



sands.org.uk/KeepyUppyChallenge
#KeepyUppy



S	S	M	T	W	T	F	Total
		26	27	28	29	30	
31	1	2	3	4	5	6	
7	8	9	10	11	12	13	
14	15	16	17	18	19	20	
21	22	23	24	25	26	27	
28							

It all adds up!

Keepy it up!

Keepy going!

Nearly there!

You did it!



Saving babies' lives. Supporting bereaved families

Sands (Stillbirth and Neonatal Death Society). Charity Registered in Scotland SC042789, England and Wales 299679. We also operate in Northern Ireland. Company Limited by Guarantee Number: 2212082. Registered Address: 10-18 Union Street, London SE1 1SZ.



Take on 2,000 keepy uppies over one month.

Thank you for taking on Sand's Keepy Uppy Challenge. We know you must be so excited to start and counting down the days until 26th December – we are too!

You may have questions about the upcoming challenge. Check out our FAQs here for the answers. If your question isn't answered here please visit www.sands.org.uk or contact a member of our team by emailing challenge@sands.org.uk



When does the challenge start and end?

The Challenge begins on the 26th December 2022 which is the start of the Premier League. You then have until the 26th January 2023 to complete your challenge.

How do I keep track of my progress?

Please use this tracker document to record your progress. You can also share videos and photos with friends and family throughout the challenge to show how you are getting on.

How do I raise money?

Setting up a fundraising page on Facebook really is the easiest way to raise money. You can set one up in a few seconds here:

www.facebook.com/fund/sandscharity. Then it's easy to share the page with your friends. Also, because Facebook makes no charge, Sands receives 100% of what you raise.

How do I edit the end date of my Facebook Fundraiser?

Facebook Fundraising pages are automatically set to run to the 1st January. After that, they will close and you won't be able to collect any more donations. You will not be able to re-start your page should it close. You need to manually change should you wish to have the page open for longer.

Here's how:

Go to your fundraising page. Click "Edit" under the main image and headline. Scroll down to the box that says "Set the End Date". Select the date – 1st February then click "Save" in the top right.

I don't use Facebook, can I raise money another way?

Yes, of course. If you need to use a different fundraising platform, we recommend JustGiving. Go to <https://www.justgiving.com/sands> and follow the simple steps.

Can I just raise money offline with a sponsorship form?

Absolutely. You can collect sponsorship in any way you like. If you'd like a sponsorship form sending, email challenge@sands.org.uk

I can't start on the 26th December, can I still take part?

Of course! So long as you complete 2000 keepy uppies over one month, it doesn't matter when you start, or how you make it to 2,000.

Do I have to prove I've completed the challenge?

You don't need to prove you've completed the challenge – we trust you! But to help you keep track, you can use the handy tracker printed overleaf. You can post videos, pictures and updates on your Facebook Fundraiser and in the group too. Sharing updates is also a great way to show those who have sponsored you that you're committed to completing the challenge.

Where will my friends' money go?

Any donations friends and family make to your fundraiser, come directly to us at Sands. You don't have to worry about this. It happens automatically through Facebook.

How do I pay in my fundraising?

If you've collected offline fundraising, the easiest way to pay this to Sands is by making a payment on our website. You can do this here: www.sands.org.uk/donate. Make sure to say that your money is for The Keepy Uppy Challenge so that we can ensure it is added to your total.

How do I send you my sponsorship form?

If you've collected cash donations and have a completed sponsorship form, do scan and email this to us at challenge@sands.org.uk so we claim any gift aid. If you're not able to scan or send us a clear photograph, drop us an email anyway and we can let you know where to send your form via post.

How will the money I raise make a difference?

You've done an incredible thing by signing up to this challenge. Your efforts will not go unnoticed and with every single squat or press up you will be extending a hand of support to any one of the 14 bereaved families that need our support every day in the UK. Throughout the challenge and by sharing your efforts with friends, family, and colleagues you will be helping to break the silence and reduce the isolation surrounding baby loss. And if you need even more reason, the money you will be helping to raise, will help us to work together towards a world where there are fewer babies die and fewer families needing our support in the future.