



WE'RE WORKING TO **HELP EVERYONE** AFFECTED BY CROHN'S AND COLITIS AND **FIND A CURE**

Whether they're a patient looking for reassurance, a family member looking for the facts, or a friend looking to raise money and awareness, we're here for them.

So we need to tell them how. And encourage them to join us.

Our resources are giving people the information they need when they need it.

Our campaigns are bringing about greater awareness and change in our society.

Our research is discovering new treatments and improving services to help people manage their condition better. It's also working towards a cure so that, one day, they won't have to.

Example proof points:

Please refer to 'Crohn's and Colitis – What We Know' for the most accurate facts and figures to support this message.

- Case studies: showing resources, services, research, treatments, surveys and campaigns.
- Our Helpline, Facebook forums and LiveChat service offer direct support and assistance for anyone affected by Crohn's and Colitis (we received and answered over 11,000 enquiries in real time in 2017).
- Our resources give people vital information that is often not available elsewhere (see our award-winning Crohn's and Colitis Companion).
- From 2008-2017, we granted over £5m to fund research into causes, treatments and cures that would otherwise go unfunded.
- Almost one third of these studies have gone on to win additional funding from other organisations.
- We work with patients to get new drugs and treatments approved (for example ustekinumab).
- We consult and drive forward to the adoption of best practice across the UK (for example, our role in the creation of the IBD Standards).



BY SUPPORTING OUR CHARITY, YOU CAN **MAKE A REAL** **DIFFERENCE TO PEOPLE'S LIVES**

People affected by Crohn's and Colitis depend on us. And we depend on our supporters.

The fact that these diseases still receive so little recognition means we are one of the few sources of support for people living with them.

Yet it's precisely because these conditions are still so misunderstood – and because there is such a veil of silence around them – that supporters can make such a meaningful difference to the lives of people affected by them.

After all, joining an existing conversation is one thing. But how much more powerful is it to be the one who speaks up first?

Example proof points:

Please refer to 'Crohn's and Colitis – What We Know' for the most accurate facts and figures to support this message.

- Case studies: showing the charity's Impact Areas.
- We're the UK's largest Crohn's and Colitis charity.
- Much of the information and support we provide can't be found anywhere else – even from the NHS.
- Our educational grants support people who are struggling as a direct result of their Crohn's or Colitis.
- Our amazing volunteers make so much of our work possible. They're the bedrock of growing communities where people can talk about their conditions.
- Our campaigns have directly impacted policy, both locally and nationally (see the 'Accessible Toilet Signs' and 'More IBD Nurses: Better Care' campaigns).
- Our fundraising events raise money, bring people together and make these conditions more visible (In 2017, WALK IT London saw 1,500 people raise over £227,000, and got us into the national press).
- We may have 40,000+ members, but over 300,000 people in the UK are living with the conditions. We can help so many more people.



WE KNOW WHAT WE'RE TALKING ABOUT – AND **WE UNDERSTAND** WHAT YOU'RE GOING THROUGH

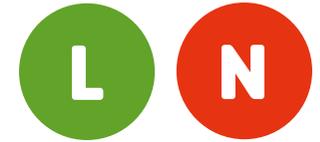
When people desperately need answers, they often get information overload instead – especially online. This can leave them confused, scared and overwhelmed. A reliable source of information is like a lifeline.

We need everyone to understand that the information people get from Crohn's & Colitis UK is accurate, up-to-date and trustworthy. It has been created for them by people who not only understand what they're going through, but who are also experts in their field.

Example proof points:

Please refer to 'Crohn's and Colitis – What We Know' for the most accurate facts and figures to support this message.

- Case studies: showing people finding timely, relevant, accurate content from the charity.
- We consult on and drive forward the adoption of best practice across the UK (for example, our role in the creation of the IBD Standards).
- We stay up-to-date with the latest developments in research and policy. In fact, we're often involved in funding or shaping them.
- Our publications adhere to the principles of the Information Standard – ensuring our supporters have the highest quality information that has been reviewed and approved by experts and people with lived experience of Crohn's and Colitis.



YOU'RE **NOT ALONE**

The stigma surrounding Crohn's and Colitis can make people feel isolated and alone – at a time when they most need help and support.

We need to let everyone know that there is a large, active and welcoming Crohn's and Colitis community. We help people find support, understanding, friendship and strength.

Together we can give each other comfort and confidence, share experiences, and make our voices heard and understood.

Example proof points:

Please refer to 'Crohn's and Colitis – What We Know' for the most accurate facts and figures to support this message.

