

Fundraising for Birthrights

The complete guide for individuals and corporates



Protecting human rights in childbirth

Thank you for choosing to support Birthrights

With your help we can champion respectful and safe care during pregnancy and childbirth by protecting human rights.

Between 600,000–700,000 people give birth in the UK every year. 31% of the people we surveyed said that they did not feel in control of their birth experience or were not listened to, breaching their human rights.

The money you raise will help more women and birthing people access our advice service, train more doctors and midwives on delivering rights-respecting care, and keep us campaigning to change maternity policy and systems.



Ready to get involved? This pack shows you five easy ways

01

Set yourself a challenge, get active and get sponsored

02

Donate to The Big Give this Christmas – your donation will automatically be matched and therefore have **DOUBLE** the impact

03

If you are a business, you could donate 10% of your sales on special days such as International Women's Day

04

Become a corporate partner or refer us to a company you know

05

Engage with inspiring volunteering opportunities

Once you have completed your fundraising activity, head to the end of this pack to learn how to send the money to Birthrights. We also have a few ideas on how you could make your money go further and increase the total raised.

At Birthrights, we believe fundraising should always be fun, so have a great time and be sure to let us know all about your activities – we can't wait to hear about it.

You can reach us at info@birthrights.org.uk

Good luck and thank you for joining us in our mission to champion respectful care during pregnancy and childbirth by protecting human rights.

“It is really helpful to have your advice line, which I have used once before with another complex situation. The reassurance means a lot as sometimes you can find yourself in a lonely place supporting alternative choices.”

– R (Midwife)



01 Set yourself a challenge

“I came across your charity thanks to your amazing report highlighting the unfortunate disparities in maternal health care for women from ethnic minorities. As a woman who is currently pregnant with my first child and being mixed race myself; alongside working as a nurse by profession – I feel deeply connected to Birthrights. Due to this and also all the other amazing work I have discovered you have done and are doing I am taking part in two running events to raise money for you.”

– Diana



Setting yourself a sponsored challenge, either individually or with a team, is the perfect way to fundraise for Birthrights.

If you're sporty, try a walk, run, cycle, swim, triathlon or even a marathon; the sky's the limit. If your colleagues are inspired, challenge them to join you.

You don't have to be an athlete to get active; what about a sponsored after-work yoga class, or a Friday night dance-athon?

And if you raise over £100 you'll receive your very own Birthrights technical running shirt in the post!

Of course, your chosen challenge doesn't have to be active. Create your own challenge, such as a knitting tournament, fashioning a unique hairdo for a week, or taking an ice-cold water plunge.



We love to celebrate your fundraising achievements on our social channels, so be sure to tell us what you are up to.

- 1** Email us to tell us about your challenge
- 2** Set up your individual or team fundraising page [here](#)
- 3** Have fun! Takes lots of pictures and tag us in them on social media

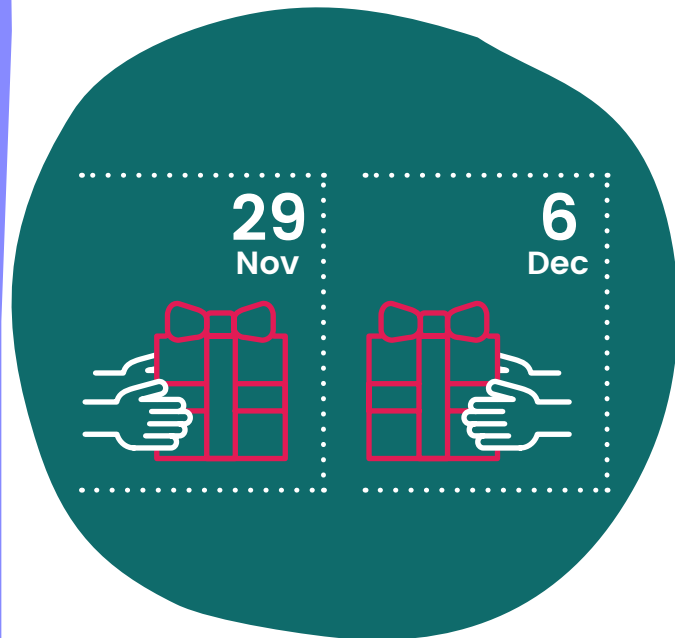


02 Donate to The Big Give this Christmas

The Big Give is the UK's biggest match funding campaign.

For one week between Tuesday 29 November and Tuesday 6 December donations to Birthrights will automatically be matched and therefore have **DOUBLE** the impact for us.

Help us reach more women and birthing people than ever before.



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With your help we can help more women like Emma* who contacted us for support with her birth place choices.

(*not real name)

“Thank you very much indeed for another thorough and detailed response. Less than 12 hours after my email to you on Friday, I gave birth to a beautiful and healthy baby boy! I have requested that the trust take my feedback on board as I don't want other ladies with well-controlled gestational diabetes and no other maternal/foetal complications to face such a battle to access the birthing centre. Once again, thank you to Birthrights for helping me to understand and assert my rights - your advice and support has been very much appreciated.”

Fundraising for Birthrights



Donating just £10 today will automatically be matched to £20, having **double the impact** and helping us reach more people who need our support.

£20 could fund two hours of our email advice service, providing in-depth expert advice for women and birthing people on their rights.

Sign up to our newsletter [here](#) to receive the donation link and get involved in our campaign, thank you!

