



#  
GetYourBellyOut  
2018-19  
Year 1

# Year's highlights...

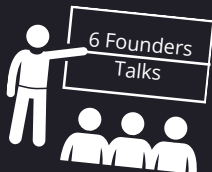
During the first financial year 2018 - 2019, the company's activities have benefited the IBD community in the following ways:



2 Media features



4th GetYourBellyOut Ball



1 Healthcare Conference



4 Partnership events



1 activity day



3 social meets

**73% 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**

**GetYourBellyOut CIC helped 93% of those that had felt lonely or isolated**

*\*Findings from our 2019 community survey*

## 4 Research study areas helped...

- \*Nottingham University - Social media & IBD
- \*Kings Collage London - Fistulas & Crohn's Disease
- \*Bowel & Cancer Research Session
- \*Mental Health discussion with Facebook



# Raising awareness

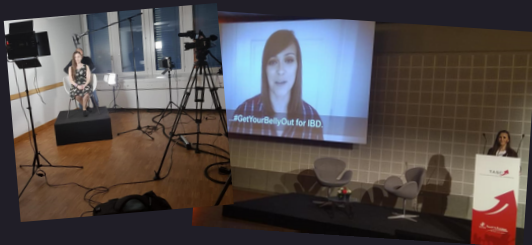
**GetYourBellyOut** spent time with IBD nurses, Stoma nurses, Gastroenterologists, pathologists, ostomy companies, researchers, pharmaceutical companies, charities, influencers, students and patients to get a real understanding of what it's like living with Inflammatory Bowel Disease, what the challenges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



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



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 at various NHS hospitals, ostomy company open days and events in England, Scotland, Wales and Switzerland.

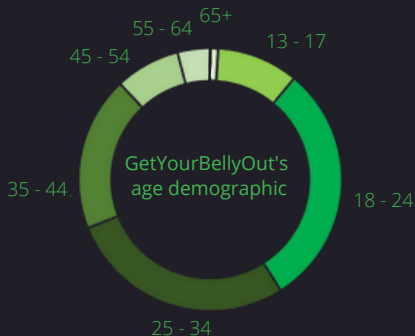


# Impact reports

There was a focus on capturing data around isolation and loneliness to support the need for more support for people struggling with their Mental Health due to their chronic illness.

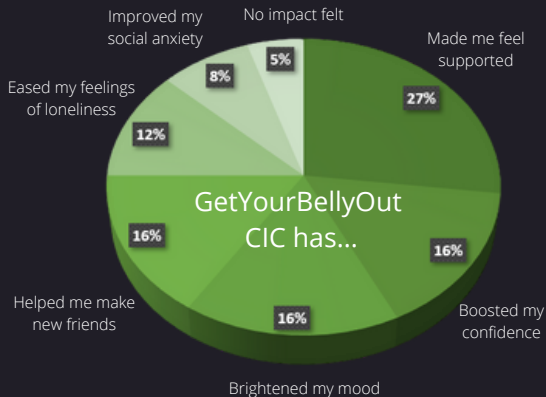
A 2017 survey of 12,000 people living with IBD showed 48% of under 30's felt isolated and lonely.

- Crohn's and Colitis UK



GetYourBellyOut CIC is in a prime location to provide support and create lasting change as almost two thirds of members are aged 30 years old or under.

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.



**95% of people said they had seen a benefit from being part of GetYourBellyOut's community!**

\*Findings from GetYourBellyOut's 2019 community survey

# A GetYourBellyOut fairytale



4 months after I joined GetYourBellyOut, all the amazing people I had met gave me courage to post my belly picture on social media to help raise awareness of IBD.

I remember sitting for ages with the post ready to be uploaded, and I just couldn't bring myself to post it.

When I finally did, I cried. It was a huge thing for me. My stomach and Poonelopy (the name of my stoma) were out there for the whole world to see—now there was no stopping me.

I'll always be so thankful to #GetYourBellyOut for helping me over come my body issues that came with having Crohn's Disease and a colostomy bag.

With my newly found confidence, I came out of my shell; I was starting to believe in myself again.

I first met Nick at a #GetYourBellyOut ball but it wasn't until much later in the year that we became a couple and later didn't hesitate to say yes when he asked me to become his wife.

"I feel so grateful to #GetYourBellyOut for giving me my life back and for showing me you can achieve anything with this illness. It also goes to show that good things happen when you least expect them.



Without them I would never have thought I could be loved by someone for the way I looked. They showed me that it's not what's on the outside that matters, it's what's on the inside.

Thank you #GetYourBellyOut for sticking with me and holding my hand when I needed it, and thank you for the wonderful man I now get to call my husband" - Gemma

# Tackling important issues

The #GetYourBellyOut community was saddened to see such distasteful advertisement being proposed for use such as this stop smoking campaign by the Canadian Government as means of deterring people.