- Case studies: highlighting the community aspect of our work.
- We have over 40,000 members.
- More than 300,000 people are living with Crohn's and Colitis in the UK.
- The Crohn's & Colitis UK community, including our Forum and Volunteer Networks, is very strong.
- Many of our staff members are also patients.
- Our emotional support lines, Crohn's and Colitis support, is an understanding ear for anyone affected by Crohn's and Colitis.
- We regularly hold events, both online and offline, to connect the community (i.e. WALK-IT events, World IBD Day, online events).
- Our Parent to Parent helpline gives parents of children with Crohn's or Colitis (up to age 25) the tools to manage the disease in their family. All of our parent volunteers have a child with Crohn's or Colitis and have been trained to offer emotional support.



WE NEED *YOUR* SUPPORT TO HELP PEOPLE LIVING WITH CROHN'S AND COLITIS

It's understandable that people may not want to think about their condition when they're in remission. They might even feel like they don't need us right now.

But we need them.

One of the most important things we offer those affected by Crohn's and Colitis is a community of people who know what they're going through and can give them hope that things will improve.

We need to show them how comforting and inspiring their experiences and advice can be for people. That they can help shape and change care for the better. They can get involved in our campaigns, health service development work and fundraising. And, if they're not already members, we should be encouraging them to sign up.

Example proof points:

Please refer to 'Crohn's and Colitis – What We Know' for the most accurate facts and figures to support this message.

- Case studies: showing how helpful communities, networks, forums and shared experiences can be.
- We're not just asking for donations. People in remission are in a unique position to provide the support and solidarity that many others can't.
- More than 300,000 people in the UK are living with Crohn's or Colitis. Yet we only have 40,000 members.
- Our vital research grants are funded almost entirely (98%) by public donations. So we need more supporters.
- Helping and inspiring other people feels great! And you may find other people's stories inspiring in return. It's such an understanding community, there's no need to feel any anxiety about sharing.
- We have a number of social media groups and forums where people can share experiences with the community (see our closed Facebook forum).
- Our patient involvement work in health service development.
- You can join many brave and inspirational people already sharing their stories (see Thalia Skye's vlog or Sam Cleasby's 'So Bad Ass' blog).



IT'S SIMPLE & REWARDING TO GET INVOLVED

We need to make it as easy and enticing as we can for people to get involved with the charity.

This might mean dispelling the notion that only intrepid skydivers or marathon-runners need apply.

People managing their condition, for example, are uniquely placed to support and inspire others by sharing their story. But if they're not up for dwelling on their own bad times, there's plenty more on offer.

From dancing to baking, staffing our support lines to helping with research, there's so much going on that they'll be able to get involved in whatever way feels right and rewarding for them.

And if they can't find the thing they want to do, we'll support them in organising something themselves. From supporting campaigns to volunteering, fundraising to becoming a member, they can make a difference.

Example proof points:

Please refer to 'Crohn's and Colitis – What We Know' for the most accurate facts and figures to support this message.

- Case studies: showing the various ways people get involved with the charity.
- It's such an understanding community, there's no need to feel any anxiety about sharing.
- Helping and inspiring other people feels great! And you may find other people's stories inspiring in return.
- There are so many other ways to get involved – from volunteering to campaigning to fundraising.
- There are ways of getting involved 'privately' (for example: writing to MPs about legislation, signing petitions, joining our Patient Voices Network etc.)
- More than 300,000 people in the UK are living with Crohn's or Colitis. But we only have 40,000 members.
- Our vital research grants are funded almost entirely (98%) by public donations. So we need more supporters.



TOGETHER WE'RE MAKING THE GREATEST DIFFERENCE

We've put a lot of thought into identifying the specific areas that will make the biggest difference to the lives of people affected by Crohn's and Colitis. And it's important that our supporters know this – that their time and money will go to where they are needed most.

These are our five **impact areas**:

1. We want to help everyone understand Crohn's and Colitis.
2. We will drive world-class research into the diseases.
3. We want high quality, sustainable clinical care across the UK.
4. We want to support and empower people to better manage their life with Crohn's and Colitis.
5. We will work to improve early and accurate diagnosis for all.

They are how we know (and can show) that every contribution our supporters make will have the most significant and lasting impact.

Example proof points:

Please refer to 'Crohn's and Colitis – What We Know' for the most accurate facts and figures to support this message.

- Case studies: showing how we affect the different impact areas in the real world.
- We know every penny spent was spent well (see most recent pie chart for pound breakdown).
- Your contribution helps us break taboos.
- It helps us support and bring people together.
- It helps us campaign to improve lives.
- It helps us drive pioneering research.
- It helps us build a brighter future for people affected by Crohn's and Colitis (see our Impact Report).