



## FUNDRAISING PACK

Firstly, thank you so much for choosing Alex's Wish, it means a great deal to us. In this pack, you'll find details about our cause, fundraising top tips and step by step instructions on how to set-up online sponsorship page – this means you can start raising funds straight away by promoting your page via social media or by emailing out to your friends and family. The great thing about an online page is that you'll receive sponsorship money straightaway – and not chasing people for money after the event which is always a pain.

### About Alex's Wish

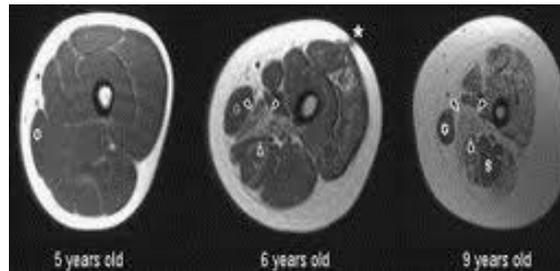
Alex's Wish is named after Alex. Alex was diagnosed with Duchenne Muscular Dystrophy shortly before his fourth birthday in 2010. Alex is now nine years old and to most he looks completely normal but on the inside his body is struggling and his muscles is deteriorating at an alarming rate!

Alex's Wish is a charity set-up in late 2012 to eradicate **Duchenne Muscular Dystrophy** – a serious muscle wasting disease affecting in **1 in every 3,500 boys born**. Whilst we can't always prevent circumstances from happening, we can decide on how we deal with them. Alex's Wish works on behalf of all young boys who have been affected by this deadly disease – but we can't do it alone – we invite you to join our Wish Warrior team and become part of the momentum!



## Duchenne - its destructive path

- Early days – poor balance, muscle weakness, tires easily
- In a wheelchair by 12 years old
- Paralyzed by mid-teens
- Duchenne strips everything away making the simplest tasks seem impossible to do!
- 100% fatal – life expectancy is just mid 20's
- Due to heart or respiratory failure (both of which are muscles)
- There is NO CURE... yet!



This is a picture of a leg muscle to demonstrate the impact Duchenne has on the body!  
Because on the outside you would never know this was happening.

We are a **non-profit making charity** registered with the Charity Commission (charity no: 1148845). We have raised **£270,000 since launch, with 100% of profits going directly to research and clinical trials** through hosting a series of flag ship events and attracting local businesses and supporters to raise funds for our cause. The funds we have received to date have already been invested, but we must continue to raise funds to keep up the momentum!

## Investing in research and clinical trials

Alex's Wish is part of a network of foundations and scientists dedicated to conquering Duchenne. We only invest in research that has been through a **scientific advisory board** and we only invest into the most promising research that has the best chance of curing or treating this generation of children.

We are primarily interested in clinical trials and late-stage preclinical drug development. As an active member of the **Duchenne Alliance** – an alliance of 40+ independent international Duchenne organizations [www.duchennealliance.org](http://www.duchennealliance.org) and a member of the Muscular Dystrophy Campaign's Duchenne Forum [www.muscular dystrophy.org](http://www.muscular dystrophy.org), we have invested tens of thousands of pounds, but we've only just touched the tip of the iceberg. Together we have taken a ground-breaking step towards winning what it calls "**the ultimate race against time**".

## Hope is on the horizon

Whatever offers the best prospects for the future of all our children is where our funds will be focused and invested. Having met and spoken to some of the best organizations in the world fighting Duchenne it is clear that for the very first time there is likely to be a chance of **a major breakthrough**. This generation of children could be the ones to survive this condition – but only if action is taken now.

Over the past few years, scientists have made huge strides in gene therapy and molecular medicine and pharmaceutical companies have begun investing in research that may well bring therapies to market. In order to continue with this momentum we need to continue raising money and investing. Without charities like Alex's Wish, this simply will not happen!

The Duchenne community as a whole is working together to tackle the problems with bringing orphan drugs to market through The Saatchi Bill and Empowers Right to Try Campaign.

### Our mission and objectives

- Our ultimate aim is to find a cure for Duchenne Muscular Dystrophy
- To bring about viable treatments to market – soon!
- To raise £1m for research by 2020
- To build sustainable and lasting relationships with individuals and businesses so we can continue to grow and prosper
- To have lots of fun along the way

### Our team

We are a positive, upbeat team of people who are dedicated to putting this disease in the history books where it belongs. We 100% believe that better treatments to significantly improve lifespan/life expectancy in the next 3-5 years and a potential cure in the next 10 years to help children living with this terrible condition. Our focus is to help children living with Duchenne live a longer and more fulfilled life by investing in world-class research to bring to market new treatments.

Our team consists of Founders Emma and Andy Hallam, parents to Alex, our Events Manager Zoe Edwards and our Trustees Richard Amphlett, Trisha Braisby and Adam Flowers.



