

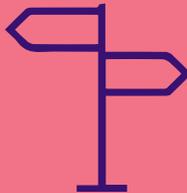
A Walk To Remember

Rebuilding lives after stroke

Stroke
Association



**Pick a
place**



**Create a
route**



**Raise
life-saving
funds**

Welcome!

Thank you for signing up to A Walk To Remember. We've put together this guide to help you plan your walk, create special moments to celebrate your loved one and raise life-saving funds for the Stroke Association.

In this guide, you'll find all the information you need to help you plan A Walk To Remember this June. Sunday 27 June marks our official A Walk To Remember day. However, if that date doesn't suit you, you're more than welcome to take part any day in June.

Every pound you raise in memory of your loved one will help us to reach more people affected by stroke by offering specialist support and vital research.

Thank you for taking part in A Walk To Remember.

Dave,
A Walk To Remember team

Don't forget to share it all on social media and post photos and videos of your walk using **#AWalkToRemember** and tag us!

Twitter **@TheStrokeAssoc**
Facebook and Instagram **@TheStrokeAssociation**



We know that due to COVID-19 and government advice you might not be able to gather the whole family for your walk. But why not encourage them to take on A Walk To Remember too in a place that has meaning to them and reminds them of your loved one? We ask that you continue to follow the most up to date government advice in your area - [England](#), [Northern Ireland](#), [Wales](#), [Scotland](#) and [Jersey](#) - and only take part if you feel able to.



What is

A Walk To Remember?

A Walk To Remember is simply that – a walk to remember someone special. We're inviting you to walk in celebration of your loved one's life. We'd encourage you to get your family and friends involved too. While you walk you can share happy memories and stories about your loved one. You may even discover someone has a story you've not heard about before!

A Walk To Remember can be organised in 3 simple steps:



Pick a Place

First, choose a place that has meaning to you or reminds you of your loved one. This might be somewhere your loved one visited frequently, a place that holds precious memories or maybe it was your loved one's favourite spot. Where you pick is completely up to you.



Create a route

Once you've chosen your special place to visit on your walk, the next step is to create a route around it. You might choose to start at your special place, visit it along your route or finish your walk there. How far you'll walk is entirely up to you.



Raise life-saving funds

The Stroke Association is a charity who fund lifesaving research in stroke prevention, diagnosis, treatment and long term recovery. All of the money you raise taking part in A Walk To Remember will allow us to continue our vital work in stroke research and support.

When is A Walk To Remember?

The official date of A Walk To Remember is Sunday 27 June. Although we'd love for you to walk on the official day we know that might not work for everyone. You're welcome to take A Walk To Remember anytime in June, on a date and time what works best for you.

Creating moments to remember



Coming together and walking in your loved one's memory can be very special. However, if you do want to add in any extra moments to remember we have a few suggestions below:

- Make a day of it - why not take a bite to eat and stop for lunch along the way?
- Carry a photo of your loved one with you whilst you walk
- When you get home, light a candle in their memory.
- Create a playlist to listen to as you walk, include some of your loved ones favourite songs
- Take time along your walk to share stories of your loved one with one another

What your day might look like

- Before you walk – share your online giving page with friends and family and let them know today's the day you're walking
- Pack up any food, water and anything else you might need to make your walk memorable and enjoyable
- Meet your friends and family you're walking with and head out
- Take a moment to remember once you reach your special place, and at any other times along the way
- Keep your friends and family updated, by sharing photos with them along the way
- Arrive home and put your feet up, and if you want to light a candle in their memory
- Keep sharing your online giving page and watch the donations increase!



Need to talk to somebody?

A Walk To Remember is an opportunity for you to get together with friends and family to remember your loved one and celebrate their life. If you need someone to talk to, we're here for you. Our [Stroke Helpline](#) can be contacted on **0303 3033 100** Monday - Saturday. If you'd prefer, you can also call [Cruse Bereavement Care](#), a dedicated bereavement charity, on **0808 808 1677** or by visiting their [website](#).

Why Emily is taking A Walk To Remember her Nana

On November 17th, 2018, my Nana – 97-year-old Hilda McDonald – passed away shortly after a stroke. In her final moments, she was barely able to speak and could no longer see - but she held our hands tightly. She knew we were there.



It felt like my Nana's stroke not only cruelly stole her life, but it stole away the matriarch of our family. Leaving us with a hole that I don't ever believe will be filled.

But, that's not how we will remember her. We'll remember the woman who taught us how to be well-mannered and who shared stories about her life in the war. The woman who took us on holidays to caravans in North Wales, and who always wanted a cup of tea.



"We'll remember the lunches we'd pack for our day trips to Blackpool, going on the rides, playing in the amusements and visiting the beach. This June, that's where we'll remember her."



Blackpool always meant so much to her, so my family and I will be taking A Walk To Remember down the 5 miles from Norbreck North Tram stop to Blackpool Pleasure Beach. Pausing along the front to get the hot sugar covered doughnuts she loved, and dipping our toes in the water. She used to tell me that one of the hardest things about growing old was that she knew where she wanted to walk; her body just wouldn't take her. So, I know she'll be with us every step of the way.

