



GetYourBellyOut
2022-23
Year 5

Year's highlights...

During the fifth financial year 2022 - 2023, the company's activities have benefited the IBD community in the following ways:



2 Media feature



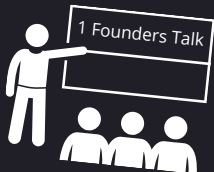
1 Healthcare
Conferences



1 Partnership
events



9th GetYourBellyOut Ball



3 activity day



2 social meets

83% said being a member of GetYourBellyOut CIC had changed their outlook on life

86% now have a better understanding or feel more informed about their illness due to being a part of GetYourBellyOut CIC

GetYourBellyOut CIC helped 90% of those that had felt lonely or isolated

*Findings from our 2023 community survey

2 Research study areas helped...

- * University of Manchester - Everyday lives of young people living with an ostomy
- * Keele University - Mental Health support for young people with an ostomy



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!



Awareness of IBD was raised by sharing educational posts across social media. Patient perspectives and own personal stories of life with Inflammatory Bowel Disease were shared through features in magazines, on NHS websites and through the creation of a mini-documentary.

World IBD Day branded merchandise/clothing was created for community members to raise awareness, feel empowered and mark this important date in the IBD calendar.

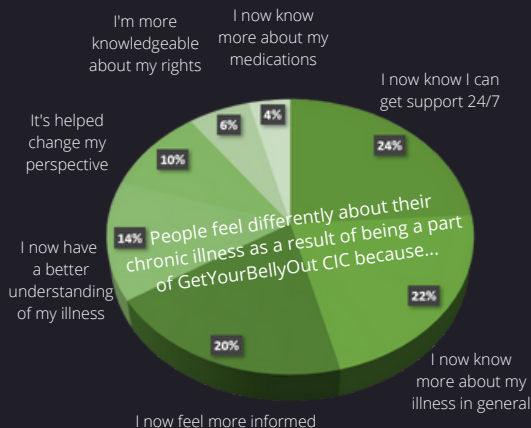
A better understanding of Inflammatory Bowel Disease was created and care needs highlighted for people to see an improved quality of life. This aim was met by attending webinars and conversing with numerous influential parties such as Facebook, MPs, NHS nurses, Gastroenterologists, national charities, researchers, ostomy and pharmaceutical companies to raise awareness, provide feedback and help develop features or initiatives which will aid community support groups, people living with IBD and improve standards of care.

Talks were given at an educational event for IBD nurses and by hosting an awareness stand at the British Society of Gastroenterology conference in England. There too were numerous activities undertaken by members of the community, from mud runs, colour runs and delicious bake sales to raise both funds and awareness.

Impact Reports

GetYourBellyOut fills an important gap in care for people affected by Inflammatory Bowel Disease as...

14% reported having enough IBD nurse specialists
13% reported having enough pharmacists
7% reported having enough dieticians &
2% report enough psychologists to meet the 2019 IBD standards.



Data captured demonstrates how GetYourBellyOut CIC's initiatives and projects have helped to improve people's anxiety, built their confidence, reduced feelings of isolation and made members feel more supported.



96% of people said they had seen a benefit from being part of GetYourBellyOut's community!

*Findings from GetYourBellyOut's 2023 community survey

A GetYourBellyOut fairytale

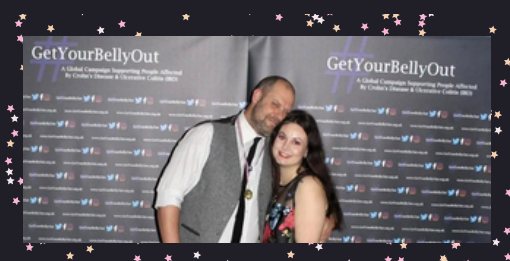
I initially joined #GetYourBellyOut in 2014 to get more information on Ulcerative Colitis as I hadn't even heard of it before I got diagnosed and had my emergency surgery.

I went to a couple of belly social meet-ups back then, one in Brighton, and one in Cardiff and made a few friends at these events, but then I took a long time out from the community after a friend, Leigh, passed away at a very young age.

When my son turned 18, I decided to make some changes in my life. I started a college course and got myself back involved with GetYourBellyOut.

There was an adventure weekend happening soon after and I fancied a bit of that. I went not knowing anyone that was going to be there. I was a little nervous but after introductions and a little alcohol, we were chatting as if we had all known each other for ages. I thoroughly enjoyed that weekend and because of that, I made the decision to go to the belly ball.

Fast forward to the evening of bowling (intended as an icebreaker before the belly ball) where I met the lovely Leanne who ended up on my team as we were short of a player. We got on very well even though she tactically used the bumpers (cheated).



The following day we had the belly ball. Leanne and I sat together and enjoyed each other's company and found we had a lot of similar likes.

Fast forward to now, and we are a very happy couple who now have a lovely daughter and a very boisterous cocker spaniel.

Without this organisation and especially one group member, James, who convinced Leanne to attend the belly ball, I wouldn't have the lovely family I have now. For that, I'm always going to be thankful and will do whatever I can for them.

Another reason is that after attending the adventure weekend, I could see how much it meant for some of the participants and how safe they felt amongst a community of people with similar ailments and experiences. Raising funds ensures these types of events can be subsidised, making them more accessible so more people can attend.

