



# FUNdraising Toolkit

## Thank you for considering fundraising for Freedom From Fistula

Women and girls in Africa are suffering from obstetric fistula caused by prolonged, obstructed childbirth and lack of access to maternity care. Left incontinent, they are often condemned to a life of solitude and despair.

Our charity helps these women and girls by providing free surgeries to heal their fistulas and free maternity care to prevent fistulas and ensure safe childbirth. We also train local healthcare workers, provide primary health care to children and teenagers, medical care and rehabilitation to sexual and gender based violence victims and provide opportunities for income generation projects.

**100%** of your donations go directly to our projects as our administration costs are met by the charity founder.

We are here to help, so, for more information, resources or support and advice, please call the office on 01738 633264 or visit our website [www.freedomfromfistula.org.uk](http://www.freedomfromfistula.org.uk) – we'd really love to hear from you!

## How your money helps...

**£2** can feed a woman in our care for a full day

**£10** can pay for a new outfit for a patient's celebratory leaving ceremony

**£50** can pay for a fistula patient's education during their stay at our facilities

**£100** can help pay towards a safe delivery for mother and baby

**£200** can purchase an income generating solar station

**£1,000** can pay for life changing fistula care



**FREEDOM**  
from  
**FISTULA**

# How are you going to fundraise?



Whether you fancy running a marathon, hosting a pub quiz or helping raise awareness of the cause by screening our **Shout Gladi Gladi** documentary, Freedom From Fistula is delighted to be able to support you along the way.

Why not have a look at our A – Z of fundraising for some ideas?

We've also got a great list of challenge events you can take part in if you want to get fit while you fundraise!

Visit  
[www.freedomfromfistula.org.uk/support/resources](http://www.freedomfromfistula.org.uk/support/resources)

## Work as a team

Why not gather your friends or colleagues together and create a team event and join together to raise even more?

You could hold your very own bake off, an office dress up competition or hold a five a side football tournament, the ideas are endless!

## Still short of ideas?

Just drop our fundraising team an email at [info@freedomfromfistula.org.uk](mailto:info@freedomfromfistula.org.uk) and we'll get in touch to help you out.

## Set up a JustGiving page

A JustGiving page is the easiest way of collecting donations from your supporters. It also helps to optimise your fundraising and allows your supporters to donate quickly and securely with a credit or debit card at any time. The other great advantage of JustGiving is that GiftAid is added automatically to donations rather than everyone having to fill in manual forms and your money will reach FFF quicker than other forms of collection too!

You can create a JustGiving page in a few minutes and have it directly linked to the Freedom from Fistula page here. <https://www.justgiving.com/freedomfromfistula>



Julita suffered with an obstetric fistula for 19 years, NOW she is **Fistula FREE** thanks to supporters like you

We help thousands of women each year providing FREE fistula surgery, patient ambassador training, patient rehabilitation and family planning.



# What else?



## Friends and family

Send an email out to your close friends and family first before sharing on social media. These people are more likely to be generous with their first donation, people tend to match the amounts already donated so start big and hope others will follow!

## Share

Sharing your JustGiving page through social media (Facebook, Twitter and LinkedIn or Instagram), is proven to increase fundraising by over 50%! Why not add the link to your email signature? We have resources to help you on our website including an email signature and our Facebook account FreedomFromFistula is set up to receive Facebook fundraising.

## Promote your fundraising through local radio and newspaper

Contact your local newspaper or radio station and use our press release template to help get the word out to those you might not otherwise be able to reach. You might find that local businesses are happy to support you in your fundraising too.



## Write a blog

You can write a special blog about your fundraising efforts, especially if you're taking on a big challenge or running a community event!

It's a really great way to keep people updated on your activities, fundraising and progress and keeps your audience engaged, it also helps to keep you motivated too! Our favourites which are both free, and super easy to set up are [www.wordpress.org](http://www.wordpress.org) and [www.wix.com](http://www.wix.com)

## Socialise!

Why not take the opportunity to talk to any local groups you are a part of to let them know why you want to fundraise, spread the word about FFF and add to your fundraising! You can take a collection bucket along with you or a sponsorship form.