We're really looking forward to taking this opportunity to laugh and reminisce about our wonderful Nana, knowing that we're raising lifesaving funds in her memory will make this walk even more memorable.

I hope you enjoy taking A Walk To Remember in memory of your loved one too.

Warm regards,

Emily

A little bit about the Stroke Association

We are the UK's leading charity dedicated to rebuilding lives after stroke



We provide specialist support, fund lifesaving research and campaign to make sure people affected by stroke get the very best care and support possible.

Stroke fact

There are over **1.2 million stroke survivors** in the UK today living with the impact of stroke.



To help people affected by stroke we provide vital information, support and advice. Our key areas of work include:

- **Support services** – Our support services include but are not limited to emotional support, communication support and exercise-based rehabilitation.
- **Information** – Our information is based on accurate and up-to-date evidence. We ask stroke survivors and their families, as well as medical experts, to help us when putting our information together.
- **Research** – Our research helps to improve treatments, care and rehabilitation, saving thousands of lives and helping stroke survivors make the best recovery they can.
- **Campaigning** – We are the force for change. By listening to and working with people affected by stroke, we drive improvements in stroke care.



We couldn't do the work we do without people like you. Thank you for all of your support.

Raising Life-saving Funds

The money you raise by taking part in A Walk To Remember will allow the Stroke Association to continue our essential work. This will enable us to continue our work to see a world where fewer people have strokes and where there is improved treatment for those who have a stroke.

Fundraising online

It's quick to set up, it's easy to use and the money comes straight to us! And because there's less paperwork, we can be more efficient. Everyone's a winner!

Start your Tribute Fund today at tributefunds.stroke.org.uk and get sharing with your friends and family! You can find out more information about our Tribute Funds on the next page.

If you would prefer to use a JustGiving page you can set up a page at justgiving.com/stroke

Ask for support at work

Some businesses offer 'matched funding' schemes and will match the amount you raise. Make sure everyone knows you're fundraising for people affected by stroke, and how important this is to you – they're bound to want to help.

Pick a purple picture sweepstake

We've selected some iconic items and turned them purple for this sweepstakes sheet. Simply pick a picture (shhh – keep it secret!) and ask your friends and family to pay to guess which one they think it could be. The person who chooses your winning part wins a prize.



How your fundraising helps

- £29** could pay for the practical and/or emotional support someone needs to begin to rebuild a life after stroke
- £100** can help fund research into new ways to treat stroke and support people to rebuild their lives after stroke
- £200** could help fund research to find new ways to help stroke survivors with communication difficulties.
- £300** could pay for an MRI scan that can help us better understand the brain of those affected by stroke
- £500** could help pay for research into new treatments for stroke, such as clot-busting drugs used in thrombolysis, that allow blood supply to return to the brain and limit the devastating affects of stroke.

Thank you

Tribute Funds



What are Tribute Funds?

The Stroke Association's **Tribute Funds** are a meaningful way to remember your loved one. Your Tribute Fund is an online giving page where you, your friends and family can share memories, photos and videos of a loved one whilst raising life changing funds.

By creating a Tribute Fund you'll help others affected by stroke to rebuild their lives. You'll help fund better treatments and make sure everyone gets the care they need. And you'll help raise awareness too – so that in future, fewer people's life story ends with a stroke.

Getting started

Setting up a tribute fund is simple and only takes a few minutes. You can start your Tribute Fund page at tributefunds.stroke.org.uk. Once your Tribute Fund is set up, you can set up an event page for A Walk To Remember.

Setting up an event page

When you're logged into your Tribute Fund, click 'Create an event' on your Tribute Fund to get started.

Updating your Tribute Fund

You can update your Tribute Fund at any point. Once you're logged into your account you can change your page information and add photos or videos as and when you wish. You can also update your target and personal details at any point.

After your Walk

Once you've completed your walk, it doesn't have to mean the end of your fundraising. You can continue to use your Tribute Fund long after your walk is over. Whether you decide to take part in another event, hold your own event or fundraise on special dates, birthdays and anniversaries – your Tribute Fund is here for years to come.

Can I speak to somebody about Tribute Funds?

Our friendly Supporter Care Team are available to talk to from 9am – 5pm Monday to Friday. If you have any questions or would like to talk about your Tribute Fund please call them on **0300 3300 740**.

How research has dramatically changed stroke diagnosis and treatment

Our funding supports researchers to collaborate with others, including those affected by stroke and other researchers from a variety of disciplines, to find new ways to stop stroke happening, and treat and support people to rebuild their lives after stroke.

