



More Than Memories

**A guide to making the most
of your tribute page**

Remember someone special through your own dedicated online memorial and help raise funds to rebuild lives after stroke.

Stroke
Association

Thank you for creating a tribute page

Losing someone you care about is hard. Life can feel tough without them. We understand that you may need something positive to focus on and hope that creating your tribute page and sharing it with family and friends will help you through this difficult time.

“Like scattered seeds,
memories bloom forever.”

– Anon

We're here for you

Our confidential Helpline advisors are here to support anyone affected by stroke in the UK, including family and friends. Call them on **0303 3033 100**. Or speak to a trained bereavement counsellor through the GriefChat service on our website **here**.

How can I make the most of my tribute page?

Your tribute page is an online memorial and fundraising space where you can capture treasured memories and celebrate the life of someone special.

Whether you created the tribute yourself, or your funeral director did so on your behalf, there are many ways you can make the page personal and unique.

You can use the webpage to:



Provide all the information people will need about the funeral or memorial service of the person who has died. This can be archived at a later date, turning your funeral collection page into a lasting tribute.



Invite others to leave dedicated messages of remembrance.



Light virtual candles and leave online gifts to mark special occasions and important dates.



Share memories and stories about the person who has died.



Collect donations and set up events to fundraise in the person's memory.



Add special photographs, videos and music.

Did you know?

You can keep your tribute page live for as long as you like and add to it as often as you want. That way, it will reflect how much the person meant to you and others who knew them, leaving a meaningful record of their lives for future generations.

You control who sees your tribute page. You can share it with family, friends and colleagues or only with certain people. Go to 'Tribute settings' and click on "Privacy and sharing".

Shirley's story:

“Channelling our grief and raising awareness of stroke”.

Setting up a tribute page for the Stroke Association was a way for sisters Shirley and Kirsty to cope when their mum, Molly, died. Molly was healthy and active but died suddenly from a stroke in July 2008. Shirley, from Auchterarder in Scotland, shares their story.



Sisters Shirley (middle) and Kirsty (right) with their mum Molly (left)

“I was 32 when mum died. I'd heard of stroke, but didn't really know what it was. I thought it was something older people got and couldn't get my head around it because mum was only 62.

We felt very lost and angry. It was the shock of having just come back from holiday and enjoying a really good night together, and that being the last one we had with my mum. I don't think we ever really recovered from the suddenness of it all.

“Keeping our focus and drive”

We set up a tribute page to keep mum's memory alive, channel our energy and grief, and raise awareness of stroke so that

people know the signs of it. We set this arbitrary figure of raising £20,000 in our lifetime. It felt massive, and it is.

The page was for us, rather than anybody else, to keep our focus and drive. It's somewhere we can keep tabs on how much money we raise.

We can update it with photographs as a memory gallery. At Christmas, friends will donate directly to the page, rather than buying a present.

Over the years, we've plugged away at our target doing, silly fundraising things, as well as physical challenges. During lockdown in the pandemic, for example,

“I ran the London Marathon which was an absolutely phenomenal experience. Being part of the Stroke Association team was very emotional”.

I did 26 minutes on a space hopper dressed as a clown. For our cycling challenge across Scotland, one member of the Stroke Association fundraising team cycled a bit of the route with us. It felt like we had personal support, which was lovely.

“Fundraising might help another family”

My advice if you want to set up a tribute page in memory of someone and start fundraising is to believe in yourself.

Share what you are doing and your personal story and people will be supportive.

It hurts that, no matter what we do, it's not going to help my mum. But what we do know, is that fundraising for the Stroke Association might help somebody else. If it allows another family to not go through the same pain that we did, then that's a good thing.”

Frequently asked questions

If you have any questions about your tribute page, you should be able to find the answers to them **here**. Below, are some common frequently asked questions.



Can I amend or remove things on my tribute page?

Yes. You can amend your page at any time. In fact, we actively encourage you to do this as a way of working through your bereavement. You do this by going to 'Tribute settings' and clicking on "Content".



How long will my tribute remain online?

For as long as you would like it to. Many people choose to keep their tribute going as a permanent memorial site.



How can I share the page with others?

There are lots of ways to share your page with others. Your tribute page has its own unique website address (URL). You can share this address by email, or even print it on an order of service. Please contact us if you would like a QR code for your tribute, this can then be included on your order of service.



Are there ways to mark special occasions?

Yes, you can light virtual candles or leave virtual gifts on birthdays, anniversaries, or meaningful dates throughout the years. You can add these to your tribute page by going to the "Contribute" section which is on the left-hand side of your screen.

At certain times of the year, such as national days of celebration, you will find some extra options that you can also add to the page.

