

A young woman with a bright smile is shown from the chest up, wearing a blue swim cap and goggles. She is in a swimming pool, with water visible around her shoulders. Her right arm is raised, and she is looking off to the side. The background is a blurred indoor pool setting.

Stroke
Association

Swim for **Stroke**

Dive in and make
a difference.

Swim for Stroke

Welcome to your Swim for Stroke challenge!

Swim for Stroke is a great way for you to get swimming, keep active and raise vital funds to support stroke survivors across the UK.

Whether you've just learned to swim or you're ready to achieve a new personal best, this is the challenge for you. This digital pack will guide you through planning and tracking your challenge, while giving you tips on how to make a splash with your fundraising. Don't forget, we're always on hand to support you – so let's jump in!



Your plan

It's time to get your thinking (and swimming!) cap on and make a plan for your swimming challenge.



How far will you swim?

1 mile of swimming is about 64 lengths of a 25m pool and we have 4 suggested distances for you to choose from.

Whether you choose to swim 1.3 miles (84 lengths) for the 1.3 million stroke survivors in the UK, 20.5 miles (1,320 lengths), or anything in between or over: it all counts towards rebuilding lives after stroke.

We have 4 suggested distances for you:



1.3 miles

that's like swimming the width of Loch Ness

7 miles

that's like swimming the length of Ullswater

13 miles

that's like swimming the width of the North Channel



20.5 miles

that's like swimming the width of the English Channel



✓ Where will you swim?

Whether it's your gym's swimming pool, your local lido, the open water, or a medley of the three, the choice is yours.

✓ Set your date!

The beauty of Swim for Stroke is it's in your own time, completely your own way. You can swim all your miles in one day or split them into smaller chunks over the month, but make sure to set yourself a start and end date to keep your eyes on the prize.

✓ Invite your friends

It's more fun to swim with others and safer in numbers if you're taking on the open water. So why not float the idea past your loved ones or local swimming club to see if they'd join you in your mission to help us rebuild lives after stroke?





✓ Set up your fundraising page

Make sure your page is ready to go by personalising it with a photo, fundraising target, what you're doing and why – and then get sharing it! You can set one up at [justgiving.com/campaign/swimforstroke](https://www.justgiving.com/campaign/swimforstroke).

✓ Training

Swim for Stroke is meant to be a challenge, but achievable (and fun!) so make sure you feel ready with training and swimming techniques: start gently, build up gradually and do it regularly. There are plenty of training plans online so do some research to find the best plan for you. Don't forget you can also mix up your training with non-water activities such as strength training, yoga or walking.



✓ Get your kit ready

For your local pool: a swimming costume, goggles, a towel, some water and post-swim snacks are a good starter kit. A swimming cap is also great for streamlining and visibility for safety. But if you're venturing outdoors and in open water, then we recommend doing your research to make sure you have the kit to feel prepared and safe in. This article from [swimming.org](https://www.swimming.org/justswim/open-water-swimming-kit/) can help get you started - [swimming.org/justswim/open-water-swimming-kit/](https://www.swimming.org/justswim/open-water-swimming-kit/).

✓ Check your timings

Check your swimming venue's opening and closing times, as well as scheduled activities that may be going on that day - the last thing you want is an aqua aerobics class ruining your swimming groove! If you're going in open water, be sure to familiarise yourself with tide times so that you're not caught out.



✓ Swimming safely

Your safety is the number one priority: familiarise yourself with your swimming venue's safety guidelines, have a chat with the lifeguards on shift if you have any doubts and if you start to struggle it is okay to stop and try again another day.

If you're swimming outdoors, we recommend not to do it alone or unsupervised, let others know where you'll be swimming and how long you're intending to swim for and wear a high visibility swimming cap. Do your research on open-water swimming safety, the RNLI is a good place to start: [rnli.org/safety/choose-your-activity/open-water-swimming](https://www.rnli.org/safety/choose-your-activity/open-water-swimming)



✓ Get tracking

We've included swimming trackers at the end of this pack for you to tick off your miles towards your goal. You can use a waterproof activity tracking watch if you have one and connect to Strava to keep track, or simply count the lengths in the pool – 1 mile is about 64 lengths of an average 25m pool.