## Our fundraising activities

We run a wide range of fundraising events:

- Our annual 20/40 mile **Charnwood Forest Cycle Ride** in May
- Various cycling challenges such as our **London to Paris Cycle Ride** (270 miles over 3 days)
- Charity places at the **Prudential Ride London** (100 miles) in August
- Our annual **charity golf day** in September
- Our star-studded annual black-tie **Dandelion Ball** in November
- Plus pamper evenings, fashion shows, race nights, 20:20 cricket matches and swimathons!

## Wish Warriors

By supporting our cause, you will become one of our Wish Warriors. There are many ways you can get involved, take part in our events, and donate your time and skills to helping us, do your own thing by registering for an event and choosing Alex's Wish as your chosen charity, organize a dress down day, sponsored readathon, give up chocolate for a month! The list is endless.



In return, we will promote your activity on our social media pages, give you an event pack with lots of ideas and support on how to get your fundraising started, issue you with an Alex's Wish t-shirt and promotional materials, and when you've raised the money you will receive your very own Wish Warriors badge! We will also send you regular updates on what we are doing and how the money is spent and what we are planning for the future!

## **Corporate Wish Warriors**

We are always looking for support from local businesses and clubs such as The Masons, Rotary Clubs and Lions. There are many ways to get involved including:

- **Make us your Charity of the Year – one way to help raise funds is by running your fundraising events, or perhaps allocating a % of sales income, whatever you decide on, we are on hand to help support with your ideas**
- **A one off donation**
- **Sponsoring one of our events (details available upon request)**
- **Donating prize(s) for our raffles and live and silent auctions**
- **Displaying collection boxes and selling merchandise**
- **Helping us raise awareness through your social media sites and website**
- **Help marshal at our events**
- **Help promote our flagship events to your employees**
- **Join in our Give as Your Earn scheme (details available upon request)**
- **Donate time/skills to our cause to ensure we continue to prosper and grow**

In exchange, we will work and support you and ensure it is a win: win relationship by promoting our relationship through local press, social media, and email newsletters to our supporter database and on our website. If you think your company or the company you work for could help, we'd love to speak with you about what impact you could have. It will help inspire your staff and raise your profile whilst generating positive PR for your business and helps you demonstrate your commitment to the local community.



Thank you so much for supporting our cause.

**For further information:**

- Web: [www.alexswish.co.uk](http://www.alexswish.co.uk)
- Watch our short video: [www.vimeo.com/112320358](http://www.vimeo.com/112320358)

Please give our social media pages a like and share our stories with your friends, the more people that know about us the more chance we have of finding a cure for little Alex.

- Facebook: [www.facebook.com/alexswishcharity1](http://www.facebook.com/alexswishcharity1)
- Twitter: [www.twitter.com/alexswish](http://www.twitter.com/alexswish)

**If you need any support or have any questions, please do not hesitate to contact us**  
**Emma Hallam – Founder and Alex's mum**  
**Email: [emma@alexswish.co.uk](mailto:emma@alexswish.co.uk)**  
**Mobile: 07903 349475**

## **Fundraising Top Tips:**

### **Start early**

Planning your event or fundraising can take time, so start early – that way you'll put less pressure on yourself especially if you are doing a particular event that requires a minimum amount of fundraising and give you more time to focus on your training nearer the event.

Why not set yourself small weekly fundraising targets rather than feeling daunted about having to raise a large amount.

### **Set-up your online fundraising page straight away**

Don't forget to personalise your online fundraising page – step by step instructions are contained in this pack. Make it compelling and spell out why you are doing it. Be sure to add photos of yourself and the event you are taking part in if possible – the more details you add the more likely you are of reaching your goal! We can send you photos of Alex to include – just email us at [emma@alexswish.co.uk](mailto:emma@alexswish.co.uk)

Be sure to add a target as this helps people understand how they can help reach your goal. You can always change it if you get there sooner than you think! The more details you put on your page the better. Also add photos and make it personal and make it stand out.

We also have a sponsorship form you can print off available at [www.alexswish.co.uk](http://www.alexswish.co.uk) click onto the Events section and go to the sponsor forms and tips section, as not everyone likes to give online – you can print off as many of these as you wish. Be sure to carry it around with you wherever you go especially when visiting family and friends or in business meetings. Try and get the money upfront when people sponsor you to save the hassle after the event. Details on how to send the money to us are all on the sponsorship form.

### **Write a Blog**

Write updates on how your training and fundraising is going either in a blog or just regular updates on your social media pages so supporters can follow your progress and see how dedicated you are to doing this event! Post photos of yourself if you are training for an update – the more people see how much time and effort you are putting in the more they are likely to donate.