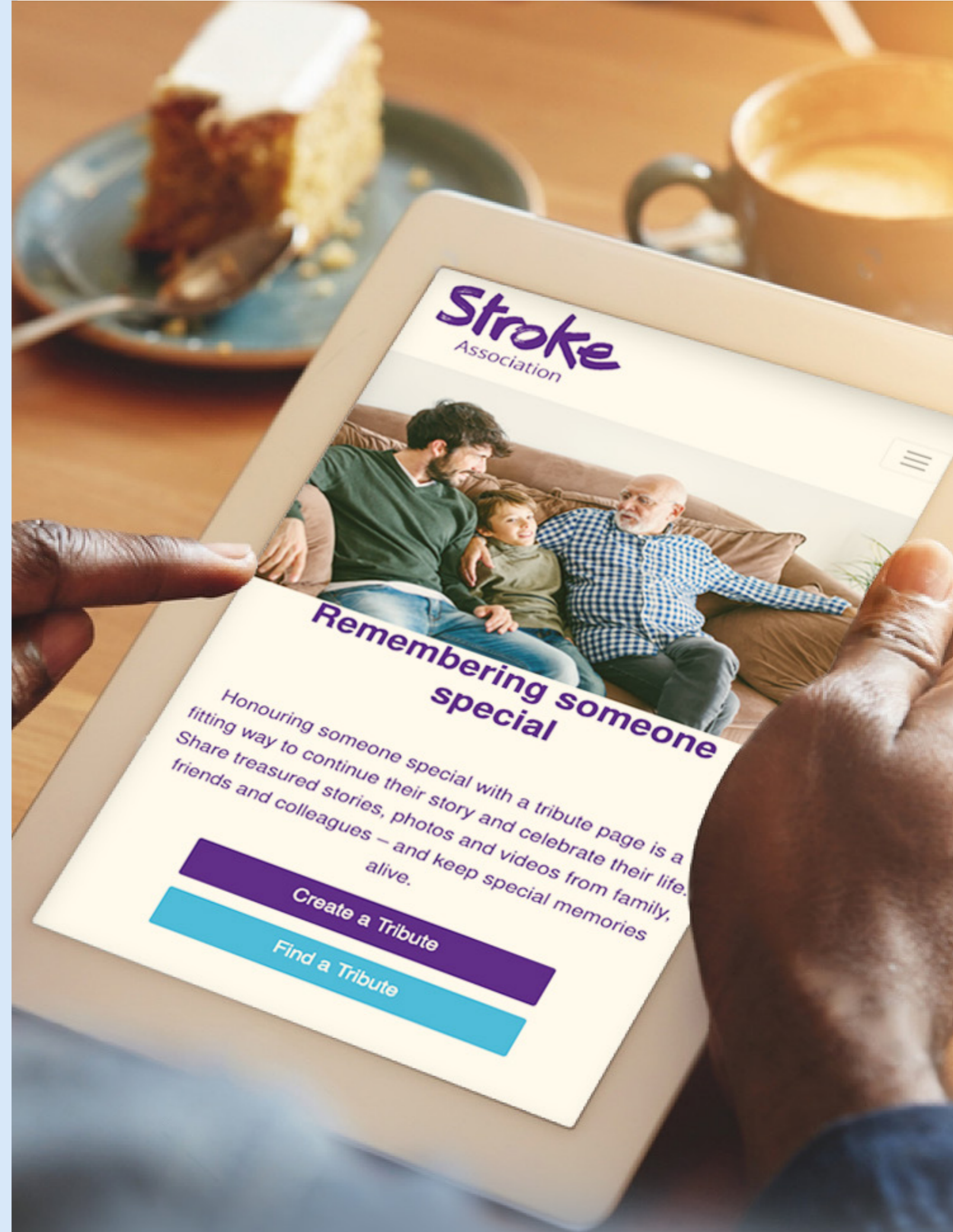


How do I add a fundraising event onto the tribute page?

Your page has a dedicated "Event" area. It lists all the events that are supporting your tribute in chronological order. You will find this on the left-hand side of the tribute home page.

You can encourage others to add their events to the tribute page. Then it will become the central place for recording and promoting all the activities that are taking place in memory of the person you want to celebrate.

You may also choose to organise a remembrance or anniversary event in the future. If so, let us know your plans and we'll be here if you need any support or advice.



Jill's story:

“Setting up a tribute page helps with the grief of losing a loved one.”

Jill set up a tribute page with the Stroke Association as a way to remember her partner of 12 years, Carlton, who was 59. She wanted to keep his name alive after he had a stroke and died in September 2021. Carlton – affectionately known as “Big C” to his friends – was a father, grandfather and a stepfather to Jill’s children.



“Carlton was such a loving guy. He had a lot of friends, and everybody liked him. He was the joker and go-to man for advice. It’s still such a shock to us all that he’s not here.

If anyone was doing a sponsored event or challenge, Carlton always had no hesitation in donating. I think when somebody is like that, you just know that they would appreciate you doing something in their name. I want to keep his name alive. He’s got two young grandsons and I think it’s nice for them to know that grandad was a nice guy.

We thought of the Stroke Association because we would have needed them had Carlton pulled through. Just by doing that little bit of fundraising, even if it’s just a bit of something each year, it provides support for a family impacted by stroke. And it helps with the grief of losing a loved one.