✓ Have fun!

We know there's a lot to consider when planning your Swim for Stroke, but make sure to have fun with it. Take your friends along for the journey by sharing your swimming snaps online, using [#SwimforStroke](https://twitter.com/SwimforStroke), and watch those donations flow in! Celebrate your milestones and take that moment to enjoy the warm buzz after a great swim – you deserve it.



Make waves with your fundraising

Every 5 minutes, someone in the UK has a stroke. The money you raise 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.

Set-up your page today at [justgiving.com/campaign/swimforstroke](https://www.justgiving.com/campaign/swimforstroke) and get sharing with your friends and family!

You can also connect your page to Strava and share updates of your swimming journey to help get those sponsors in.

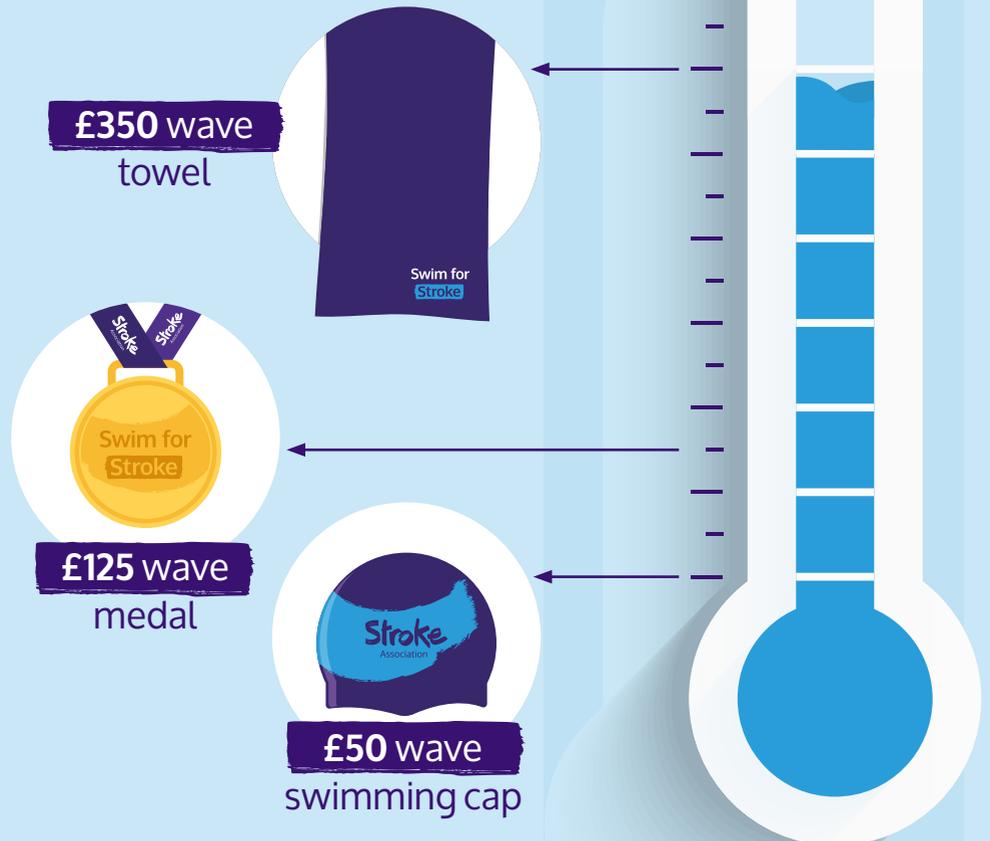
 If you're taking on your swim in memory of a loved one, you can set-up a Remembrance Fund and raise money in their honour. Visit [stroke.muchloved.org](https://www.stroke.muchloved.org)

Ask your employer

A number of companies will match their employee's fundraising – ask your Human Resource or Corporate Social Responsibility department to see if your company can match your fundraising.

