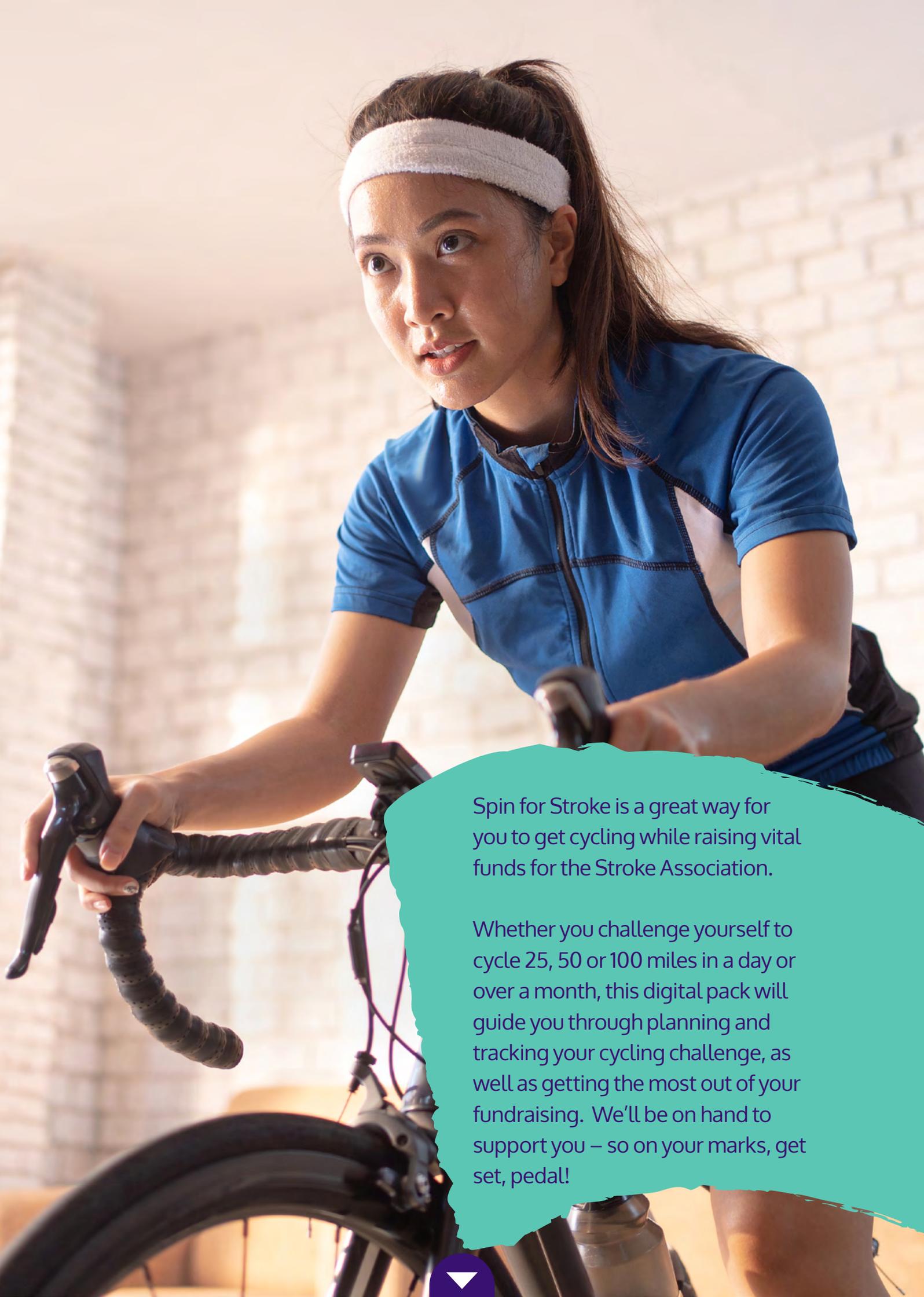


Stroke
Association

Spin for Stroke

Ride to help us rebuild lives
after stroke





Spin for Stroke is a great way for you to get cycling while raising vital funds for the Stroke Association.

Whether you challenge yourself to cycle 25, 50 or 100 miles in a day or over a month, this digital pack will guide you through planning and tracking your cycling challenge, as well as getting the most out of your fundraising. We'll be on hand to support you – so on your marks, get set, pedal!





Why Spin for Stroke?

There are now over 1.3 million stroke survivors in the UK. And this number is growing. To reach everyone who needs us, we need your support.

Depending on which part of the brain is affected when a stroke strikes, you may suddenly face communication and physical difficulties, or you may find that your emotions and personality are affected. The impact of a stroke can be completely life-altering. We believe everyone deserves to live the best life they can after stroke: supporting stroke survivors and their families rebuild their lives. We provide specialist support, fund critical research and campaign to make sure people affected by stroke get the very best care and support in their recovery.