## Put posters up in your local community

Put posters up at work, in local cafés, community centres, at your local church or in local schools to tell everyone about your amazing fundraising! Whether you're running an event or a marathon, it's a great way to gather some extra support

## Don't forget to say thank you!

One of the most important things to do when raising money is to thank everyone for donating. Why not create a personal thank you video to share with everyone?

We deliver thousands of babies each year and provide pre and post natal care, safe deliveries to prevent obstetric fistula, health education and family planning.

# About us



## About Freedom From Fistula

Freedom From Fistula was established in May 2008 by one of the UK's most successful business leaders, Dame Ann Gloag, co-founder of the international transport group Stagecoach plc.

The charity is dedicated to helping women and girls who are injured and left incontinent following prolonged, obstructed childbirth – by providing free surgical repairs for patients already suffering with fistula, as well as maternity care to prevent fistulas from happening at all.

Our main projects are in Sierra Leone, Malawi and Madagascar and more than 90% of our staff are nationals who are supported by international staff and volunteers where necessary.

## About our charity Founder

Dame Ann Gloag is a former nurse and co-founder of the international transport company Stagecoach and served as an executive director until May 2000.

She founded Freedom From Fistula in 2008 and has expanded the charity to help more than 20,000 women and children across Africa.

Ann previously helped establish a hospital in Malawi and also founded Kenya Children's Homes in 2002 which now educates and cares for more than 1500 children every year in Kenya.

In 2019, Ann was bestowed the honour of Dame Commander of the Order of the British Empire by Her Majesty The Queen, in recognition of her business and charitable endeavours.

Also in 2019, the President of Sierra Leone decorated Ann with the Grand Commander of the Order of the Rokel (GCOR), the country's highest and most prestigious honour, for her support of the women and children of Sierra Leone.

Ann is a past winner of the Businesswoman of the Year Award, European Women in Achievement Award and has won a Great Scot Award for her work with Mercy Ships.

In 2004, Ann was awarded an OBE and, in 2009, was admitted into the Order of the Star of Africa with the grade of Commander, in recognition of her support for the people and the country of Liberia.

She also received the inaugural Susan B. Anthony Humanitarian Award from the National Council of Women of the United States at the United Nations in 2010 and the Eleanor Roosevelt Val-Kil Medal in 2011. In March 2013, Ann was named Global Woman of the Year by the St Andrews Society of the State of New York.

# Our impact



## Fistula Care

Freedom From Fistula helps **1000+** patients per year providing fistula surgery, patient ambassador training, patient rehabilitation and family planning.

## Maternity

Freedom From Fistula delivers **4000+** babies per year and provides pre and post natal care, safe deliveries, health education and family planning.

## Children and Teenagers

Freedom From Fistula sees **20,000+** patients per year and provides primary health care, immunisations, skills training and parenting classes to children and teenagers.

## Education and Empowerment

Freedom From Fistula educates **1300+** patients per year in literacy and numeracy, health education and small enterprise training.

## Training

Freedom From Fistula trains **100+** individuals per year to help strengthen health systems, provides medical staff training, community education and compassionate care.

## Sexual and Gender Based Violence

Freedom From Fistula treats **50+** patients per year and provides medical care, counselling services, social work support and rehabilitation to victims of sexual and gender based violence.



Women's rights are human rights



# Our centres



## Sierra Leone

The Aberdeen Women's (AWC) Centre in Freetown provides the only comprehensive fistula repair service in Sierra Leone and has the capacity to treat up to **300** fistula patients per year.

The Centre takes a holistic approach to the care of women and children and in 2010 opened its own maternity unit to provide the highest standards of maternal healthcare for the women of Sierra Leone, thus preventing the occurrence of obstetric fistula in the first instance and ensuring a safe environment for childbirth.