Get rewarded

For each fundraising wave you hit, we'll send you an exclusive memento to add to your Swim for Stroke collection!



How your fundraising can make a difference

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.

£56

could cover the costs of setting up a new volunteer, so they are ready to assist Stroke Association support 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.



Why Swim 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 to 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.

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

One of the great things about Swim for Stroke is that it gives you the freedom to swim your chosen distance at a time and place that suits you! Whether you're challenging yourself to 1.3 miles, 7 miles, 13 miles or 20.5 miles at your local pool, lido or out in the open water: it all counts.

We recommend 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 swimming and fundraising to support stroke survivors, you're also reducing your own risk of stroke by getting active.



Read Helen's story

By taking on your Swim for Stroke challenge, you're joining #TeamStroke along with amazing people like Helen, making a difference to stroke survivors across the UK.

Hi, I'm Helen and I am a physiotherapist working in a Stroke Early Supported Discharge Team.

In 2021, I chose to raise money by swimming solo across the English Channel. I spent months practicing, which was easier said than done during COVID. At times, I had to resort to swimming in a glorified paddling pool with a piece of elastic attached to me!

But nevertheless, on Tuesday 3 August, I arrived at 4.15am with a nip in the air and a moderate drizzle – ready to go! As dawn approached, I was basted in channel grease then leapt off the boat into chilly waters and made my way to the pebbly shore. The stones beneath my feet were sharp, I exited the water in an ungainly fashion, as soon as I held my hand aloft they tooted the horn, signalling the beginning of the swim and I was off ... only I followed the wrong boat!

Thanks to frantic waving and shouting my error was corrected quickly, and I got back on track, the sky cleared, and I got a rainbow as I left the cliffs of Dover behind and began my journey to France.

It was hard work from the off, I didn't quite have the calm seas I'd envisaged, nor did I emerge triumphant at the end



onto a sandy beach but I'll take staggering through the waves and being slammed against the rocks because I did it - I swam to France and I am now an English Solo Channel swimmer, and I raised £3,000 doing it.

I see patients in their own homes and work with them on their rehabilitation goals following a stroke. That means I see, every day, the struggles that stroke survivors face. I know that a stroke doesn't care what age you are, what hobbies you have or who your family is. It can, and does,

happen to anyone at any time. I also know that no two strokes are the same, and that every stroke survivor's recovery is different.

That's why I wanted to support the Stroke Association, because I know their work is so important. My challenge took me 12 hours and 2 minutes – but no matter which distance you choose, you can definitely split it up for your Swim for Stroke challenge.

Good luck everyone!
Helen

Paying in your sponsorship

Once you've completed your Swim for Stroke, it's time to add up your total and send us your sponsorship money.

We ask people not to send us cash through the post, as there's risk of it getting lost along the way.

Instead, you can pay the money into your own account 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 and keeping your fundraising all in one place.



Phone:

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

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



Please send your completed forms to:

Swim for Stroke
Stroke Association
1 Sterling Business Park
Salthouse Road, Brackmills
Northampton, NN4 7EX

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



Keeping 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 help. Thank you for helping us.

If you have any questions about the Stroke Association or your Swim for Stroke challenge, please get in touch:

Email:

supportercare@stroke.org.uk

Phone:

0300 330 0740

Get Social

Use **#SwimforStroke** when talking about your swim and tag us!