### **Promote, promote, promote**

There's no need to feel shy about asking for sponsorship. After all, what's the worst they can say? Start by asking people you know well either in person, by letter, e-mail or text. If you can, try and find your most generous potential sponsors first. That way, when other people visit your fundraising page, they may be tempted to match or 'out sponsor' them! Just ensure you ask, ask and ask again – often people will leave it to the last minute – but they need to be aware of it in the first place.

Be sure to spread the word by email and social media to ensure you reach as many people as possible. Ask your friends and colleagues to spread the word for you by sharing your posts so you can reach an even bigger audience.

Add your sponsorship page link with some details about your event/challenge to the bottom of your email signature, that way everyone is sure to find out about it!

Be sure to continue promoting your page after you completed your event. Often people will sponsor you once you have proven you have done the event! Get someone to take photos of your at the event – a picture tells a thousand stories, and we would love to receive them too so we can put them up on our social media sites and our website.

### **Ways to raise money**

There are lots of ideas and ways to raise the money – you don't just have to ask people for donations, instead you can combine your efforts by running small fundraising events of your own.

Examples include: dress down day at work, hold a raffle, do a cake sale, host a quiz night at your local pub, invite people over for dinner/host a BBQ but this time charge them a nominal fee for coming, hold a bake off. Clear out unwanted items from your home and sell them on ebay or have a stall at your local jumble sale – don't forget we are on hand if you would like inspiration and ideas.

Whatever you are doing, please be sure to let us know what you are up too so we make sure it is legal and ensure you are following fundraising guidelines. We can also share your posts and your fundraising page with our supporters. We can write a news piece about your upcoming activities for inclusion on our website and email newsletters. We can also provide you with support a write a local press release for you to send out to your local connections.

### **Boost your money**

**Matched fundraising** - would your employer match your fundraising? Many employers will donate an amount to your cause based on how much you have raised yourself so it's certainly worth asking. They may even be happy to promote your event/online sponsorship page in their company newsletters or intranets.

**Gift Aid it** - this scheme enables charities to reclaim tax on donations, which means we receive an extra 25p for every £1 donated – at no cost to you or your sponsors. If your sponsor is a UK tax-payer, their sponsorship money is eligible for Gift Aid, but remember to write their name clearly on your sponsorship form – we need their surname and initial and postcode as well as the amount they personally donated. Don't forget to tick the Gift Aid box, and don't forget to send us the **original** sponsor forms, otherwise we cannot claim the Gift Aid. If sponsors donate via your online site, the site will do this for you.

### **Tell us your story**

We would love to hear about what you are up too! That way we can help and support you and also share your story on our social media pages and website. Please send us any details you have, and tag Alex's Wish in on any blogs or facebook and twitter posts and appear on our hall of fame! It's a great way to help us raise our profile and inspire others to follow!

We have some Alex's Wish merchandise so if you would like an Alex's Wish t-shirt, wrist bands, leaflets, bespoke promotional posters to put up in your office, just let us know we will be glad to help.

### **Any questions or need any help?**

If you have any queries or need any support with your fundraising, please do not hesitate to get in touch with us [emma@alexswish.co.uk](mailto:emma@alexswish.co.uk) or call Emma Hallam on 07903 349475. We are more than happy to help you every step of the way!

### **Setting up your online donation page**

The best place to start is to set up an online fundraising page and send it to everyone you can. The services provided by BT Donate are free and easy to use, plus 100% of all the money raised will go direct to Alex's Wish – they take nothing out like other sites tend to do. Plus the money donated to your page gets sent straight to us, so there's no need to worry about collecting sponsorship. We have also provided you with a printable sponsorship form if you don't fancy doing the online thing. Or you could decide to do both.

1. Go to [www.mydonate.bt.com](http://www.mydonate.bt.com)
2. Go to the Register button in the top right hand corner and select 'Personal'
3. Once your personal account has been created, you'll be sent an email to confirm
4. Click on the link in the email to activate your account
5. Then log-in to set-up your fundraising page
6. Click on 'My fundraising'
7. Create a fundraising page
8. Select 'Create my challenge'

Add text into the 'About section' feel free to personalize... also upload a photo from our website of Alex email us if you would like us to send you one.

### **Example text:**

I am taking up the challenge to <Insert event> on the <insert date> this year for a local charity 'Alex's Wish' and being part of their team. Alex is a 9 year old boy who has a terminal disease called Duchenne Muscular Dystrophy (DMD). I am delighted that I have been given the opportunity to raise money for Alex which will go towards hopefully finding a cure! I am currently in training and gradually getting stronger and going further although the thought of riding 100 miles is not getting any easier! If my friends, family and colleagues would be so kind to sponsor me this will help me get towards my target of 100 miles and make the day more enjoyable.

Link our video to your page as this really helps people understand about our cause and they get to see Alex too... simply copy this link in the video section: <https://www.youtube.com/channel/UCU-RRIMhQmkhBhNylsS6hZA>