The community is made up of incredible, courageous, inspiring individuals who have an ostomy as means of alleviating years of excruciating pains or in some cases as a result of life saving surgeries. For you see, an ostomy isn't 'the worst case scenario' or something to be frowned upon. We should be celebrating the medical advances that have saved many lives or enabled many more to gain a level of freedom back.



GetYourBellyOut proudly stood shoulder to shoulder with the incredible men, women and children bravely tackling life (and other peoples' judgements) with an ostomy to ask for a change.

**As a result the Canadian government took the IBD & Ostomy communities feedback on board and confirmed that an ostomy will NOT be used in their advertisement as means of deterring people from smoking!!**

Year 2018 - 19

INCOME



■ Direct community contributions 55%

Includes but not limited to valuable contributions from the GYBO community such as fundraising, event attendance, merchandise sales and donations etc.

■ Indirect contributions 45%

Includes but not limited to business activities such as grants and sponsorship, corporate support, consultancy services etc which raise important funds to support core costs and cover business expenses.

The majority of GetYourBellyOut CIC's income was generated via Grants & Sponsorship with only 8% coming from members fundraising. Going forward this is an area where there's large growth potential.

In keeping with the CIC guidelines, a massive 51% of the year's income was invested into Community activities - showcasing how the community is very much at the heart of everything GetYourBellyOut does.

Year 2018 - 19

Expenditure



■ Direct community benefit 51%

Includes but not limited to any in-person or online events such as our annual gala dinners (belly balls), weekend retreats, community dinners etc where there is a direct, tangible benefit for the community.

■ Indirect community benefit 49%

Includes but not limited to costs incurred for the overall service delivery and everyday business expenses, such as IT, stationery, accounting, safeguarding, educational content, income generation, networking, marketing, etc which has an indirect benefit for the community by ensuring the service exists, is sustainable and run efficiently.

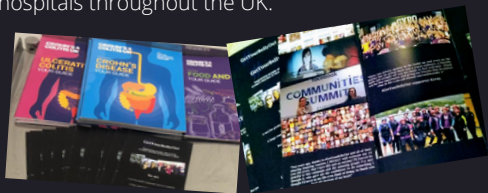
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GetYourBellyOut

## Support for IBD nurses

Bitterly disappointing was the news that a newly appointed IBD nurse was having to hand out her contact information on scrap pieces of paper, so GetYourBellyOut created cards which her patients can keep safe and reach for in times of distress.



Patient care was improved by the implementation of an IBD information table at a local hospital and GetYourBellyOut leaflets distributed to various hospitals throughout the UK.



## 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.

Loved ones also find solace through this community as people's friends and family are actively engaged to help them gain a greater understanding of IBD as a diagnosis can mean a big change.

**'I can't imagine what Nicola (or my) life would be like without the love and support of this group and the amazing people in it! We love you all and I thank you for giving her a shoulder to cry on that truly understands. I see the pain, but I don't FEEL the pain. You all do, and for that you gave my wife something I simply never could.'**

**- GetYourBellyOut supporter, Travis**

## Community action

The GetYourBellyOut community gathered a large quantity of surplus ostomy supplies and contributed towards the shipping costs to send these items to the Philippines to aid ostomy patients that were struggling to cover the costs – in doing so there was also an environmental gain as these supplies were able to be recycled instead of being destined for landfill as is so often the case.



"Thank you to all the people behind for the 4 years supply of colostomy bags, creams and stoma powder for Kharl. You are all a blessing from above. Thank you so much for the love and kindness. Thank you so much to the GetYourBellyOut family for all your help"  
– Gemma, Kharl's auntie.

Patient participation was also encouraged in order to increase the numbers willing to help with various university hospital surveys and aid students studying for their PHD's with an emphasis on better understanding or supporting people affected by IBD. These were mainly done by sharing links into our closed online support group or over the phone interviews.

## Fundraising activities

Members took to the streets to raise funds, awareness of GetYourBellyOut and the support services available for people living with Crohn's Disease & Ulcerative Colitis by running miles wearing their fundraising vests.



# 4th GetYourBellyOut Ball

14th April 2018



A more inclusive social life for people affected by Inflammatory Bowel Disease was encouraged by hosting a large gathering of 150 community members, several local meet ups, fundraising coffee morning's and providing subsidised places at activity days.

**96% said they would attend the next GetYourBellyOut ball.**

\*Findings from GetYourBellyOut's 4th belly ball survey



'I had people that wanted to speak to me, drink, dance, be with me for me and give me their time. No judgement, no negative vibes, just an allowance to do things at your own pace.'

Don't get me wrong there was nerves, anxiety in the build up and even on the journey but on arrival there was a warm embrace, a friendly smile and straight off you are made to feel welcome.

Thank you for that opportunity and giving me friends that no matter what in life I can call friends unconditionally - GetYourBellyOut party guest, Kevin.



March 2018 -  
March 2019



GetYourBellyOut CIC  
were delighted to have  
been shortlisted for a  
community award



# THANK YOU!

Danke Gracias Merci Grazie Diolch



## GetYourBellyOut

A Community Interest Company registered  
in England and Wales (11276246)  
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