Take action on Stroke

At the Stroke Association, we never stand still. Get involved and help conquer stroke.
Our work would not be possible without the support of people like you.

Stroke is one of the biggest health challenges of our time. It is the third largest cause of death in the UK, killing three times as many women as breast cancer and twice as many men as prostate and testicular cancer combined.

We are the only UK-wide charity supporting stroke survivors of all ages, and we rely on your support to help us do this.

For survivors, stroke can have a sudden and devastating impact on their lives, leaving many disabled and dependent on others. A stroke happens in an instant but its effects can last a lifetime.

At the Stroke Association we believe in life after stroke. This is why we run more than 400 Life After Stroke Services in communities up and down the UK, and campaign for better stroke care.

And it’s why we work tirelessly to raise awareness of stroke and on stroke prevention, investing nearly £3 million in vital stroke research every year.

Did you know?
For every stroke patient in the UK, just £22 is spent on medical research each year, compared to £295 for every cancer patient.
Take action now

By getting involved in one of our fantastic range of events, you can make a really big difference to the lives of those affected by stroke. Whether bike rides or coffee mornings, pub quizzes or zumbathons – there really is something for everyone.

Hold a Sip for Stroke event
This is a fantastic chance to catch up with friends over your favourite tipple (tea, coffee or maybe something stronger) and help change the lives of people affected by stroke at the same time. Our Sip for Stroke pack includes everything you need to host the perfect event, including invitations, recipe cards and posters. For more information, visit stroke.org.uk/sip

Do a Resolution Run
Make a resolution to get fitter and raise funds at the same time. These runs take place across the country in spring and autumn. With 5k, 10k and 15k options available, they’re suitable for all ages and abilities. Find out more at stroke.org.uk/resolution

Join the Thames Bridges Bike Ride
Every May, our Thames Bridges Bike Ride offers a choice of three distances: 50 miles, 33 miles and an 8-mile family route. With spectacular views of London and its iconic bridges, this is a great event for everyone from beginners to seasoned cyclists. Enter online at stroke.org.uk/TBBR

Adopt us as family charity of the year
We’re calling on families and communities across the country to team up and raise money for the Stroke Association. Why not set yourselves a target of £500, £1000 or even more? You can get anyone and everyone involved – from kiddies to grandmas, uncles to second cousins twice removed, Bob at the corner shop...you get the gist.

Take part in Step out for Stroke
These sponsored walking events run during May, June and July and are great fun for the whole family, regardless of age or ability. You can walk at your own pace and finish in your own time. Every step counts because the money you raise in sponsorship helps us be there every step of the way for people whose lives have been touched by stroke. Visit stroke.org.uk/stepout for details. Every step makes a difference.

Did you know?
There are around 1.4 million stroke survivors in the UK. Over half have a disability and one third rely on others for help.
There is a jam-packed calendar of challenge events happening across the UK and around the world. Here’s a taster of the many opportunities on offer for you to achieve an amazing personal goal and raise money for us at the same time.

**UK Challenges**

**100km Challenge Series**
Choose from, London 2 Brighton, Grand Union, Thames Path, London to Cambridge or Isle of Wight and push yourself further for stroke. Walk, jog, or run a full 100 km distance - with some training, our support & famous hospitality - it’s achievable! With 50 km & 25 km options also - there’s a challenge here for everyone.

**The 3 Peaks Challenge**
A serious test of strength, stamina and determination. Start with Ben Nevis, the highest of the 3 peaks at 1344m, before transferring to 978m high Scafell Pike and finally to Mt. Snowdon, Wales at 1085m - all in 24hrs.

**Cycle London to Paris**
Join others to cycle 234 miles through southern England and northern France, reaching Paris three days later. As an extra incentive, a glass of champagne will be waiting for you on the iconic Champs Elysees!

**Skydive from 10,000 feet**
We work with Skyline parachuting, which has centres across the country. The ultimate adrenaline rush as you freefall at 120mph.

**Challenges Abroad**

**Great Wall of China Trek**
Take on this 10-day trek to experience one of the Seven Wonders of the World.

**Machu Picchu**
One of the most iconic sights in South America, and the culmination of our magnificent 10-day Inca Trail trek through the Peruvian Andes.

**Kilimanjaro**
Over six days our trek takes the Machame route. Hike to the sky – conquer the 5,985m of Africa’s mightiest mountain!

**Venice to Rome Cycle Ride**
Cycle over 6-days from the unique city of Venice on the Adriatic Coast to Rome, the Italian capital, renowned for its ancient history.

