

# Walk **Your** Marathon

Your essential guide to raising vital funds to rebuild lives after stroke.



**Stroke**  
Association

# Welcome to Walk Your Marathon!

Hi there,

First of all, we'd like to say a huge thank you for signing up to Walk Your Marathon.

We work hard to support everyone affected by stroke, fund research and campaign for the rights of stroke survivors. We couldn't provide this vital support without people like you, so we're delighted to have you on board.

In this fundraising pack you'll find inspiration on everything from where to walk, when to walk and who to walk with if you don't want to go it alone. It's called #walkyourmarathon for a reason, and that's because how you do it is entirely up to you.

It's not a race. It's not an endurance test. It's just walking, pure and simple. You don't need any kit, and you don't need to train for it. You just need to put one foot in front of the other, and raise money for people affected by stroke at the same time. What could be easier?

Right, let's get started. On your marks, get set...



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**It's not a race.  
It's not an endurance test.  
It's just walking,  
pure and simple.  
Your way.**

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## Wait, what have I got myself into?

Don't worry, you can do this! You can walk the whole 26.2 miles in one go, or spread the distance over a few day's or even weeks. You decide when and where you walk.



## What are the rules?

The rules are: there are no rules.

Seriously. It doesn't matter where you walk. It doesn't matter how you walk, although walking on your hands or in six-inch heels are probably not the easiest ways to do it. It doesn't matter how fast or how slow you go, whether you walk every day or finish it all in a weekend, just as long as you complete the distance.

## Do I need to be super fit to #walkyourmarathon?

Not at all. Whether you're a self-confessed couch potato who wants to do more exercise, or a fitness fanatic who thinks nothing of hiking 26.2 miles in a weekend, you get to set your own pace. It might seem a little daunting at first, but you'll be clocking up the miles before you know it.

A photograph of a woman and a child walking a dog in a field. The woman is on the left, wearing a yellow jacket and blue jeans. The child is on the right, wearing a blue jacket and blue pants. They are both smiling and looking towards the dog. The background shows trees and a clear sky.

**Your Marathon  
the family  
way**

# If you need inspiration...



Hop off the bus one stop early on your way to work and walk the extra stop. Really take in your surroundings – the trees, flowers in people’s gardens, the birds, passing cats, everything. Leave the car at home on the school run and get your kids walking, too.

If you drive to work, head out at lunchtime for a walk around the park. Walk your dog for an extra 20 minutes each day, and if you haven’t got a dog, now’s a good time to borrow one from a neighbour (which is also a great time to ask them for a donation at the same time). You’ll be surprised how many miles you clock up when you’re distracted by a furry friend!

Why not get together with friends at the weekend and go for a hike in the countryside (you can reward yourselves with a nice pub lunch) or take the kids and set off for the local nature reserve. If you and your partner struggle to spend quality time together, make it a romantic walk – the beach at dusk or a picnic in the park.

Maybe you’d rather take some time for yourself, and fancy a quiet afternoon surrounded by beautiful flowers at a National Trust garden? Take a look at these websites for more ideas:

- [nationaltrust.org.uk](http://nationaltrust.org.uk)
- [ramblers.org.uk](http://ramblers.org.uk)
- [wildlifetrusts.org](http://wildlifetrusts.org)



# How much **money** do I need to raise?

It’s up to you how much you want to raise. Try aiming for £100 as a starting target – you might even double it. Every penny really will make a huge difference to people affected by stroke.

The easiest way to let people know that you’re taking on the challenge is to set up a **JustGiving page** – it automatically collects donations for you, that way your family and friends can support you wherever they are in the world.

Personalise your page with a photo, a little bit about you and why you’re taking part in Walk Your Marathon. Perhaps someone you love has been affected by stroke? Tell your story on your profile. Email the link to friends, family and colleagues, you can share on Facebook and Twitter, too. You can even update your page every few days, too, to let your supporters know how you’re doing (and where you’re going!).



Walk Your Marathon the **romantic way**

# How your fundraising **helps**

£29

could pay for the emotional support someone needs to begin to rebuild a life after stroke.

£50

can help pay for research into new stroke treatments, such as thrombolysis, a clot-busting drug that returns the blood supply to the brain that has transformed the outcomes of stroke survivors who have received it.

£130

could help us to review and address a stroke survivor's needs six months after their stroke, ensuring the best recovery and quality of life possible.

£500

could help us develop our communication support, so stroke survivors who have difficulty speaking, reading and writing can get the help they need.

£800

could pay for our trained volunteers to introduce My Stroke Guide to stroke clubs and groups across the country for a year.

Every five minutes, stroke destroys lives.  
Help us rebuild them: [stroke.org.uk/walk](https://stroke.org.uk/walk)

# Stroke **survivors** share their stories...

Three people tell us how stroke affected them and how they've adapted to a new life after stroke.

## Alisha



Stroke struck Alisha when she was 26. Rushed to hospital, she awoke in the intensive care unit to find that she could no longer speak, read or write. She couldn't keep her balance, and needed to relearn how to do everything - from showering to making a cup of tea, getting dressed and crossing the road. She has made incredible progress, and now works with us as a volunteer.

## Max



Max had a stroke at his 7th birthday party. His mouth went to one side and he fell off his chair. He remembers the pain in his head, not being able to move, and not being able to talk or even cry for his mum.

He was in hospital and a rehabilitation unit for six months. He has had problems with mobility and balance. In fact, he's broken his left arm five times since his stroke. Supported by a Life After Stroke Grant and contributions from a local charity, Max's mum bought a trike to help with his mobility.

## Paul



Paul was 40 when he had a stroke. At first, he couldn't really speak at all, but after attending our stroke communication groups he made fantastic progress. Although he hasn't been able to return to his job as a teacher, Paul recently fulfilled his lifelong dream to complete the 500-mile Camino de Santiago walk.

Your support will rebuild the lives of stroke survivors by funding vital services and life-changing research.

# You **did** it!

We'd like to say a big thank you for taking part in Walk Your Marathon and raising much-needed funds for the Stroke Association.

But before you put your feet up, please send us those donations.

You can do this in several ways:



## Just Giving:

If you set up a JustGiving account, the money will automatically be sent to us when the event closes - you don't have to do a thing.



## By Telephone:

Call us on 0300 330 0740 to pay via credit card. Then post any signed Gift Aid forms back to us so we can claim the extra 25% from HM Revenue and Customs.



## Online:

Visit [stroke.org.uk/walk](https://stroke.org.uk/walk) and make a credit or debit card payment securely online. Please remember to post any signed Gift Aid forms back to us.



## By Post:

Complete the enclosed sponsorship form and send it to: Walk Your Marathon, Stroke Association, 1 Sterling Business Park, Salthouse Road, Brackmills, Northampton NN4 7EX.



| Full name | Home Address **<br>Only needed if Gift Aiding your donation.<br>Don't give your work address if Gift Aiding your donation. | Postcode | Date paid | Amount | Gift Aid it <input checked="" type="checkbox"/> |
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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](http://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.

**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](http://stroke.org.uk/privacy).

**Total payment sent with this sponsorship form**      **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.**

£ \_\_\_\_\_  
Date Sent \_\_\_\_\_  
Supporter Care Team, Stroke Association  
Salhouse 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](mailto:supportercare@stroke.org.uk). How we protect and use your personal data is set out in our privacy policy at [stroke.org.uk/privacy](http://stroke.org.uk/privacy)

