



Stroke
Association

Welcome to **#TeamStroke**

Your Virtual Half Marathon

Get ready to
raise funds and
rebuild lives



Kim and Lucy's half marathon success



Kim Donaldson and Lucy Price took on the Great North Run 2019 to raise money for the Stroke Association. The pair chose to run the half marathon with **#TeamStroke** after witnessing the impact stroke had on family members.

Kim's dad, Peter, had a stroke in 2018 at the age of 61. She said: "It has left him unable to complete daily tasks that we all take for granted.

"With the help of this charity he is making a slow recovery. They have helped him by offering rehabilitation services and have introduced him to fellow survivors who have suffered similar problems."

Lucy said: "Strokes are more common than people realise. Taking on a half marathon and fundraising is so important. It means the services the charity provides can continue, which is vital for getting people back on their feet. With this intervention, they can improve the lives of those affected by this debilitating medical condition."

The pair's fundraising efforts for the half marathon have already seen them collect more than £1,500 for the Stroke Association.

Why not join Kim and Lucy and kick start your fundraising journey at: www.justgiving.com/stroke

Welcome!

Within this booklet is everything you need to know to get ready for your Virtual Half Marathon. But, if we've missed something or you still have any burning questions, please contact us on **0300 330 0740** or supportercare@stroke.org.uk

Your training

We can't run it with you, but we'd love to help get you get ready for the challenge so make sure you check out these training plans at: <https://runningforgood.justgiving.com/training-programmes>

Your run

When it comes to the big day fasten on your race bib, and make some noise! Use **#TeamStroke** and share with your friends and family. Don't forget to tag us on Facebook & Instagram (**@TheStrokeAssociation**) and Twitter (**@TheStrokeAssoc**)



Your fundraising

Whether you're collecting sponsorship online or in person, we've got some great tips to help you maximise your fundraising. Look out for even more tips from us in your emails as well!





Your Virtual Half Marathon starts here

Take it at your own pace

Whether you're putting on your running shoes for the first time or hoping to achieve a new personal best, it's the taking part that counts. Our virtual half marathon is designed to be fun, for anyone of any age or ability, just take on the 13.1 miles in your own time.

And while you're doing it, remember: not only are you raising funds to rebuild lives, but by exercising, you're also helping to reduce your own risk of stroke. So you really are doing something life-changing.

Together we can rebuild lives



Stroke fact

Regular moderate exercise can lower blood pressure and help you maintain a healthy weight, **reducing your risk of stroke by 27%.**



How do I take part in light of COVID-19?

In times like this we know that it's especially important to keep active and focus on something positive, so we've taken our half marathons virtual. We are also really keen to not disappoint our wonderful supporters like yourself who need an outlet to put your training to use.

One of the great things about a virtual half marathon is that it gives you the flexibility to run at a time and place that is most convenient for you. It could be your local park, or you may want to go further afield!

All we ask is that you continue to follow the most up to date Government advice and only run if you feel able to.

There's always ways to run at home; whether you're jogging on the spot at home, running through your house or doing laps of your garden - you can do it!



1km is approximately 1,300 steps, 5km is 6,500 steps and 10km is 13,000 steps - to get started you just have to take that first one!

Raise more and make an impact

When you fundraise for us, you'll help us support more stroke survivors, carers and their loved ones.

Here's how you can help us be there for more people affected by stroke across the UK:

- **Start collecting sponsorship now.** The more time you have, the more you can raise.
- **Set a target.** People are more likely to donate if they can see how close you are to reaching your goal.
- **Share on social media.** Keep your sponsors up-to-date with how you're doing or check in with us on Facebook, Instagram or Twitter.
- **Talk to your employer.** They could match your fundraising, or let you raise money at work.
- **Ask sponsors to Gift Aid.** Either on the sponsorship form, or by clicking 'add Gift Aid' on their JustGiving sponsor. It'll raise an extra 25p for every £1 for free!

Help us raise more with JustGiving

Fundraise online with a JustGiving page. It's easy to share with family and friends on email and social media, so you can reach more people and raise more for the Stroke Association.

And because there's less paperwork, we can be more efficient and save money. Everyone's a winner!

Get started at [justgiving.com/campaign/StrokeVirtualHalfMarathon](https://www.justgiving.com/campaign/StrokeVirtualHalfMarathon)

Stroke fact



Stroke is the **UK's fourth biggest killer**. Yet funding for stroke research is one fifth of that spent on cancer research.



Every pound helps

£50

could help fund research to find new ways to help stroke survivors with communication difficulties.

£80

could enable a stroke survivor to attend a six-week computer course to support their recovery.

£250

could fund our Stroke Helpline for one hour, providing support and guidance to survivors, carers and their loved ones as they rebuild their lives.

£300

could support a volunteer to work with a stroke survivor for a year, helping them regain their confidence and independence.