The Maternity is now the second busiest in Sierra Leone, delivering up to **3,000** babies each year.

The AWC also runs an outpatient children's clinic which treats more than **20,000** children each year, providing a primary care facility for children in the surrounding community aged 15 and under, including immunisations and health education. The paediatric team also provides a twice weekly outreach clinic in the Kroo Bay slum of Freetown, providing much needed primary care to the most disadvantaged children.

The Aberdeen Women's Centre is a self-contained facility and more than 90% of the staff are Sierra Leone nationals.

Supported by the Aminata Maternal Foundation (AMF), the Aberdeen Women's Centre runs the Dream Girls programme that provides wraparound support to vulnerable and destitute teenage girls before, during and after childbirth. In addition to support from a dedicated counsellor, the girls attend classes in health education and how to look after their babies, as well as literacy and numeracy and support their return to school.

AMF also supports the Skills Development Training programme for **60** girls each year where they learn skills that will help them to gain employment or set up their own businesses including, tailoring, hairdressing, cooking and housekeeping.



# Our centres



## Malawi

We launched fistula care services in Malawi in 2010 before opening our own, stand-alone Fistula Care Centre (FCC) in 2012, in the grounds of Bwaila Hospital in Lilongwe.

This 35-bed unit has its own dedicated operating theatre and the capacity to treat more than **400** women every year, many of whom are found through our Ambassador and community sensitisation programs that ensure women and girls from across Malawi have access to our permanent service.

Our holistic approach to our patients encompasses a patient rehabilitation, education and empowerment programme that includes access to micro-finance, literacy and numeracy classes, as well as lessons in arts and crafts.

In partnership with UNFPA Malawi, we also run a capacity building programme, training Clinical Officers and nurses from target districts to identify, screen and refer fistula patients. This programme also funds the training of three Clinical Officers in key districts to perform simple fistula surgeries, with all moderate and complex cases still referred to our Fistula Care Centre in Lilongwe. This is an ongoing programme that ensures continuous training and assessment of the Clinical Officers.

Our Ambassador programme has been a huge success in the last few years with more than **250** former patients or their family members acting as FFF Ambassadors in their communities, bringing almost 50% of our patients each year.

In order to help prevent fistulas from happening, FFF also funds access to maternal healthcare at two partner hospitals – Mtengowantenga Catholic Hospital and Achikondi Community Clinic. An average of **160** babies are safely delivered each month thanks to this financial support.

Additionally, with funding from Rotary International, FFF supported the training of Nurse Midwife Technicians in order to help build capacity in maternal healthcare in Malawi.





# Our centres



## Madagascar

We have a dedicated fistula unit in the grounds of CHUT Hospital Toamasina with a capacity to treat **400** fistula patients a year.

We seek to provide the highest standard of care for fistula patients in Madagascar, in addition to raising awareness of the issue in the country. We provide surgical services to heal fistulas, as well as high quality pre and post operative care, raising awareness through media and community sensitisation and training local healthcare workers, including Clinical Officers and nurses, so as to help build capacity in the overall healthcare infrastructure.

Our holistic approach to our patients encompasses a patient rehabilitation, education and empowerment programme that includes access to family planning, business training, literacy and numeracy classes, as well as lessons in arts and crafts, all of which is designed to help them break their cycle of poverty and reintegrate into society with future opportunities.





# Press release



## Sample text for press release

*Insert your name is insert details of your fundraising to raise funds for Freedom From Fistula.*

*Insert a paragraph about yourself and what inspired you to support Freedom From Fistula.*

Women and girls in Africa are suffering from obstetric fistula caused by prolonged, obstructed childbirth and lack of access to maternity care. Left incontinent, they are often condemned to a life of solitude and despair.

