



Thank you!

First and foremost, we're so glad you're here and THANK YOU for choosing to support Make Birth Better. We are built on the voices and experiences of thousands of parents and professionals who, like you, believe that birth can and should be better. Every penny you raise will make a huge difference to our work. That's a promise.

Getting started

We are a not-for-profit community interest company (CIC). This is very much like a charity but it allows us to run like a business too so we can raise funds through paid-for training and use that money to cover our support and campaigning work as well as our core costs.

This doesn't affect your ability to fundraise for us. JustGiving has a crowdfunding platform which allows you to set up your own fundraising page and send the funds you raise to MBB. The only difference is that your donors won't be asked for Gift Aid.

Setting up on JustGiving



Visit <https://www.justgiving.com/crowdfunding>

Press 'Start Fundraising' in the top navigation bar.

You will then move through these questions:

Are you raising money for a charity?

This helps us to determine Gift Aid eligibility. [Learn more](#)

<p>Yes, I'm fundraising for a charity</p> <p>Choose from thousands of local and national charities</p> 
<p>No, I'm raising money for my own cause</p> <p>Donations go directly to a personal bank account</p> 

Next

Please select 'No, I'm raising money for my own cause' and click 'Next'.



Log In

New to JustGiving? [Sign Up](#)

Email
nikki@makebirthbetter.org

Password
..... [Show](#)

Remember me

[Continue](#)

[Forgot your password?](#)

or

[Continue with BBID](#)

[Continue with Facebook](#)

[Continue with Twitch](#)

On the Log In screen please enter your Log In details for JustGiving if you have them. If not, select 'Sign Up' at the top of the page.

We're raising

£ **500**

You can edit your target later.

to

help fund a new playground

You can edit your page title later.

Category
Choose a category

[Continue](#)

Complete this information with the target you would like to raise and this description (or something similar).

To fund Make Birth Better's amazing work.

Note - there are only 140 characters available and you will be able to write more about your personal story later.




The next stage of the set-up asks you to upload a banner image. We suggest you make this as personal as possible as this helps to motivate people to donate.

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Add a cover photo

Inspire your supporters with a photo that helps illustrate your cause



For best results, your photo should be at least 700px wide and landscape format

Upload a photo Use one of ours

[Save and continue](#)




In the next section you will be asked to share more words about your personal story and motivation for supporting Make Birth Better.

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Write your story

What's the problem you're trying to solve and why do you care about it?
[Learn more about writing a compelling story](#)

Use the tools below to add rich content to your story. [Learn more](#) ×

T “   

[Save and continue](#)

You can edit this later

You might find it useful to add some of this stock copy about Make Birth Better alongside your story. We also suggest you add a link to our website: www.makebirthbetter.org. Remember to go gently when writing about your story - it's normal to sometimes find this process triggering and upsetting.

[Stock copy about Make Birth Better](#)



Make Birth Better exists to end suffering from birth trauma through support, campaigning and clinically-led training. They are a unique collective of parents and professionals on a mission to make sure everyone knows about birth trauma and how to find the support they need.

Birth trauma describes symptoms of trauma relating to birth and/or circumstances around the birth. Between 25-40% of women in the UK find some aspect of their birth traumatic (up to 270,000 per year) and between 3-8% of women who give birth in the UK will suffer from postnatal PTSD (up to 54,000 per year). Birth trauma is often preventable. It is always diagnosable. It is always treatable. Yet despite its common presentation, birth trauma is usually dismissed, forgotten or misdiagnosed.

Make Birth Better is a not-for-profit community interest company (CIC). A CIC works almost the same as a charity however the CIC set-up allows them to raise funds through their paid-for training delivered to NHS teams and other maternity professionals. This is why we have to use the crowdfunding option provided by JustGiving. Please note you will not be asked to Gift Aid your donation.

Next, you will be able to personalise the link to your fundraising page:

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Edit your page link

You can customize this to make it memorable and easy to share.

Page Link

nicola-wilson-542

Editing your link is optional

[Save and continue](#)

Your link can only be edited at this step

Finally, JustGiving has to check your postcode information. Note this is your postcode and not Make Birth Better's.



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You're almost done

Before you start raising money on JustGiving, we just need to verify that you are a UK resident.

Postcode

I agree to [JustGiving's Terms of Service](#) and [Privacy Policy](#) and have read the [Fundraising Regulator's Guidance Notes](#).



Confirm my details

Once you've completed this section you will be taken to a view of your new fundraising page where you can continue to add, edit and amend. Enjoy!

Adding bank account information

You will need to add payment information to the page as soon as it is set up. We have recorded this short video for you so you can see how this is done. Please click [here](#) to watch it. Don't worry, you won't have to use your personal bank account to collect the funds.

Here is a reminder of the bank details to enter:

Mrs Nicola Wilson
42 Deakin Leas, Tonbridge, TN9 2JX
8th March 1984
08-92-86
18110319

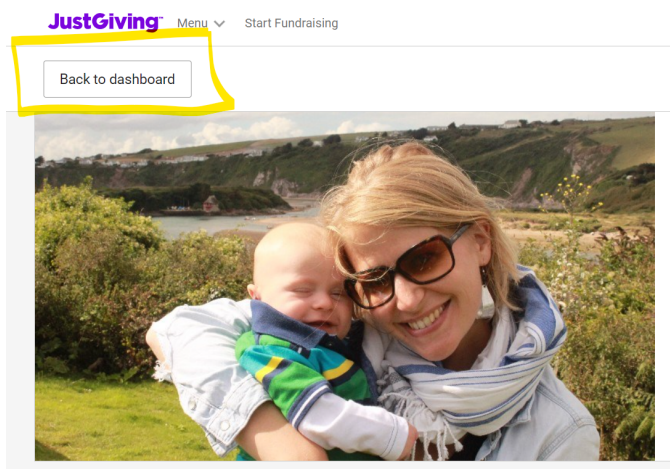
Our logo and other bits

When we send over this pack, we will also attach our Make Birth Better logo. If you're creating any materials with our organisation name or logo on them, please run them past us first: hello@makebirthbetter.org. We're here to help in whatever way we can. If you need to brainstorm fundraising ideas, chat through your fundraising page or discuss your fundraising challenge just ping us an email. **Thank you for being part of our mission to make birth better, for all. We really appreciate your support.**

