

UK

2020

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Toolkit

Making life worth living for women & girls in Africa

Fundraising for Freedom from Fistula

Quick Downloads

You can download the following documents now or find them in our booklet. Copies are also available on the [website](#).

[Sponsorship form](#)

[Standing order mandate](#)

[Template poster](#)

[Just Giving A-Z of Fundraising](#)

[Paying in form](#)

**You can help stop them suffering in
silence and transform their lives forever**

www.freedomfromfistula.org.uk | Tel 01738 633264



Welcome



Thank you for considering fundraising for Freedom from Fistula.

Your donations and your time will literally be saving lives of women and children in Africa.

Today, an estimated 2 million women in Africa are suffering from obstetric fistula caused by prolonged, obstructed childbirth and a lack of access to maternity care.

These women are frightened, abandoned, ostracised from their community and suffering in silence.

They are mothers, daughters, sisters, aunt's and friends just like yours.

“At first, I didn't see myself as a human being since people didn't want to be around me. Now, I see healing and it's like life has returned again”
Aminata, Sierra Leone



Freedom from Fistula is delighted to be able to guarantee that 100% of your donations will go directly to the projects and the people that need it most. Our administration and fundraising costs are met by our founder.

Your support helps women like Aminata

What your fundraising can do

£10 covers the cost of a patient's celebratory graduation outfit.

£30 pays for a safe delivery in Aberdeen Women's Centre.

£50 pays for a woman's education, to help her learn valuable literacy and numeracy skills.

£200 pays for a solar charging station and the chance for a woman to build her own sustainable future.

£1000 pays for a life-changing fistula surgery and end to end treatment and rehab with FFF.

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 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!

Just visit our charity partner www.runforcharity.co.uk and select Freedom from Fistula in the drop down box to see a comprehensive list of our challenge events.



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



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 and we'll get in touch to help you out.

What's next?



JustGiving™

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>

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?



Prefer paper form?

You can download our sponsorship form [here](#)

What else?



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 and 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?

Thank you!



Resources

Useful websites

Freedom From Fistula

UK www.freedomfromfistula.org.uk

US www.freedomfromfistula.org

JustGiving

www.justgiving.com

Institute of Fundraising

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>



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 or drop it in, in person. You should include any completed sponsorship forms, the money/cheque and any Gift Aid forms:

Freedom from Fistula

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Gift Aid

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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.

Freedom from Fistula
Registered in Scotland Charity No SC039493

Thank you!



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



“I first came across women and girls suffering from fistulas through my work with Mercy Ships and I couldn’t believe that in this day and age, there are women and girls in the world suffering horrendous injuries because they have no access to medical care during childbirth. These women and girls are mothers, daughters, aunts - they are just like us - yet they are condemned to a life of shame and isolation because they become incontinent due to their fistulas and are outcast by their families and communities. Who in this country can imagine giving birth to a stillborn baby and being left incontinent as a result? It is unthinkable to us, yet millions of women are suffering silently and they have no-one speaking up for them. I am appealing to you to become their voice. Freedom from Fistula is not only aimed at providing the surgeries to repair the women and girls already suffering, it is also aimed at preventing the problem getting worse - through training and education. Prevention is the long-term solution to eradicating obstetric fistulas and we work hard towards this goal”

Ann Gloag OBE, Charity Founder