Facebook

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

Instagram

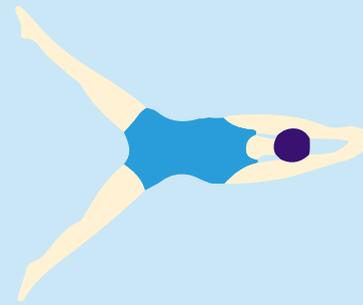
[@TheStrokeAssociation](https://www.instagram.com/TheStrokeAssociation)

Twitter

[@TheStrokeAssoc](https://twitter.com/TheStrokeAssoc)

Track your swimming

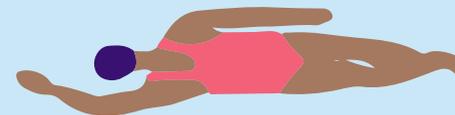
1.3 miles, that's like swimming the width of Loch Ness or 84 laps of a 25m swimming pool



Tick off the laps as you complete your distance

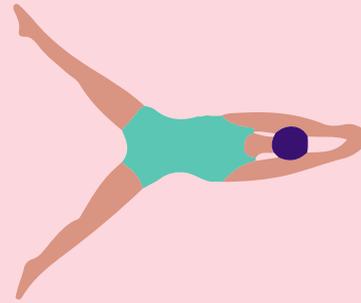
<input type="checkbox"/>											
Lap 1	Lap 2	Lap 3	Lap 4	Lap 5	Lap 6	Lap 7	Lap 8	Lap 9	Lap 10	Lap 11	Lap 12
<input type="checkbox"/>											
Lap 13	Lap 14	Lap 15	Lap 16	Lap 17	Lap 18	Lap 19	Lap 20	Lap 21	Lap 22	Lap 23	Lap 24
<input type="checkbox"/>											
Lap 25	Lap 26	Lap 27	Lap 28	Lap 29	Lap 30	Lap 31	Lap 32	Lap 33	Lap 34	Lap 35	Lap 36
<input type="checkbox"/>											
Lap 37	Lap 38	Lap 39	Lap 40	Lap 41	Lap 42	Lap 43	Lap 44	Lap 45	Lap 46	Lap 47	Lap 48
<input type="checkbox"/>											
Lap 49	Lap 50	Lap 51	Lap 52	Lap 53	Lap 54	Lap 55	Lap 56	Lap 57	Lap 58	Lap 59	Lap 60
<input type="checkbox"/>											
Lap 61	Lap 62	Lap 63	Lap 64	Lap 65	Lap 66	Lap 67	Lap 68	Lap 69	Lap 70	Lap 71	Lap 72
<input type="checkbox"/>											
Lap 73	Lap 74	Lap 75	Lap 76	Lap 77	Lap 78	Lap 79	Lap 80	Lap 81	Lap 82	Lap 83	Lap 84

Swim for
Stroke



Track your swimming

7 miles, that's like swimming the length of Ullswater or 450 laps of a 25m swimming pool



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Tick off the laps as you complete your distance

5 laps 10 laps 15 laps 20 laps 25 laps 30 laps 35 laps 40 laps 45 laps 50 laps 55 laps 60 laps 65 laps 70 laps 75 laps

80 laps 85 laps 90 laps 95 laps 100 laps 105 laps 110 laps 115 laps 120 laps 125 laps 130 laps 135 laps 140 laps 145 laps 150 laps

155 laps 160 laps 165 laps 170 laps 175 laps 180 laps 185 laps 190 laps 195 laps 200 laps 205 laps 210 laps 215 laps 220 laps 225 laps

230 laps 235 laps 240 laps 245 laps 250 laps 255 laps 260 laps 265 laps 270 laps 275 laps 280 laps 285 laps 290 laps 295 laps 300 laps

305 laps 310 laps 315 laps 320 laps 325 laps 330 laps 335 laps 340 laps 345 laps 350 laps 355 laps 360 laps 365 laps 370 laps 375 laps

380 laps 385 laps 390 laps 395 laps 400 laps 405 laps 410 laps 415 laps 420 laps 425 laps 430 laps 435 laps 440 laps 445 laps 450 laps