03 Donate 10% of your sales this International Women's Day

At Birthrights we champion respectful care during pregnancy and childbirth by protecting human rights. By getting involved and donating a % of your sales this International Women's Day you will be helping us to provide advice and information on women and birthing peoples' legal rights, train doctors and midwives, and campaign to change maternity policy and systems.

Not only does this help the thousands of people we support every year but it can also increase your engagement and drive sales; a recent survey showed that **70% of consumers now want to know what brands are doing to address social and environmental issues.**

All you have to do is pick a product or service and commit to donate **10% of those sales throughout the month of March, with a minimum £1,000 raised. In return you'll receive promotion across all our social channels** and to our email database as well as being listed in our IWD products campaign across press and our website, which receives 400k unique page views a year.



To get involved, set up a meeting with Kathryn our Supporter Engagement Lead [here](#)



04 Become a corporate partner or refer us to a company you know



Get in touch to find out more

- Nominate us as your Charity of the Year or simply become a strategic partner at a level to suit you
- You'll be looked after by our expert team and have access to our special events and speaking engagements featuring professionals from across the maternity world

What's in it for you?

- Access to sponsorship opportunities such as our ground-breaking maternity research projects or in person events
- Places on challenge events such as the Royal Parks Half Marathon
- Regular communications on our website, social media and in e-newsletters to our database

Making Birthrights your chosen charity is a brilliant way to engage and inspire your colleagues whilst supporting a cause that will affect many of the people you work with.

“We are extremely proud to have supported Birthrights in their crucial inquiry into racial inequality in maternity care. The first stage of the inquiry was key in providing a better understanding and context as to why Black and Brown women were more likely to die in pregnancy and childbirth, and particularly how systemic racism manifests itself in maternity care. It was a pleasure to have been part of the Race Inquiry Secretariat, reviewing the evidence obtained from the women and birthing people and identifying the emerging themes and the reasons behind the harrowing statistics.”

— Leigh Day - Birthrights corporate partner



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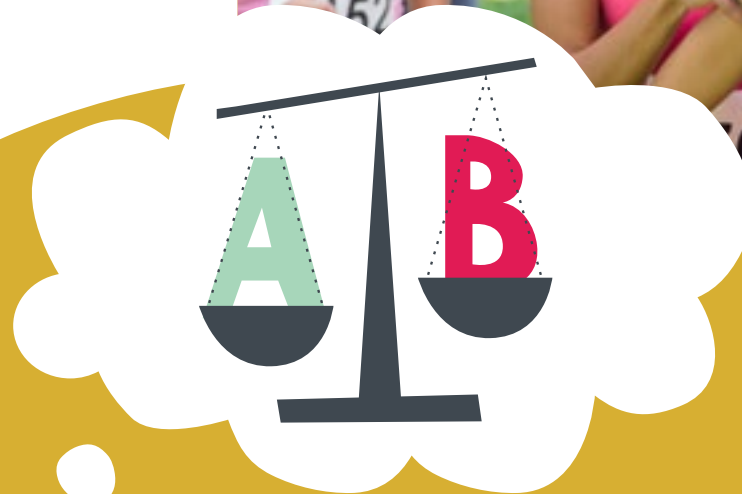
birthrights.org.uk

05 Engage with inspiring volunteering opportunities

From cheering on our runners at the Royal Parks Half Marathon, to becoming a member of our Clinical Advisory Network. From shaking a bucket at one of our special events to training as an Associate Trainer – we have the volunteer opportunity for you.

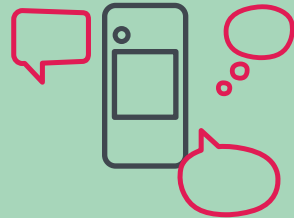


Simply email info@birthrights.org.uk for an application form or to find out more



Make your money go further

Our top tips



1

Share photos and tag Birthrights on social media. We would love to share your achievements and will even feature our 'Fundraiser of the month' in our newsletter.

3



Regularly donating a fixed sum of money from your gross salary is a simple way to give. Contact your payroll representative to find out if you can donate to Birthrights through a payroll giving Give As You Earn (GAYE) scheme or sign up to be a monthly giver [here](#).



2

Matched giving scheme

Often companies will match the money you raise for charity. For example, if you raise £500 through a bake sale, they will match an additional £500 and your total donation will be £1,000. It's worth an ask at work!

4

Don't forget Gift Aid

If you are a UK taxpayer and donating to Birthrights, you can increase the value of your donation by 25%. This means that if you donate £10, the charity will receive an extra £2.50 – at no additional cost to yourself!



Congratulations

You have successfully completed your fundraising or partnership activity for Birthrights.

If you have fundraising to pay into us here's how:

Bank transfer:

Account name: Birthrights
Sort code: 08-92-99
Account no: 65618903

Online:

Visit our website birthrights.org.uk

Enthuse:

To set up a sponsorship page that is automatically linked to Birthrights and allows people to add Gift Aid to their donations, visit Enthuse. By connecting your page to 'Birthrights', the money will come directly to us.

Cheque:

Made payable to 'Birthrights' and sent to: Birthrights, Union House, 111 New Union Street, Coventry CV1 2NT. *Please include your name and contact details so we can track the donation and say thank you.*

Facebook/Instagram:

Both social media platforms allow you to make donations directly to Birthrights or set up fundraising pages, including the option to run a birthday fundraiser on Facebook or add a donation sticker to your Instagram story. Let us know if you need any support setting this up.



Thank you



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Registered charity no. 1151152