Thank you



On the day...

- Lay out everything you need the night before. If you are planning on running your half marathon outside, you may need a hat, suncream and snacks.
- The morning of your run, make sure you have a hearty breakfast. Don't forget this should be a carb-rich, low-fiber, easy-to-digest, familiar breakfast.
- Use the toilet! If you want to run non-stop, be sure to pop to the loo before you head off on your run.

Let's get it
on social



#TeamStroke

- Make sure you have set up and turned on your Strava, or whatever route calculator you are using to track your miles.
- Keep sipping. Slowly sipping water or your favourite fuel will help you keep going and hydrate you on your route.
- Finally, have fun!

Once your run is done

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

Any money you raise with JustGiving will be sent directly to us. 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.



Online: Visit stroke.org.uk/donate/virtual-half-marathon to pay in your sponsorship money online.



Post: Send your donations and completed sponsorship form to:

Supporter Care, Stroke Association
1 Sterling Business Park, Salthouse Road
Brackmills, Northampton, NN4 7EX

Cheques should be made payable to 'Stroke Association'.
Please do not send cash in the post.



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.

More about the Stroke Association

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



We believe in life after stroke. That's why we support stroke survivors as they recover, campaign for better stroke care, and fund research to develop new treatments and ways to prevent stroke.

But we can't do it without your support. Thank you for helping us rebuild lives.

If you have any questions about the Stroke Association or your virtual half marathon, please get in touch:

Telephone: 0300 330 0740

Email: supportercare@stroke.org.uk

Facebook: [facebook.com/TheStrokeAssociation](https://www.facebook.com/TheStrokeAssociation)

Twitter: @TheStrokeAssoc

Stroke fact



There are over **1.3 million stroke survivors** in the UK today living with the impact of stroke.

Stroke fact



Every year, we help **72,000** stroke survivors rebuild their lives.

By taking part in your Virtual Half Marathon, you'll help us be there for even more people affected by stroke.



**"I'm running the Virtual
Half Marathon because..."**



Stroke

Association

Full name Home Address ** Postcode Date paid Amount Gift Aid it ✓
 Only needed if Gift Aiding your donation.
 Don't give your work address if Gift Aiding your donation.

| Full name | Home Address ** | Postcode | Date paid | Amount | Gift Aid it |
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Thank you for your support

Can't get your sponsorship form to all your friends? Then log on to www.justgiving.com/stroke and gain sponsorship online. It's quick free and simple to use.

SUB TOTAL (this side)

£

SUB TOTAL (other side)

£

TOTAL

£

A donation is worth more with Gift Aid

To enable us to claim back the tax already paid on your donations, and add 25p to every £1 you donate, please tick and date the boxes below.

If I have ticked the box headed "Gift Aid it", I confirm that I am a UK Income or Capital Gains taxpayer and would like to Gift Aid this donation and any donations I have made in the past four years, or I make in the future to the Stroke Association.

I understand that if I pay less Income Tax and/or Capital Gains Tax each tax year (6 April to 5 April), than the amount of Gift Aid claimed on all of my donations, it is my responsibility to pay any difference.*

Remember: You must provide your full name, home address, postcode and ✓ Gift Aid to enable us to claim the tax back on your donation.

giftaid it



Returning your sponsorship money

Please return your completed sponsorship form and cheques **no later than one month after the event**. If there is any reason why this might not be possible, you must contact your local fundraising office as soon as possible.

* If you pay Income Tax at the higher or additional rate and want to receive the additional tax relief due to you, you must include all your Gift Aid donations on your Self Assessment tax return or ask HM Revenue and Customs to adjust your tax code.

** Stroke Association will use the details you provide on this form in order to claim gift aid on your donations, and for no other purpose. For more details on how we look after your personal information, read our privacy policy at stroke.org.uk/privacy.

Total payment sent with this sponsorship form

£ _____

Date Sent _____

Please return your completed form and sponsorship received to the address below.

(Please ensure that your name, postcode and event name is written on the back of all cheques)

We process donations centrally to reduce costs. This won't affect where or how your donation is spent.

Supporter Care Team, Stroke Association
 Salthouse Road, Brackmills
 Northampton NN4 7EX

Keeping in touch

Join us in supporting thousands of people and families affected by stroke across the UK. We'd love to send you information about the difference you can make to these families through campaigning, volunteering, donating and fundraising.

How would you like us to keep in touch? Please tick:

Please tick: Email Phone SMS

Our promise to you

Your privacy is our priority. We promise to keep your details safe and will never sell them. We will also keep in touch by post about how we can continue to support you, and opportunities to support us. If you would like to change the way you hear from us, just call **0300 3300 740** or email supportercare@stroke.org.uk. How we protect and use your personal data is set out in our privacy policy at stroke.org.uk/privacy