Rebuilding lives after a stroke is a team effort. It takes the determination of stroke survivors and carers, the dedication of the healthcare and research communities and the generosity of supporters like you to get there.

Your Spin for Stroke will help rebuild lives that were changed in an instant.

One of the great things about our Spin for Stroke challenge is that it gives you the flexibility to cycle your chosen distance at a time and place that suits you! Whether you're challenging yourself to cycle 25, 50 or 100 miles around your hometown, exploring somewhere new or on the exercise bike in your living room or spin class: it all counts.

We recommend setting yourself the goal of completing your miles within a month of starting so that your eyes stay on the prize, but if you need longer the flexibility is yours! Make sure to go at a pace and timeframe that suits you, your fitness level and your goal.

And the added bonus: while you're cycling your miles and fundraising to support stroke survivors, you're also reducing your own risk of stroke by getting active.

1.3 million

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





Make the most of your fundraising

Every 5 minutes, someone in the UK has a stroke. The money you raise by taking part in Spin for Stroke will allow us to provide much needed support in their recovery.

Fundraising online

A JustGiving page is quick to set-up, easy to use and the money comes straight to the Stroke Association. You can also connect it to Strava and share updates of your cycling journey to help get those sponsors in.

Start your JustGiving page today at [Justgiving.com/campaign/SpinForStroke](https://www.justgiving.com/campaign/SpinForStroke) and get sharing with your friends and family!

If you're taking on the challenge in memory of a loved one, you can set up a Tribute Fund and raise money in their memory. Visit [tributefunds.stroke.org.uk](https://www.tributefunds.stroke.org.uk)

Pick a purple part sweepstake

We've selected some well-known bike parts and accessories for this sweepstakes sheet, included at the end of your pack. Simply pick a part (and 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.



Ask your employer

A number of companies will match their employee's fundraising – ask your HR or CSR department to see if your company could match your fundraising.



Around 1 in 4 strokes happen to people of working age





We rely on your support to help stroke survivors. But when setting your fundraising goals, you might be wondering what your sponsorship can actually do.

£17 could pay to run the **My Stroke Guide** helpline for an hour, helping anyone whose life has been affected by any type of stroke get the expert advice they need

£56 could cover the costs of setting up a new volunteer, so they are ready to support voluntary groups in their community

£130 could help pay for research into new stroke treatments, as we did with thrombolysis - a clot-busting drug that returns the blood supply to the brain, a treatment that has greatly helped stroke survivors who have received it

£250 could pay for one hour of Helpline activity, helping the families of stroke survivors support their loved ones after stroke

£525 could help pay for a block of communication support workshops, empowering stroke survivors to achieve the best possible level of communication, improving confidence and independence



Your plan

1. On your marks

- ⚙️ Decide your distance

25 miles

50 miles

100 miles

- ⚙️ Decide your timeframe – this can be all in one day, a week or spread out over a month or more, the flexibility is yours!
- ⚙️ Think about where - whether you're on an exercise bike in your living room, a local cycle path, somewhere new you want to explore or at your gym's spin class: it all counts
- ⚙️ Create and share your **JustGiving page** – don't forget to personalise it with your fundraising target and story
- ⚙️ Tell everyone about your challenge, you're doing something incredible for the Stroke Association, don't be shy in shouting about it!

2. Get set

- ⚙️ Make sure your bike is ready to ride and that you've got all the right equipment to be safe, such as a helmet and lights if you're cycling outside
- ⚙️ Check your route or mileage plan and make any final tweaks so that no obstacles are in your way
- ⚙️ Post a photo on your social media, with a link to your JustGiving page. People who share updates on their challenge raise up to 5 times more! You can tag us using **#SpinforStroke**
- ⚙️ Get your snacks and drinks ready – cycling is hungry and thirsty work!



3. Pedal

- ⚙️ Enjoy your cycle – this is your challenge, have fun with it
- ⚙️ Remember to stay hydrated and fuelled up
- ⚙️ Check in with yourself – listen to your body and take a break if you need it
- ⚙️ Post updates on your social media, make your friends and family feel like they're on the journey with you and watch those donations roll in



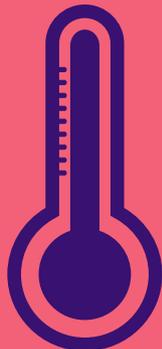
4. You did it!

- Well done! Whether you've completed your Spin for Stroke challenge or one of your plan's mileage goals, it's time to grab a cuppa and bask in your own celebratory glow
- If you're cycling again tomorrow or another day, don't forget to colour in the distance you've completed today on your distance tracker at the end of this pack



5. After your challenge

- Let all your friends and family know you've reached the finish line! 20% of donations come in after an event has ended, so make sure to include a link to your JustGiving page to help you smash your fundraising target
- Send us any sponsorship money that isn't on your JustGiving page - you can find out more on how to do this on the next page
- Make sure to click the "I'm finished" button within your Spin for Stroke emails from us, so you receive your virtual medal that you can print out and pop on the fridge. Be proud – you've helped to rebuild lives!