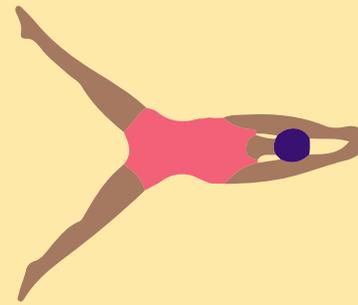
Swim for
Stroke



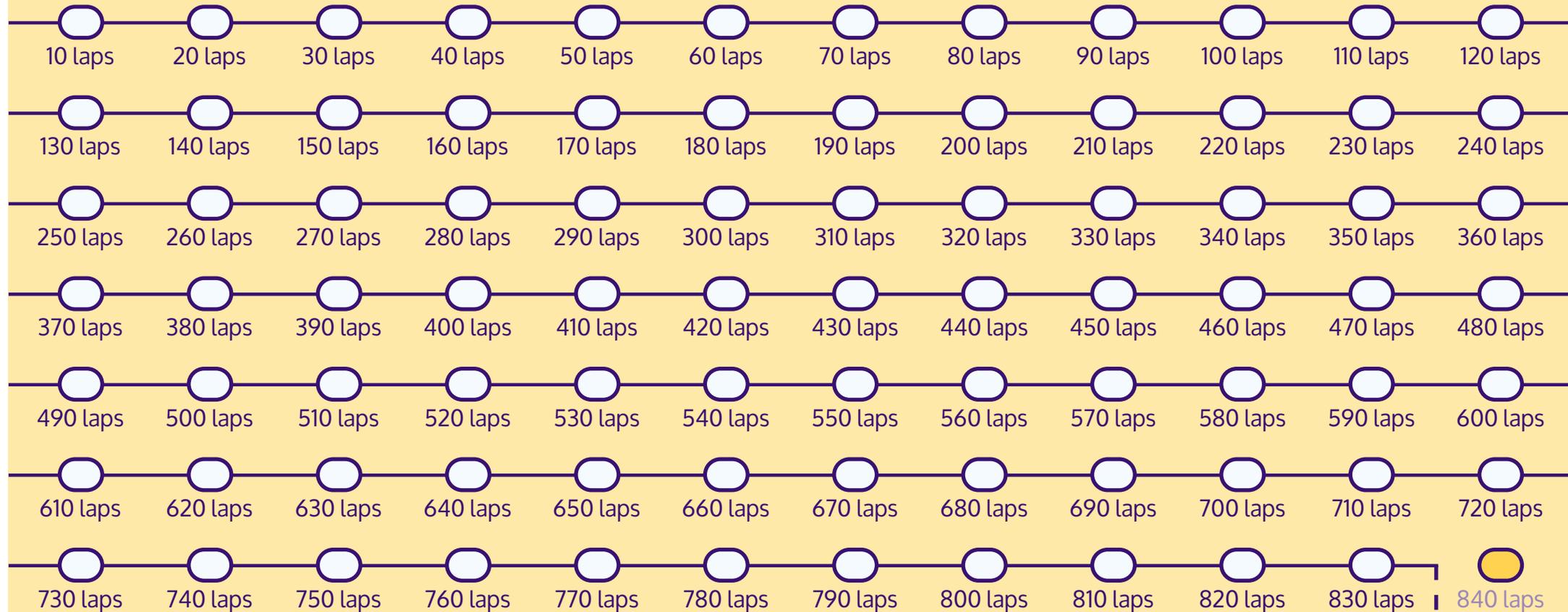
Track your swimming

Stroke
Association

13 miles, that's like swimming the width of the North Channel or 836 laps of a 25m swimming pool