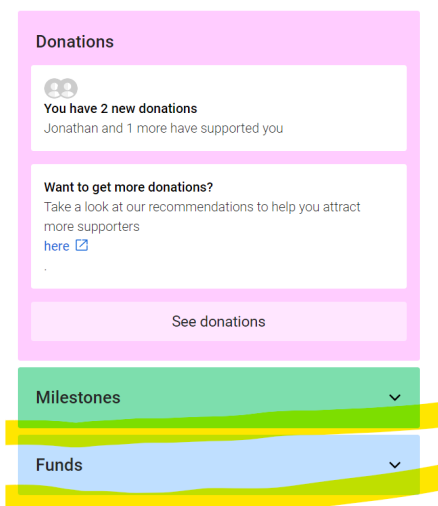


Transferring the funds to MBB

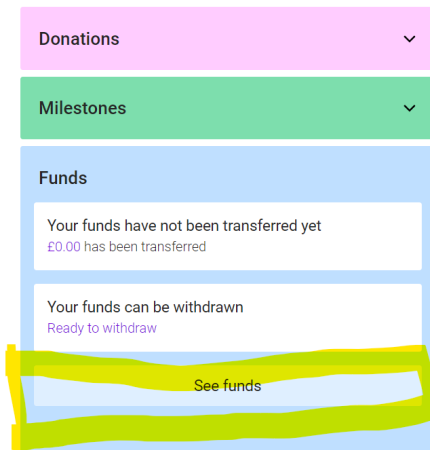
Once you're confident you have collected as many donations as possible, please kindly transfer the funds to Make Birth Better. Please press the "Back to Dashboard" page at the top of your fundraising page:



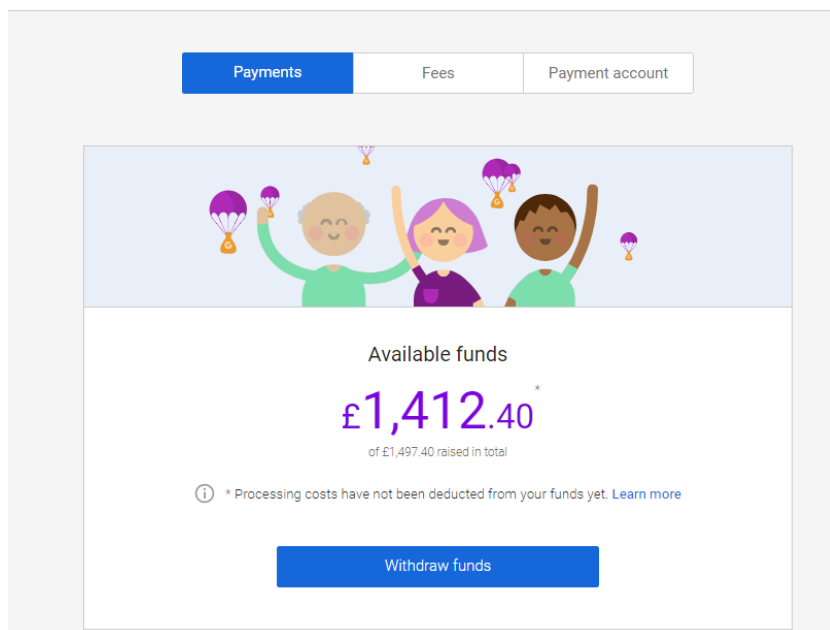
On the overview tab, scroll down to where it says "Funds" and click on the down arrow:



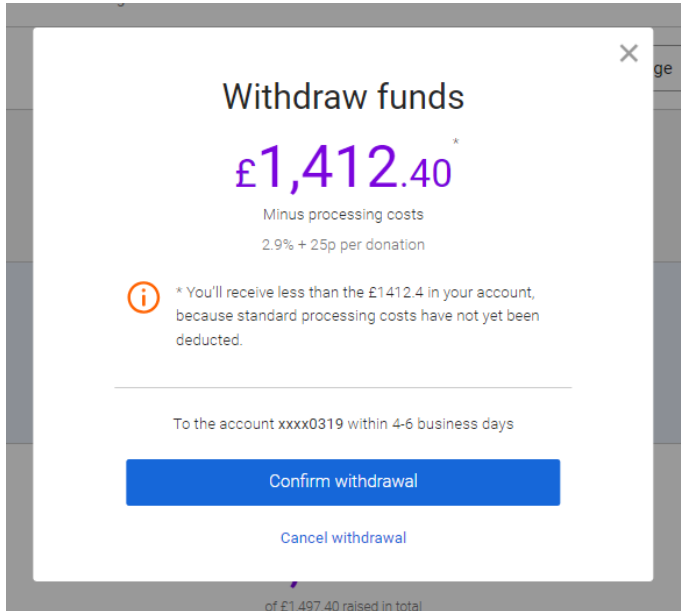
And then click on "See Funds":



Then click on "Payments" and "Withdraw Funds":



Then finally click on "Confirm Withdrawal":



Ta Da! Job done!

THANK YOU SO MUCH FOR YOUR AMAZING SUPPORT!