



GetYourBellyOut
2019-20
Year 2

Year's highlights...

During the second financial year 2019 - 2020, the company's activities have benefited the IBD community in the following ways:



1 Media feature



2 Healthcare Conferences



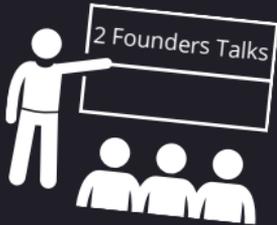
10 Partnership events



5th GetYourBellyOut Ball



1 activity day



2 Founders Talks



2 social meets

74% now feel differently about their chronic illness because of the support GetYourBellyOut CIC has provided

78% now have a better understanding or feel more informed about their illness due to being a part of GetYourBellyOut CIC

90% said they had or would recommend GetYourBellyOut CIC to someone else

*Findings from our 2020 community survey

3 Research study areas helped...

*Bowel & Cancer Research Day

*Nottingham University - Health info & Social media

*Mental Health podcast with Salts Healthcare



Raising Awareness

GetYourBellyOut spent time with IBD nurses, Stoma nurses, Gastroenterologists, pathologists, ostomy companies, researchers, pharmaceutical companies, charities, influencers, students and patients to get a real understanding of what it's like living with Inflammatory Bowel Disease, what the challenges are and how they can help!



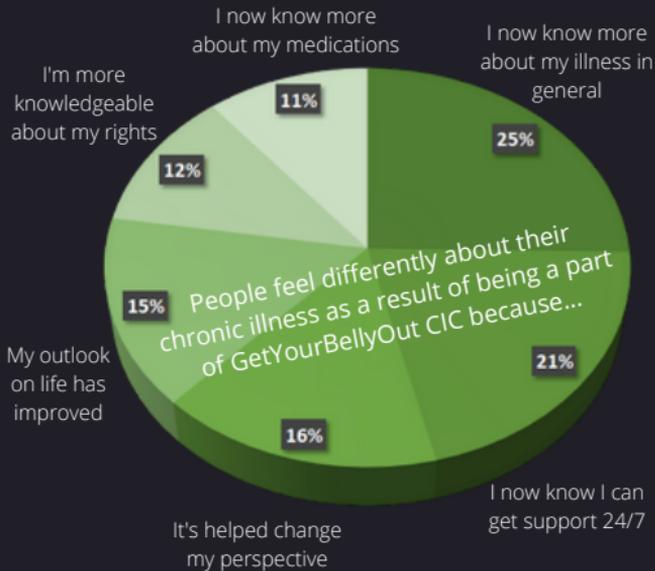
A better understanding of Inflammatory Bowel Disease was created and the care which is needed for people to have a better quality of life highlighted. This aim was achieved by meeting with numerous influential parties such as Facebook, NHS nurses and national charities, to raise awareness, provide feedback and help develop features which will aid community support groups, people living with IBD and improve standards of care.



Awareness of IBD was raised by sharing educational posts across social media, alongside features within magazines and newspapers. Patient perspectives and own personal stories of life with Inflammatory Bowel Disease were shared through podcasts or talks at medical conferences, NHS hospitals, ostomy company hosted events and research events across England, Wales, and Dublin.



Impact Reports



There was a focus on capturing data around isolation and loneliness to support the need for more help for people struggling with their Mental Health due to chronic illness. Data was also captured to better understand how GetYourBellyOut CIC's initiatives and projects have helped to improve people's anxiety, built their confidence, reduced feelings of isolation and made people feel more supported.

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97% of people said they had seen a benefit from being part of GetYourBellyOut's community!

*Findings from GetYourBellyOut's 2020 community survey

A GetYourBellyOut fairytale



When you have a chronic illness, it can be hard to find someone who understands what you're going through. Chloe and Rhys won't have that problem though as they both have Inflammatory Bowel Disease and met through #GetYourBellyOut's Facebook support group in 2015.

They quickly struck up a friendship online, but didn't meet in person until they bumped into each other in 2017, when Chloe happened to be having an iron infusion at the same time and hospital that Rhys was at when having his auto-immune injections.

They became a couple after two weeks and two years later, on 21 September, Rhys proposed while the couple were on a trip to Amsterdam.

'Never, ever did I think an inflammatory bowel disease group would lead to me finding my soulmate.'

'I'm grateful everyday to have Crohn's, it's brought terrible pain to my life but also brought me the greatest things in life, my fiancé, great friends and strength I never knew I had.' Said Chloe.

'Even though Crohn's Disease has massively impacted our lives, in a way we're glad we both have it because it has brought us together.' Said Rhys. 'We've been able to understand and support each other from the very beginning and it has only made our relationship stronger.'

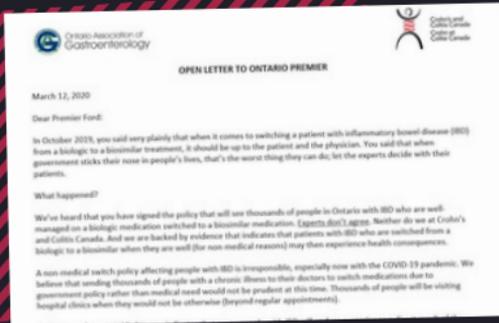


We've been through a lot over the last few years, in particular with Chloe having life-changing surgery last year, but everything has just come together for us recently – I can't wait for the wedding. I think meeting on a Facebook group shows that social media isn't all bad – it's the best thing that's happened to both of us.'