I organise a fundraising event to mark Carlton’s birthday each year. I had been planning a big 60th birthday party for him before he passed away. I threw a party as a fundraiser in his name on his birthday. I thought, let’s celebrate his birthday and see how much we can raise. It was a hard one to get together but we got there. We raised a fair amount of money and everyone who knew Carlton had a great time.

This year (2023), I wanted to do something a bit different to mark his birthday, so we’ve planned an eight-mile fundraising walk.

Having a tribute page and raising funds for the Stroke Association gives me a purpose and comfort. I’ve never been one to sit around, and it gives you a focus if you’ve got these things planned. Keeping busy is my way of dealing with it. Carlton’s friends are grateful that I do these things too.”

“A tribute page gives you purpose and comfort.”



Raising money for the Stroke Association in memory of someone special



You and your family and friends can make in-memory donations to the Stroke Association online, via your tribute page, or offline. Any donations we receive will be credited to your tribute page.



For offline donations, please contact us if you would like some funeral collection envelopes. Call the supporter relations team on **0300 3300 740** or send an email to supporter.relations@stroke.org.uk



If they are a UK taxpayer, people who give money online via your tribute page can claim Gift Aid on their donation. This allows us to claim 25p for every £1 that they donate.



Online donors can be anonymous or hide the amount they give, if they prefer to do this. As the owner of the tribute page, you could choose to keep all individual donation amounts hidden, if you prefer.

Where your money goes

£150

could help pay for research into new stroke treatments, as it did with thrombolysis. This a clot-busting drug that returns the blood supply to the brain and it has transformed the lives of stroke survivors who've received it.

£500

could help pay for a five-year Senior Lectureship Award. This is a critical research role that creates life changing discoveries to prevent and treat stroke.

£1,450

could pay for 50 people to talk to us and receive emotional support through our Stroke Helpline.

Fundraise your way

We don't expect you to fundraise. But if you would like to, there is room for your tribute to grow if you fundraise for the Stroke Association in the future. Every pound you raise will help to change the future for families rebuilding their lives after stroke.



Sign up to an organised event

Whether you want to run your first 10K or do a sponsored swim, you could join **#TeamStroke** for a sporting challenge.



Take part in a virtual event

We've got walks, swims, cycles and a whole host more.



Organise your own in-memory event

From bake sales and quizzes to walking and sports, choose how you'd like to raise vital funds to raise money for stroke survivors and research in memory of someone special.



Invite friends and family to fundraise

Whether you're full of ideas or need some inspiration, we can support your friends and family to raise money to help keep the memory of the person who has died alive.





Creating a legacy

The impact of a stroke can be devastating. But the impact of the donations that will be made via your tribute page can be transformative, funding vital support and lifesaving research.

Sarah's story

When Sarah Jones, 62, from Charlton in Worcestershire, had an ischaemic stroke in July 2021, her life changed completely. She gave up the job she loved as a special educational needs teaching assistant after being diagnosed with anxiety. She was worried about having panic attacks and not being able to react quickly enough in emergency situations. Here, Sarah, mum-of-two Sarah shares how turning to the Stroke Association helped her get the support she needed.



Sarah has benefited from support from the Stroke Association.

"It might not seem that I'm like it because I'm very open and wear my heart on my sleeve. But actually, inside, I'm terrified of most things. There's always this underlying fear that I may experience the signs of another stroke or something else serious. It's always with me.

When I turned to the Stroke Association for support, I was linked with a Stroke Association Support Coordinator in my area who was in touch regularly to see how I was doing.

I was keen to speak with other people who were recovering from a stroke and gain more knowledge. So I got involved with the charity's online activities. I have explored their online quizzes, website, factsheets, and engaged with the My Stroke Guide online forum.

It can be frightening looking at the internet. It's much better to talk with actual people who can tell you exactly what they experienced. I also wanted to give something back by sharing my experiences with others.

"Stroke Association completely get it."

I joined Me and My Stroke, a four-week programme with stroke survivors and Stroke Association staff. It helped with my confidence. Just to be able to get on a Zoom call once or twice a week with people who have been through similar experiences has been a huge help.

It has been absolutely invaluable to be able to empathise and understand other people's experiences of stroke. No matter how supportive your family might be, they can't understand what it's like, unless they've had a stroke themselves.

When you're on the Stroke Association website and get involved with their online activities, you're not on your own. They completely get it. I have made life-long friendships by getting involved with the charity and it has all been helping me in my recovery.

If it hadn't been for the Stroke Association, I'd have been in an awful lot worse situation mentally.

I'm always going to be a bit worried because that's what stroke has given to me. But I think these activities are a fear buster. They really are."

We're here for you

Grief can be overwhelming, but you are not alone.

Our confidential **Stroke Helpline** is here to support anyone affected by stroke in the UK, including family and friends. You can call the Helpline on **0303 3033 100**.

For emotional support, you can talk to a trained bereavement counsellor through the **GriefChat** service on our website **here**.

If, at any point, you need support with your tribute page or fundraising, please contact our supporter relations team on **0300 3300 740** or send an email to **supporter.relations@stroke.org.uk**

Rebuilding lives after stroke

Stroke
Association