The charity helps these women and girls by providing free surgeries to heal their fistulas and free maternity care to prevent fistulas and ensure safe childbirth. They also train local healthcare workers, provide primary health care to children and teenagers, medical care and rehabilitation to sexual and gender based violence victims and provide opportunities for income generation projects, transforming the lives of thousands of women and children in Africa each year with projects in Sierra Leone, Malawi and Madagascar.

Freedom From Fistula was established in May 2008 by one of the UK's most successful business leaders, Dame Ann Gloag, co-founder of the international transport group Stagecoach plc.

Charity website [www.freedomfromfistula.org.uk](http://www.freedomfromfistula.org.uk)

Fundraising website *(insert a link to your fundraising page)*

High quality images can be obtained from [info@freedomfromfistula.org.uk](mailto:info@freedomfromfistula.org.uk)

## Sample text for social media

I am fundraising for Freedom From Fistula *(insert when/what/why and a link to your fundraising page)*

Freedom From Fistula provides fistula and maternity care, training, education and support to women and children in Sierra Leone, Malawi and Madagascar.

### Suggested hashtags

#Endfistula #Leavenoonbehind #SierraLeone #Malawi #Madagascar #maternalhealthcare  
#midwivesmatter #aberdeenwomenscentre #endSGBV #familyplanning

### Don't forget to tag us

Facebook	FreedomFromFistula
Instagram	freedomfromfistula
Twitter	WeFixFistulas

### Supporting images

Download our pre prepared social media images here > <https://bit.ly/3azrZox>

# Thank you!



## Resources

### Useful links

#### Freedom From Fistula

UK [www.freedomfromfistula.org.uk/support/resources](http://www.freedomfromfistula.org.uk/support/resources)

US [www.freedomfromfistula.org/support/resources](http://www.freedomfromfistula.org/support/resources)

#### JustGiving

[www.justgiving.com](http://www.justgiving.com)

#### Institute of Fundraising

[www.institute-of-fundraising.org.uk](http://www.institute-of-fundraising.org.uk)

#### Health & Safety at events

<http://www.hse.gov.uk/event-safety/running.htm>

#### UK Government Voluntary Event Guide

<https://www.gov.uk/government/publications/can-do-guide-for-organisers-of-voluntary-events/the-can-do-guide-to-organising-and-running-voluntary-and-community-events>

#### Shout Gladi Gladi documentary (10 min version)

Narrated by Academy Award winning actress Meryl Streep, SHOUT GLADI GLADI celebrates the extraordinary people who rescue African women and girls from obstetric fistula, a medical condition that can turn them into reviled outcasts and presents the patients as they tell stirring tales of their struggles and triumphs. Everything culminates with the exuberant Gladi Gladi ceremony, a singing and dancing blowout that marks the day the women return home cured.

<https://www.youtube.com/watch?v=dhkqggW4UOA>



## How to send us your fundraising

If you have raised money using a paper sponsorship form or have cash or a cheque, please complete our [paying in form](#) and send it to us at the address below. You should include any completed sponsorship forms, the money/cheque and any Gift Aid forms:

Freedom From Fistula  
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Kinfauns  
Perth  
PH2 7JU

## Gift Aid

*giftaid it*

FFF is entitled to claim an extra 25% extra in Gift Aid on any money you raise. This is a government initiative which won't cost either you, or your sponsors any additional money. It can only be used if your sponsors are UK taxpayers.

You will see that there is a Gift Aid box on your sponsorship form, it's really important that your supporters include their first initial, full surname, house number and postcode to make this valid. Without this, unfortunately we can't claim any Gift Aid on the amount sponsored.

## Keep in touch

All of us at Freedom From Fistula are hugely grateful for your support.

We want to make sure we can support you in any way we can. We have lots of experience, encouragement and resources here to help you so please do get in touch and keep us updated with how you are getting on!

Email [info@freedomfromfistula.org.uk](mailto:info@freedomfromfistula.org.uk)

Our children's outpatient clinic in Sierra Leone provides primary health care and immunisations for thousands of young people aged 0-15.