancy dress day at school or work?

G **G** is for guess how many in a jar or "give something up" and ask for sponsorship

H **Hiking for Masic** - a great way to get fit whether solo or team bonding with colleagues and you can ask for sponsorship at the same time

I **I** is for an international food party, ask everyone to bring a different cuisine to work and ask for donations to charity

J **Jogging for Masic** - why not take up one of the many walking or running events or challenges - just ask us for details of a race near you! Or perhaps you can organise a jumble sale or yard sale?

K **Kite fly** - maybe you could organise a sponsored one in your park or school? Or why not "kick a bad habit" and ask for donations towards charity?

L **L** is for a loose change collection or a sponsored litterpick!

M **M** is marching for MASIC - perhaps you and some friends could organise a sponsored walk or set yourself a daily walking challenge and ask friends for sponsorship?

N **N** is for a night time walk - get sponsored to walk with friend over night or maybe host a netball tournament?

O **O** is an open mic night - ask your pub to host a talent night for work colleagues - a great team building evening

P **P** is pedalling for Masic! Can you take to your bike and join an organised race or even use an exercise bike and use pedal power to raise funds

Q **Q** is for quiz night! Everyone loves a quiz night and they are easy to organise and good team building exercises - we can help you with questions.

R **Raffles** are an easy way to raise funds. Maybe your company could raffle an extra days holiday? Or you could all donate an item and make a luxury hamper?

S **S** is for sponsored anything!!! You can walk, run, jump, hop, read, sit in beans, head shave or skydive- the possibilities are endless

T **T** is for triathlon - as a team or an individual there are more and more triathlon races throughout the UK or perhaps you can organise one through your school or community?

U **U** is for unplug day - get sponsored to switch off from all devices and make a donation to charity

V **V** is for a village fete or vintage sale!

W **W** is for a sponsored window clean or try a world record attempt!

X **X** is for an X Factor competition!

Y **Y** is for a yoga marathon - release the tension and raise funds with friends and fellow yoga lovers

Z **Z** is for a zero waste day - challenge yourself to go fully zero waste for a week or channel your inner Zoolander and host a fashion show!

Top Tips for Fundraising Success

Planning for success! If you are organising your own event consider the following - dates, times, budget, promotion and what you hope to achieve - remember we can help you so do give us a call so we can chat through your ideas together.

Shout about it! Make sure you tell everybody about your fundraising and why you have chosen to support The Masic Foundation. Post on social media, tell your colleagues at work, school - leave no stone unturned!

Fundraise online - Setting up a JustGiving page at www.justgiving.com/masic will make your fundraising easy. Your friends and family can donate quickly and securely online and all the donations are paid directly to **The Masic Foundation** - no paper sponsorship forms or heavy collection tins necessary. The gift aid is also automatically reclaimed making sure we receive even more funds.

Matched Giving Ask your employer whether they operate a matched giving scheme. They could match everything you raise, doubling your sponsorship total in the blink of an eye!

Contact press - your local press to see if they would be interesting in covering your fundraising. Check out our press release template in this fundraising pack or contact us - we have a wealth of experience in dealing with the media and we can help you with case studies, facts and figures.

Gift Aid it Gift Aid allows The Masic Foundation to claim an extra 25p from every £1 donated from a UK tax payer. If you are fundraising offline make sure you use sponsor forms to help us claim the Gift Aid.

The Legal bits and bobs - We want you to have a great time fundraising for us, but there are some important things to bear in mind to help keep your fundraising safe and legal.

Any posters, flyers or other materials you produce for your event should make it clear that you are fundraising in aid of The Masic Foundation. If you want to use our logo on any materials or digital images they must be reviewed by a member of the MASIC team before they can be used.

It's important to check whether you need any special licences for public entertainment or to sell food or alcohol. Ask your local council if you are unsure.

Street collections are not allowed without the appropriate permit from the Local Authority or the Police.

To collect on a private premises (pub, restaurant, office etc.) you will need permission from the owner.