Tackling important issues



How many times did you make an appointment to discuss your symptoms before finally being referred on for additional tests and ultimately a diagnosis of Inflammatory Bowel Disease?? Too many, right?

The reality is people are left waiting too long due to a lack of awareness (people are reluctant to talk about their bowel habits) / lack of training (GPs don't know to check - 'think IBD' should be standard practice with younger age demographics), there are long lead times in diagnostic testing as there are no agreed national pathways designed to prioritise endoscopies by patient need (madness) and the financial burden on the NHS is staggering (the financial burden is equivalent to those seeking cancer treatment) and yet, not enough is being done!

With this in mind, GetYourBellyOut stood in support with Crohn's and Colitis UK to ask policy makers to do better and back their call for earlier diagnosis. Earlier diagnosis is a win for everyone - patients, the care system, and saving the NHS bucket loads of cash by cutting down on all of those unnecessary appointments. We therefore back the call for early diagnosis ❤️



GetYourBellyOut proudly attended the BSG conference (think 'Ideal homeshow' but for bellies) where we talked to hundreds of belly doctors about life with IBD and how GYBO provides valuable support.



Hundreds of flyers were distributed over the four days to promote GYBO's film and we joined the social fun run for good measure!

Year 2022 - 23

INCOME



■ Direct community contributions 43%

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

■ Indirect contributions 57%

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 this year generated via Grants & Sponsorship and corporate support, with a slight downturn in members fundraising, but we are encouraged by people enquiring about ways they can support.

In keeping with CIC guidelines, 34% of the year's income was invested straight into Community activities with a strong focus on building out the resources needed to deliver our services to ensure we continue to meet growing demands. **Each year we increase the amount of support and number of projects available that benefit the IBD community both directly and indirectly.**

Year 2022 - 23

Expenditure



■ Direct community benefit 34%

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 66%

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.

GetYourBellyOut

Supporting the community

Patient care was improved by the provision and distribution of x2 GetYourBellyOut pamper packages and some small merchandise items gifted in a bid to lift patients' spirits. GetYourBellyOut leaflets were also distributed to IBD nurses to make patients aware of the support services offered by the organisation.



Patient participation was encouraged, in a bid to increase the numbers willing to help/take part in research, to aid students studying for their doctorates and PHD's with an emphasis on improving one's understanding of IBD, the impact it has on one's mental health and to highlight the care needs of people affected by IBD. This was done by hosting feedback sessions and the distribution of survey links amongst the IBD community.

Patient care was also improved by the organisation attending an event at the Welsh Assembly, hosted by Crohn's and Colitis UK, to support their 'Cut the crap' campaign, calling for earlier diagnosis pathways.

This year saw GetYourBellyOut become a Meta (formerly Facebook) Community Manager Certified Company - recognition that GetYourBellyOut has demonstrated an advanced comprehension and strategic application of the best practices and standards for online community management. Becoming one of only 2,700 on the Facebook / Meta platform to have passed this exam of the 70 MILLION admin & moderators which exist worldwide.



In addition to the above we provided and monitored a safe space online through our 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 feelings of isolation, and prevent loneliness.

Community support

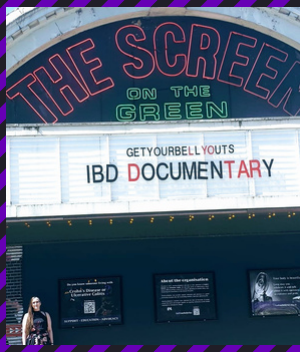
Last year, GetYourBellyOut were fortunate to take part in Facebook's Communities Accelerator Program which enabled the organisation to create a mini-documentary.

This mini-documentary depicts the lived experiences of four individuals affected by IBD and was premiered on the big cinema screen in Islington, London in the lead up to World IBD Day.

Community members were invited to attend the screening, followed by a Q&A with the cast, an escape rooms challenge and social community dinner.



The film has raised the profile of IBD, helped to educate the public, provided comfort for those affected and has received rave reviews.



9th GetYourBellyOut Ball

Rose ball - 25th of March 2023

A more inclusive social life for people affected by IBD was encouraged by hosting a large gathering of 80 community members, a local meet-up and social opportunities for community members.



As part of GetYourBellyOut CIC's annual anniversary celebrations, 21 'bellies' also attended an evening of bowling as part of the 9th year ice breaker celebrations.

100% said they would attend the next GetYourBellyOut ball.



*Findings from GetYourBellyOut's 9th belly ball survey

GetYourBellyOut were delighted to offer members of their community the opportunity to join them for the 2nd confidence weekend retreat following the success of their first Adventure Weekend the year before.

This event consisted of a weekend FULL of on site activities designed to challenge attendees, build their confidence and encourage new friendships with likeminded individuals.

From abseiling, zip wires, crafting and more, 20 participants had a great time amongst people who understood the challenges of living with IBD. What's more, all of their food and accommodation (each with its own private bathroom facilities) was included.



100% said they would recommend GetYourBellyOut's Confidence retreats

100% said they would attend another Confidence Weekend

*Findings from GetYourBellyOut's Confidence weekend survey

March 2022 -
March 2023



GetYourBellyOut CIC
were honoured to speak
at Salts Healthcare's
National Study Day
alongside Amy Dowden
of Stricly Come Dancing



THANK YOU!

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GetYourBellyOut

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