The couple are planning their wedding for June 2021.

Tackling important issues

#GetYourBellyOut were saddened to read the news of how the Canadian Government were considering changing patients with Inflammatory Bowel Disease on biologic medications over to biosimilars as a cost saving exercise, rather than this being an agreed course of treatment by both patient and physician.



There was a concern a non-medical switch policy was irresponsible when there is evidence indicating how switching IBD patients from a biologic to a biosimilar when they are well (for non-medical reasons) may then experience health consequences.

It was therefore a pleasure to support Crohn's and Colitis Canada by promoting their letter campaign across social media urging the Government to reconsider their approach.

GetYourBellyOut was invited to the National Assembly of Wales to support Crohn's and Colitis UK launch the 'IBD Standards', and Pelican/Respond Healthcare highlight the work that's needed to better support people in Wales with hidden disabilities. It's hoped raising awareness of these important issues will be the first step in bringing about change for people living with Inflammatory Bowel Disease.



"We're always happy to lend our support to fellow organisations working on such important issues such as these raised at the Welsh Assembly, and it too is nice to be able to open these opportunities up so our community members can join us to see the progress being made as we work towards creating better standard of care."

- Victoria, GetYourBellyOut Co-founder.

Year 2019 - 20

INCOME



- Grants & sponsorship 28%
- Party tickets 25%
- Corporate support 20%
- Fundraising 12%
- Merchandise 7%
- Donations 6%
- Miscellaneous 2%

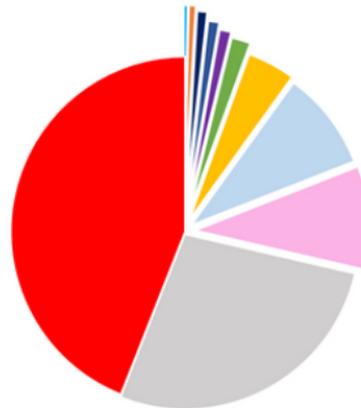
The majority of GetYourBellyOut CIC's income was again generated via Grants & Sponsorship with a slight increase from members fundraising, 12% up from 8%. Going forward this is still an area where there's large growth potential.

In keeping with CIC guidelines, 44% of the year's income was invested into Community activities with a strong focus on upgrading IT/security measures to ensure GDPR regulations were adhered to and people's personal data kept safe.

#GetYourBellyOut

Year 2019 - 20

Expenditure



- Community activities 44%
- Website, security & IT 27%
- Travel & accommodation 10%
- Advertisement & PR 9%
- Admin fees 4%
- Merchandise reinvestment 2%
- Miscellaneous 1%
- Stationary & flyers 1%
- Merchandise postage 1%
- Fundraising expenses 1%
- Everyday postage Less than 1%

Support for IBD nurses

Patient care was improved by the provision and distribution of GetYourBellyOut leaflets to IBD nurses, doctors and stoma care nurses at various medical conferences or hospital open days, to make patients aware of the support services offered by the organisation.



"It was a pleasure to be joined by GetYourBellyOut supporters, my local IBD and Stoma care nurses to host an information stand at Swansea hospital's open day.

This event proved to be a wonderful opportunity for the hospital to showcase the amazing work the different departments do and would prove to be a great way of capturing the hearts and minds of future generations." - Victoria, GetYourBellyOut Co-founder

Supporting the community



GetYourBellyOut provided and monitored a safe space online through their support group where patients can discuss various issues relating to life with IBD 24 hours a day. This not only gives people a place to talk to others but also helps to kindle new friendships, lessen the feelings of isolation and prevents loneliness.



Patient participation was front and centre, in a bid to increase the numbers willing to help/take part in research, surrounding the topic of IBD. This was done by attending a bowel and cancer research day to better understand the need for patient participation, the opportunities available and areas needing more support to strengthen research and push forward new areas of study.

5th GetYourBellyOut Ball

The Big Weekender - 5th & 6th April 2019



A more inclusive social life for people affected by Inflammatory Bowel Disease by hosting a large gathering of 150 community members, hosting local meet ups and providing an activity day out.



88% said they would attend the next GetYourBellyOut ball.



*Findings from GetYourBellyOut's 5th belly ball survey

In addition to GetYourBellyOut CIC's annual anniversary celebrations, 36 'bellies' attended an evening of bowling as part of 'the big weekender'.

90% of the bellies we took bowling said they would join us again!



"The bowling night was a much needed and well received addition to our fun anniversary celebrations. We bowl as a team and as individuals. An amazing #GetYourBellyOut bonding evening!

As the reigning and defending bowling champion I highly recommend this night out. Don't be a SPARE part, STRIKE hard and enjoy the belly bowling shenanigans." - Lee, GetYourBellyOut admin.

March 2019 -
March 2020



GetYourBellyOut CIC
were delighted to have
been invited to visit
Facebook's HQ



THANK YOU!

Danke Gracias Merci Grazie Diolch

**GetYourBellyOut**
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