There are strict rules relating to raffles and lotteries. If you are planning to hold a raffle as part of your event please contact the Masic team for guidance on how to make sure you are legally compliant.

If you are organising your own event we cannot accept responsibility for your event or anyone who attends. You should conduct a risk assessment to make sure you have plans in place for any issues that arise. If you need guidance please ask the MASIC team on ceo@masic.org.uk

Press and Media

Local newspapers and radio are often interested in covering local stories, including fundraising. Below is a template press release you can use to raise awareness of your fundraising in your local community.

Social Media

Please do tag us into any Social Media activity you may do, you can find us on Twitter: @masic_uk, Facebook: @MASICFOUNDATION and Instagram: @masicfoundation. You may also want to consider using the hashtags #birthinjuries, #maternalhealth, #womenshealth, #whataboutmum. We would love to hear what you have planned too - feel free to send us your news and images of any fundraising so we can share with other MASIC supporters.

How YOU will make a difference

£1000 will help us run one of our hugely successful webinars - a vital educational tool covering a range of topics which aim to support and education injured women and the clinicians treating them.

Press Template

Who? Who are you and why are you fundraising for MASIC?

What? What fundraising activity are you taking part in and how much are you aiming to raise?

When and Where? Date and location of your fundraising.

Why? Why have you chosen to support MASIC ? Share your story.

How? How can local people support your fundraising? Link to your JustGiving page so they can sponsor you online or details on how to attend your fundraising event/buy tickets.

About MASIC - please use this paragraph to explain the charity. The MASIC Foundation is the only multidisciplinary UK charity supporting women who have suffered injuries during childbirth known as OASI (Obstetric Anal Sphincter Injury).

- More than 1 in 5 women in the UK experience bowel incontinence after childbirth because of OASI, pelvic floor trauma or nerve injury.
- Many women may also experience mental health issues such as postnatal depression, anxiety, post-traumatic stress disorder, problems bonding with their babies, and the fear of having another child.
- Women who have sustained these injuries often suffer in silence due to societal stigma and shame. This results in extreme social isolation and a delay in support and treatment.

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Sponsorship Form

Please sponsor me (name of participant) -----

To (name of event) -----

In aid of The Masic Foundation -----

If I have ticked the box headed 'Gift Aid? ✓', I confirm that I am a UK Income or Capital Gains taxpayer.

I have read this statement and want the charity or Community Amateur Sports Club (CASC) named above to reclaim tax on the donation detailed below, given on the date shown. I understand that if I pay less Income Tax and/or Capital Gains tax in the current tax year than the amount of Gift Aid claimed on all of my donations it is my responsibility to pay any difference. I understand the charity will reclaim 25p of tax on every £1 that I have given.

Remember: You must provide your full name, home address, postcode & ✓ Gift Aid for the charity or CASC to claim tax back on your donation.

How YOU will make a difference

£10,000 will help us set up a peer led support group reaching hundreds of women each year and providing vital support to help cope with the mental and physical impact of suffering birth injury.

Sponsor's full name (first name & surname)	Sponsor's home address (only needed if are Gift Aiding your donation.) Don't give your work address if you are Gift Aiding your donation.	Postcode	Donation amount £	Date paid	Gift Aid
1					
2					
3					
4					
5					
Total donations received £					
Total Gift Aid donations £					
Date donations given to Charity					

Template Poster



'My life today looks like this: - I rarely leave the house before 8.30 due to my toileting needs - I won't go anywhere without knowing where the loos are - long drives and travel generally are riven with anxiety - I left a job I loved as it was heart breaking the impact my condition had on my career and ability to do my job - I struggle to be around friends with babies. Every year on my son's birthday I have difficulty dealing with the psychological impact. I carry pads, wipes, Imodium, pants everywhere I go - I have been shouted at when using disabled loos as I don't 'look disabled'. My confidence, my 'me-ness', the essence of who I am, has been destroyed. My relationship with my partner has suffered - I live in a constant state of anxiety.'