Did you know people who set a target on their JustGiving page on average raise 46% more? Aim high and tell everybody!





Paying in your sponsorship

After you have completed your Spin for Stroke, it's time to add up your total and send us your sponsorship.

We ask people not to send us cash through the post, as there's a risk of it getting lost along the way. We advise you to pay the money into your own account instead and then use one of the following options:



JustGiving: As any money you raise on your JustGiving page is automatically sent directly to the Stroke Association, you can pay in this money by making a donation to your page to keep your fundraising all in one place.



Online: Visit stroke.org.uk/donate/spin-donate to make a card payment securely online.



Phone: Call our team on **0300 330 0740** to make your card payment securely over the phone. Lines are open Monday to Friday, 9am to 5pm.



Did you know £300 could allow a befriending volunteer to work with a stroke survivor for up to a year, to help build their confidence and independence?



Remember to post any signed Gift Aid forms back to us so we can claim the extra 25% from HM Revenue and Customs.

Please send your completed sponsorship forms to:

Spin for Stroke team,
Stroke Association,
1 Sterling Business Park,
Salhouse Road, Brackmills,
Northampton, NN4 7EX

Please do not send sponsorship money in the post, go online or call us.



Getting in touch with 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 Spin for Stroke challenge, please get in touch:

Telephone: 0300 330 0740

Email: supportercare@stroke.org.uk

Get Social

Use **#SpinforStroke** when talking about your cycle and tag us

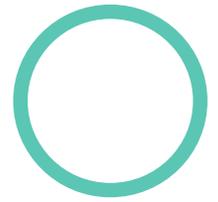
 Facebook
@TheStrokeAssociation

 Instagram
@TheStrokeAssociation

 Twitter
@TheStrokeAssoc

Pick a purple part

Winning number



Ask your colleagues, friends and family to pick a purple picture from the ones below for a suggested donation of £2.

 1	 2	 3	 4	 5	 6	 7	 8
 9	 10	 11	 12	 13	 14	 15	 16
 17	 18	 19	 20	 21	 22	 23	 24
 25	 26	 27	 28	 29	 30	 31	 32

1. Before the game begins, an organiser picks a number from 1–32, writes it in the top-right corner of this page and tears it off and keeps it safe.
2. Each player puts their name underneath their chosen picture for a suggested donation of £2 per play. The more you donate, the more pictures you get to choose and the greater your chance of winning.
3. Once the sheet is full and all the money has been collected from the players, the organiser reveals the winner and gives them half the money raised as their prize.
4. We kindly ask that the other half of the money raised be sent to the Stroke Association. Add your donations to your JustGiving page



Why not send round a picture of your sheet on Facebook or on WhatsApp asking people to pick their part?