To find out more contact our Events team
**Telephone 0207 940 1359**
**email events@stroke.org.uk**
**or visit stroke.org.uk/fundraising**

**Did you know?**
In the UK, someone has a stroke every three and a half minutes. This adds up to 152,000 strokes every year.
We need thousands of people to support us in leading the fight against stroke. And there are lots of ways you can help us, right on your doorstep. Here are just a few ideas for events where you can get your family, friends and neighbours involved too.

Hold a cake or craft sale
Are you an aspiring Mary Berry? Or do you make amazing crafts a la Kirstie Allsopp? Then this is the perfect opportunity to show off your skills.

Host a purple party
Purple is the new black. Or at least that’s what we think. Drinks, food, outfits, hair – how purple will you go for people affected by stroke?

Ask people over for dinner
Invite your family or friends around for a slap-up meal and ask them to donate what they’d pay for it in a restaurant. How much is your cooking worth?

Have a BBQ
Make hay while the sun shines and organise a BBQ for your neighbours. As well as a chance to raise some cash, it’ll make you super popular.

Strut your stuff
Organise a fashion show in your local community centre. You could ask a local shop if they’d like to donate clothes in return for a percentage of the sales on the night.

Set yourself a challenge
From aerobaticathons to zumbathonst, a sponsored silence to giving up smoking – if you think you can do it, chances are you can get sponsored for it. And it’s a great extra incentive to kick any bad habits too. Leave the sponsor forms and T shirts to us.

Get hold of a trusty tin
This one’s easy. Simply ask your local shop or pub very nicely if they will put a Stroke Association collection tin on their counter. Job done.

How does your money help?
£310 allows us to provide information to up to 50 families affected by stroke.
£168 buys a month’s supply of a drug tested for use in reducing brain damage after stroke.
£100 buys a pulse monitor used in cardiovascular rehabilitation programme for stroke patients.
“I was 19 years old and studying psychology at university when I had multiple strokes. I had to have part of my skull removed to relieve the pressure on my brain, and awoke not able to speak, move or swallow. Almost five years later, I am now in my third year at college studying art and design. I don’t know what I would’ve done without the Stroke Association to help me along the way. With fantastic support from Jane, the local Stroke Association co-ordinator, I started to get my life back on track.

Last year I decided I wanted to do something for the charity to say thank you, so I did a skydive and raised £1,400. I’ve also done a few pub quizzes and taken part in Step Out for stroke.

“It’s important to me to raise awareness that it’s not only older people who are affected by stroke.”

Amber, Stroke survivor

Did you know? 25% of strokes happen to those under the age of 65.
Fundraising

What
Have a long think about what you want to do and be realistic. If you’re new to fundraising, start off simple and go from there.

Why
Tell people why they should support you, especially if you’ve been personally affected by stroke. Make sure they know about the difference they can make by giving to the Stroke Association. And don’t be afraid to remind people if they forget – it’s likely they want to support you but just never got round to it.

Where
The right venue can make all the difference. You may be able to host the event at your home or place of work. If you’re organising a public event, try to find somewhere that is easy to access and that has parking, toilets, etc.

When
It’s important to give yourself enough time to make your fundraising a success. Remember that you can also plan your fundraising to happen at a certain time of year, for example, in May for Action on Stroke Month, or around your birthday or Christmas.

Who
Think about your audience and who is most likely to support you. If you’re organising an event for your local community or the general public, how are you going to advertise it?

£52 buys the safe transportation of ten participant’s blood samples in a study looking at genetic causes of stroke.

£155 allows us to provide a stroke survivor or their carer with a grant for food, electricity, or an appliance they desperately need following a stroke.
Spread the word
Tell everyone you know about your fundraising – good old word of mouth is still the best way of getting the word out. You could also use posters and flyers, the local press and social media like Facebook and Twitter.

Stick to the rules
Some fundraising events may require insurance. Unfortunately, the Stroke Association can’t provide this – but we can offer advice on how to go about getting it. If you want to collect money, play music, sell alcohol or hold a raffle in a public place, you’ll also need to get a licence from your local council. Please remember that charity fundraising is regulated by law, so supporters need to know your relationship to the Stroke Association and where their donations will be going. When you’re fundraising for us, say that you are acting ‘in aid of’ the Stroke Association.

Set yourself a target
Having a target can help people understand what you want to achieve and how much progress you’re making. It’s also a great motivation for you to keep going.