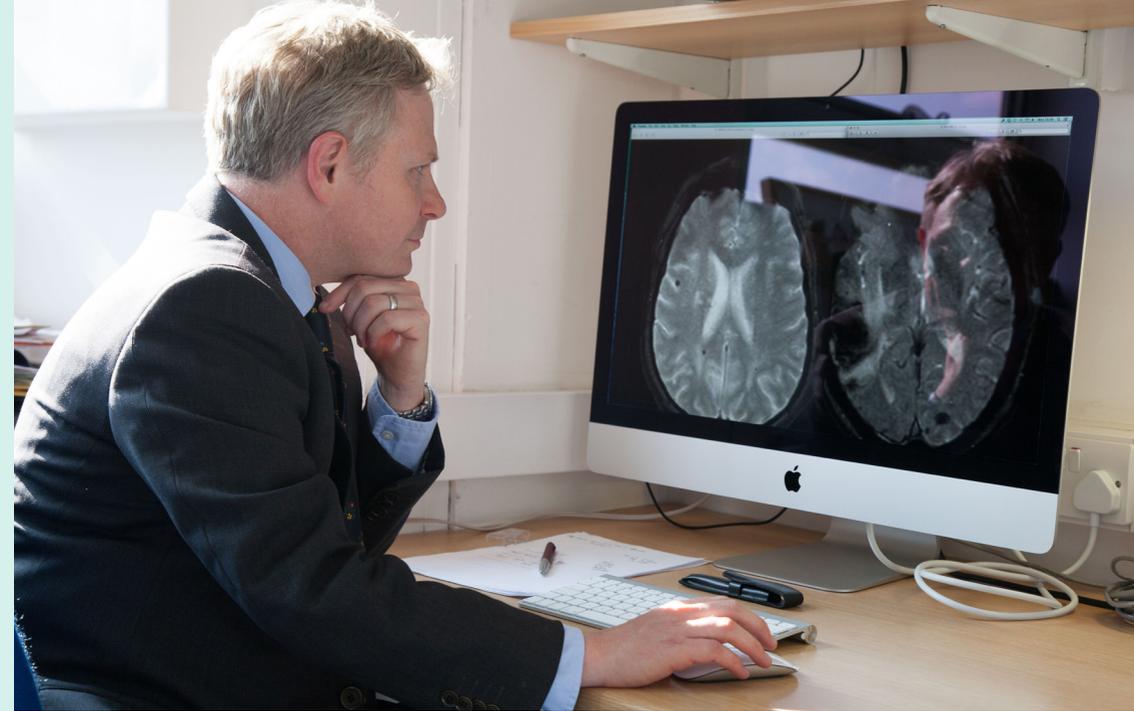
Since the early 1990s, we've invested over **£56 million** in stroke research.

This has:

- **Established a vibrant community of stroke researchers in the UK.**
- **Improved our understanding of stroke.**
- **Changed treatment and care for those affected by stroke.**



In 2001, we started funding research by Professor Gary Ford and his team at the University of Newcastle. They found that paramedics could use the FAST test to correctly identify a stroke. The results of this research changed how these critical professionals identify whether someone is having a stroke.



In 2012, we funded an early trial that showed patients in the UK could benefit from thrombectomy and it could be delivered in the National Health Service (NHS). In 2016, treatment guidelines changed to recommend this as a new treatment and our work continues to help more stroke patients get access to this treatment.



Every 5 minutes, someone in the UK has a stroke and this is expected to rise. Stroke survivors and people who have had a transient ischaemic attack (TIA) are at a higher risk of another stroke. Our research has helped us understand what happens in the brain during a stroke, identify who is most at risk of stroke and how we can reduce their risk.

For more information about our research program, please visit stroke.org.uk/research

After your walk

Don't put your feet up just yet – it's time to gather your funds.

Any money you have raised on your Tribute Fund is already with us. Just because you've completed your walk, it doesn't mean you can't continue to use your Tribute Fund. You can continue to use your Tribute Fund to remember your loved one for years to come.



If you have used JustGiving for your fundraising the money you have raised on this will be sent directly to us. There is nothing else you need to do with this. If you would like to set up a Tribute Fund to continue to raise funds in your loved ones memory, please let us know and we can help you with this.

If you've collected any cash sponsorship with the paper form in this pack, please send it to us by either:



Phone: Call **0300 330 0740** to make your donation by debit or credit card. Then post any signed sponsorship forms back to us so we can claim an extra 25% in government tax relief on any Gift Aid donations.



Bank: If you'd like to pay in your sponsorship by bank transfer, please call us on **0300 3300 740** or email **supportercare@stroke.org.uk** so we can provide you with our bank details and your unique reference. Please remember to post any sponsorship forms back to us so we can claim Gift Aid.



Post: Send your donations and completed sponsorship form to:

A Walk To Remember
Stroke Association
1 Sterling Business Park, Salthouse Road
Brackmills, Northampton, NN4 7EX

We process donations centrally to reduce costs. This won't affect where or how your donation is spent. Cheques should be made payable to 'Stroke Association'. Please do not send cash in the post.

Get Social

Use **#AWalkToRemember** when talking about your walk and mention us

Twitter **@TheStrokeAssoc**

Facebook **@TheStrokeAssociation**

Instagram **@TheStrokeAssociation**

If you have any questions about the Stroke Association or A Walk To Remember, please get in touch:

Online: **stroke.org.uk**

Telephone: **0300 330 0740**

Facebook: **facebook.com/TheStrokeAssociation**

Twitter: **@TheStrokeAssoc**

Email: **supportercare@stroke.org.uk**

Rebuilding lives after stroke

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