Tick off the laps as you complete your distance



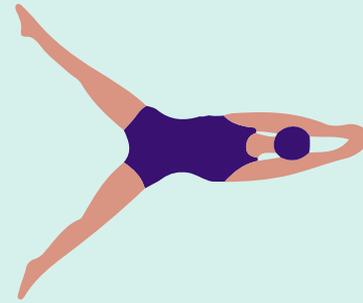
Swim for
Stroke



836 laps

Track your swimming

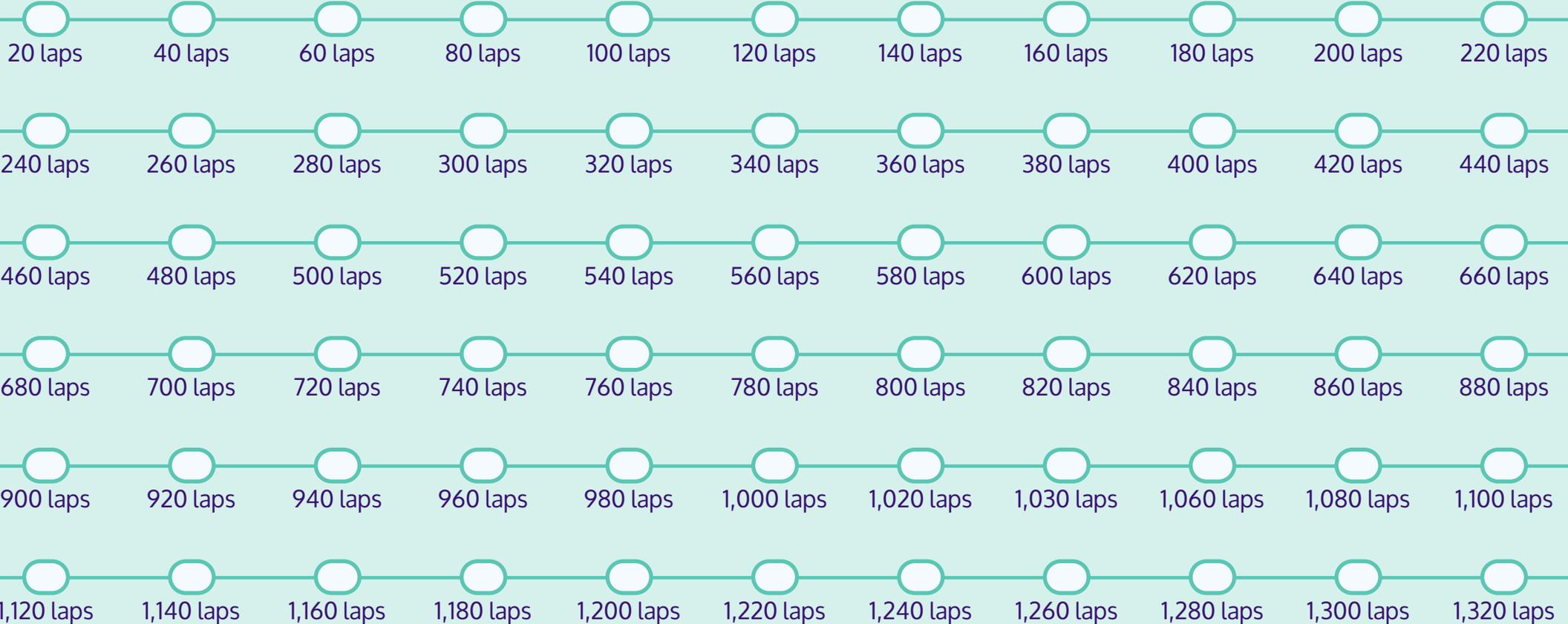
20.5 miles, that's like swimming the width of the English Channel or 1,320 laps of a 25m swimming pool



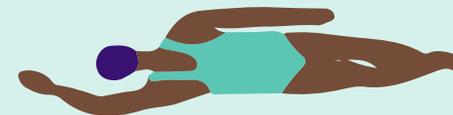
Stroke
Association



Tick off the laps as you complete your distance



Swim for
Stroke



Sponsorship form

Please write your details (in BLOCK capitals)

Title:	Name:	Name of Event: Swim for Stroke
Surname:		Date of Event:
Address:		Supporter Reference Number:
		Email:
Postcode:		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 Gift Aid to enable us to claim the tax back on your donation.

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 <input checked="" type="checkbox"/>
Anne Example	333 Sample Street, London	SW13 2PX	1/5/18	20.00	<input checked="" type="checkbox"/>

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 **

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.

4

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,
Salthouse 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