Keep track of costs
Make sure the costs of your event don’t outweigh the returns. Always try and negotiate a reduced rate or get things like raffle and auction prizes for free – you’ll be surprised how many businesses will donate items if you ask nicely. We can give you a letter confirming you’re fundraising for the Stroke Association.

Create a JustGiving page
Whether you’re asking for sponsorship or not, set up your own JustGiving page at www.justgiving.co.uk. That way, if someone can’t make your event, they can donate online or by text instead.

Don’t forget to Gift Aid it
If you’re using sponsorship forms, make sure your sponsors tick the Gift Aid box and complete all their details. Then their donation will be worth 25% more to us.

Ask your employer for support
You could ask the company for a donation, or even if they’ll match the amount of money you raise. As we mentioned earlier, just make sure everyone knows why you’re fundraising for us and how important it is to you. They’re bound to want to help.

Every little counts
Whether you’re hosting an event or looking for sponsorship, every little bit of extra money coming in counts. Boost your fundraising with things like raffles or cake sales. If you’re holding a sale, pop a sign on your stall explaining that 100% of proceeds will be donated to the Stroke Association. People might pay that little bit more.
Other ways to take action

Make a regular contribution
A stroke happens in an instant but its effects can last a lifetime. Through regular donations, you can help us support stroke survivors every step of the way so they can make the best recovery they can. To make a regular gift, visit stroke.org.uk/donation, email donate@stroke.org.uk or call 01604 687777.

A wonderful way to remember
Setting up a dedicated Remembrance Fund is a really positive way for family and friends to remember and celebrate the life of loved ones. It’s a place where you can leave messages, light candles, upload photos, whilst dedicating donations and funds raised to their memory. To create your Fund, visit remembrancefunds.stroke.org.uk or email remembrancefunds@stroke.org.uk and we will set up your Fund for you.

Give in celebration
Do you have a birthday, wedding or other special occasion coming up? Instead of the usual gifts, ask your friends and family to donate to the Stroke Association so we can help more stroke survivors and their families. Alternatively, we can set up a dedicated Celebration Fund for your special occasion where family and friends can donate and leave a message to support your event. Visit celebrationfunds.stroke.org.uk.

Help us collect
As well as raising funds, collection boxes in local shops and pubs raise awareness, ensuring stroke survivors know about us and promoting the key stroke prevention messages.

Win with us
Did you know that having a bit of a flutter could also help change the world for people affected by stroke? It could also give you a chance of winning up to £25,000 in our weekly Stroke Association Charity Lottery or up to £10,000 in one of our UK Raffles.

Leave a gift in your will
By leaving a gift of any size in your will, you’ll be helping us fund vital research projects, develop new Life After Stroke Services and campaign for the rights of stroke survivors. Our free will scheme is an easy, cost-effective way to leave us a gift in your will. It’s available for people aged 60 and over, as well as all stroke survivors. Email legacy@stroke.org.uk for more information or to organise an informal chat.

Sign up to Payroll Giving
With this scheme you can make a monthly donation to the Stroke Association, straight out of your pay packet. Your donation is deducted before you pay tax, so actually costs you less.

Your employer must offer the scheme for you to give in this way. If they don’t, get in touch – maybe we can suggest they introduce one. Visit stroke.org.uk/fundraise/company/payroll for more information.

Tell us who you know
Maybe you know the new captain of the local golf club, the president of the town’s Rotary Club or the owner of a local business? These could all be opportunities for the Stroke Association to raise much needed money and awareness – and your introductions could make all the difference.

For more information on all these ways of giving to the Stroke Association, visit stroke.org.uk/fundraising email info@stroke.org.uk
Give your time

Whoever you are, your skills, time and passion could make a huge difference to stroke survivors and their families.

Over 3,000 people regularly give their time to support our work. Here are some of the ways they get involved

**Become a Stroke Ambassador**
A fantastic volunteering role that works across our stroke services and fundraising teams and for which full training and on-going support is given. You will have the opportunity to learn more about stroke and how to take blood pressures. Our stroke ambassadors meet with stroke survivors, individuals and community groups to talk to them about our services, give fundraising advice and often to receive cheques to benefit our work!

**Support us in raising funds**
Are you taking a course in events? Come and join us for a short time and learn how to run a fundraising event with our team. Alternatively can you help out at our events by working at a cheering point, marshalling, handing out medals or signing people in – events are great fun and we can guarantee you an enjoyable day.