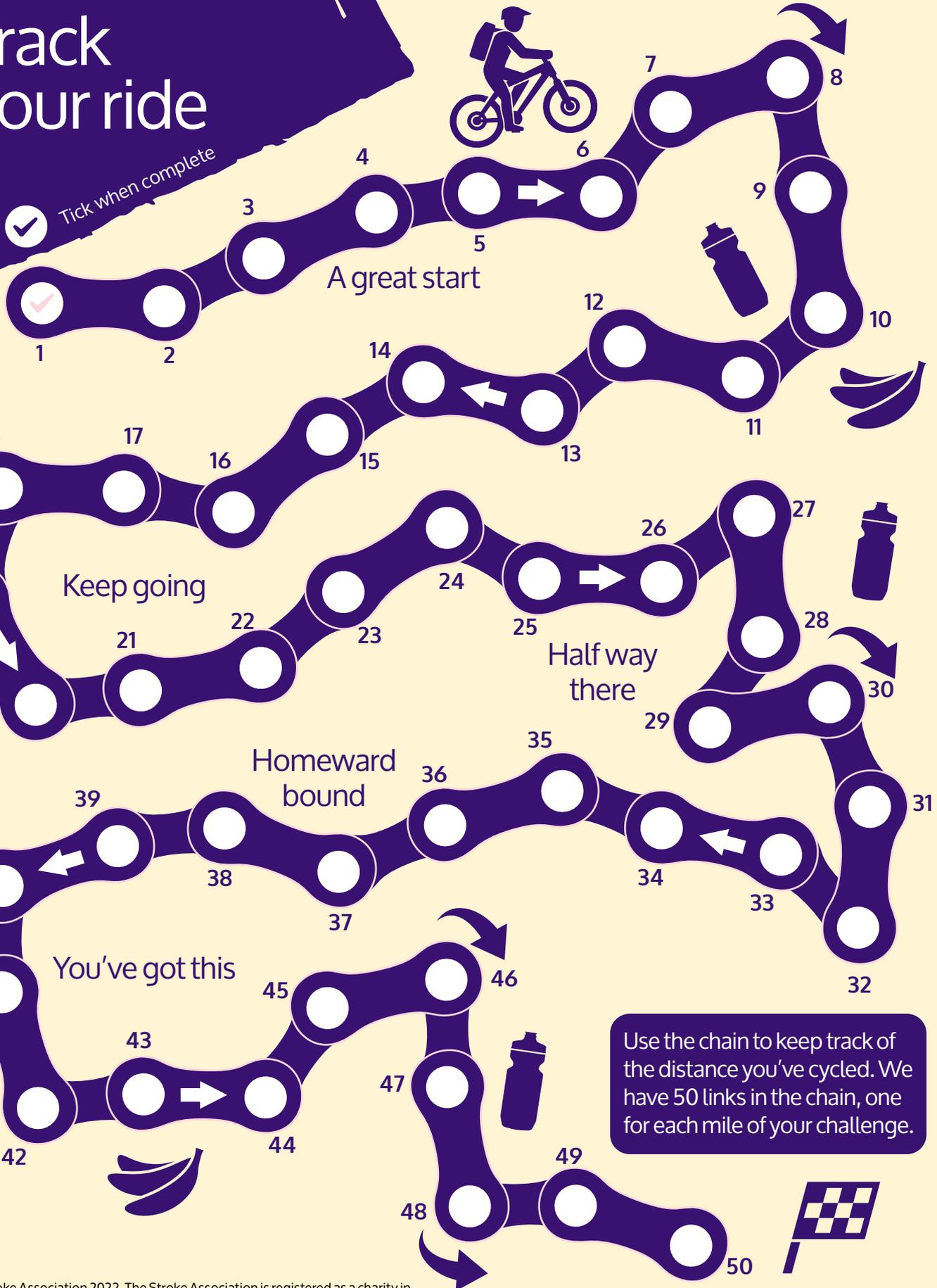
Track
your ride

Tick when complete



Track your ride

Tick when complete



Use the chain to keep track of the distance you've cycled. We have 50 links in the chain, one for each mile of your challenge.

Well done

Track your ride

Tick when complete

A great start

Keep going

Half way there

You've got this

Well done

Homeward bound

Nearly there

Use the chain to keep track of the distance you've cycled. We have 100 links in the chain, one for each mile of your challenge.

Sponsorship form

Please write your details (in BLOCK capitals)

Title:	Name:	Name of Event: Spin for Stroke
Surname:		Date of Event:
Address:		Supporter Reference Number:
Postcode:		Email:
		Telephone number:

A donation is worth more with Gift Aid

giftaid it

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 4 Gift Aid to enable us to claim the tax back on your donation.

Full name	Home Address ** <small>Only needed if Gift Aiding your donation. Don't give your work address if Gift Aiding your donation.</small>	Postcode	Date paid	Amount	Gift Aid it ✓
Anne Example	333 Sample Street, London	SW13 2PX	1/5/18	20.00	✓

ONLINE SPONSORSHIP: 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
(continued overleaf)

£

For extra copies, please photocopy this form before you fill it in.

For Office Use only

Non GA £ _____ GA £ _____ CAF £ _____ TOTAL £ _____

ThankQ: Serial number _____ Event code _____ ThankQ Gift Aid total £ _____

Regional: Paying in Book Number _____ Receipt number _____ Gift Aid processed

* 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.

Questions about stroke? Call our Stroke Helpline 0303 3033 100 (textphone 18001 0303 3033 100)

Full name

Home Address **

Only needed if Gift Aiding your donation.
Don't give your work address if Gift Aiding your donation.

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.

SUB TOTAL (this side)

£

SUB TOTAL (other side)

£

TOTAL

£



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
Salhouse Road, Brackmills
Northampton NN4 7EX

Keeping in touch

Step 1 - Consent to stay in touch

Join our community, supporting thousands of people and families affected by stroke across the UK.

- Please tick here to find out about our vital support services for stroke survivors and their friends and family, and our ground-breaking research (tick below to tell us how you want to keep in touch).
- Please tick here to hear about opportunities to support stroke survivors, both locally and nationally, through campaigning, volunteering and fundraising for us, including ways to donate. We can only continue to deliver these life-changing services with public support (tick below to tell us how you want to keep in touch).

Step 2 - How would you like us to keep in touch?

Please tick: Email Phone SMS

Our promise to you

We will take great care to hold your personal information securely and never sell it to third parties. For more details on how we use and look after your personal information, read our privacy policy at stroke.org.uk/privacy

If you change your mind at any time, please phone our supporter care team on 0300 3300 740 or email: supportercare@stroke.org.uk