**Directly support people**
Want to get involved in directly supporting those affected by stroke? Our services provide support to stroke survivors and carers in their stroke recovery and are supported by a large number of people who volunteer their time, skills and experience in a range of roles. Volunteering in our services and stroke groups allows us to do more to support people whilst giving you the opportunity to make a real difference to people’s lives. For more information on how you can give your time, email volunteering@stroke.org.uk

**Take action in the media**
If you want to make the world a better place for stroke survivors by raising awareness, putting pressure on decision makers or promoting something you are doing to raise money, engaging with the media is a quick and easy way to reach thousands of people at once. We have plenty of tips and guidance and can even give you a template press release. Email press@stroke.org.uk or call the Media team on 0207 566 1500.

**Join us to make change happen**
If you share our passion for changing the world for those affected by stroke, join thousands of others in our Supporter’s Network. You’ll receive a few emails a month with simple things you can do to make a difference. Working together we can:
- Ensure stroke survivors can access health and social care and enjoy the best quality of life
- Make sure those caring for stroke survivors receive enough support
- Tackle the poverty that many stroke survivors and families find themselves in following stroke
- Provide access to quality services
- Help more people avoid stroke in the first place.

£10 helps us to train a volunteer to take blood pressures
£50 helps train a volunteer to provide first aid cover at stroke support groups

For more information and to join our Supporters Network now, visit stroke.org.uk/campaigns or call us on 0207 566 0300
Ruby Smith has done all sorts of things to raise money such as doing 100 press ups in her town centre and helping to organise a firewalk.

“I decided I wanted to raise money for the Stroke Association after my mum had a stroke, when I was 4 years old, giving birth to my little sister. So far I have raised over £2,500 for the Stroke Association, and am still working on some more crazy ideas to raise yet more! The Stroke Association were a great help in supporting my family and as they were there in my hour of need, I want to ensure that help is available for all who need it.” Ruby Smith

“The highlight of my volunteering experiences has been meeting a whole host of extraordinary people who show exceptional courage and determination in overcoming a multitude of challenges.” Volunteer

Jade and Josh Wilson and a huge group of friends trekked up Mount Snowdon and raised £1,627.

“We had decided to raise money for the Stroke Association because two people close to the team’s hearts suffered severe strokes within the past two years. We had an amazing time climbing the mountain as we reached the summit the clouds disappeared and we were able to enjoy breathtaking views. We are overwhelmed with the donations that we have received and hope that this will contribute to helping the Stroke Association continue their important work.” Jade Wilson

“A highlight for me is the sense of belonging within this charity. This comes not only from the service users but also the wonderful support we receive from the staff. It has made me feel confident and proud of what I do.” Volunteer

The children of Kitts Green Children’s Centre in Birmingham held a painting competition and sold the children’s art to parents for donations.

“I am thrilled with the £300 we have raised for such a good cause. We have really helped raise awareness of stroke in younger working age families.” Deana Fitzpatrick, organiser

Amanda Morris’ friend Paul had a life-changing stroke the week before she was 39. She had an idea to raise money and awareness by setting herself ‘40 challenges before forty.’ Her challenges included running, rowing, cycling and walking 40 kms and making 40 cups of tea a day.

“Paul’s our rock to see him in such a vulnerable situation and realise there’s actually nothing at all you can do for him, just tears your world apart. We walked out of hospital that day and said we need to do as much as we can”. Amanda set herself the target of raising £2013 but so far she has raised an amazing £11,500.

“I campaign to raise awareness about stroke so other people can avoid what happened to me.” Campaigner

How does your money help?

£5 could help 15 people begin to come to terms with the effects of stroke with crucial factsheets like communication problems after stroke.

£17 allows our Stroke Information Service to provide support and guidance to a stroke survivor, family member or carer.

£50 could help us continue to invest in vital research to help save lives and improve the lives of stroke survivors.
We are the Stroke Association

We believe in life after stroke. That’s why we support stroke survivors to make the best recovery they can. It’s why we campaign for better stroke care. And it’s why we fund research into finding new treatments and ways of preventing stroke.

The Stroke Association is a charity, so we rely entirely on your support to raise awareness of and prevent stroke and to ensure stroke survivors get the help they need.

Get in touch to find out how you can get involved and help change the lives of people affected by stroke.

Call: 0207 940 1359
Visit: stroke.org.uk/fundraising
or email: events@stroke.org.uk

Together we can conquer stroke

FundRaising Standards Board