



ALEX's WISH
cure Duchenne

CSR IS WHAT YOU MAKE OF IT...

Employee engagement

Huge boost to employee morale knowing your employer has an active interest in the community.

Ability to use Charity logo and banner

Spread the news that your company CARES with every email, employees respect companies that care for their community.

Support with fundraising ideas

Lots of people want to help fundraise for charity. Get your team moving together working towards one common goal, whilst having fun at the same time.

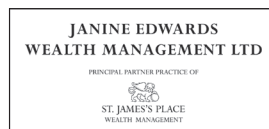
Tax relief

When a company makes a donation, it gets tax relief by deducting the amount given from its profits and pays less corporate tax.

Business networking events

Meet and connect with more people who share your values. Building relationships based on common values and strong emotional bonds often leads to more meaningful relationships, friendships, business partners and clients. Our networking events will be held in high profile businesses across the East Midlands.

Proudly supported by



BE A BUSINESS WISH WARRIOR AND **SAVE** LIVES

**Our goal is in sight, this generation is the last to die or the first to live!
You can make that difference to Alex and children like him!**

Duchenne is an aggressive muscle wasting condition that affects 1 in every 3,500 boys that are born. It destroys muscles and leads to total paralysis followed by an early death – around the age of mid-late twenties. Currently, there is no treatment or cure.

Our mission...

- Through science, find new treatments to make the condition manageable
- Extend and improve the quality of life for ALL sufferers
- Accelerate research to block the destructive path of Duchenne

Our Business Club will help provide a sustainable income and our aim is to raise £25,000 per year through this club alone. With your support, we can make our mission a reality – you will be part of making huge strides forward for boys with Duchenne.

Why should you choose us?

- Our Business Club offers an easy, affordable way for your business to support a local cause and meet your CSR obligations
- We take time to get to know you so that we can understand your business objectives
- We recognise a partnership is reciprocal and as such works well with shared aims
- Expertise and passion to develop creative and impactful partnerships

THANK YOU ✂





MIN **£50** A MONTH

- Show your support with the use of our Charity logo on your website, email signatures and social media
- Your company logo and profile will feature on our Business Club page plus social media promotions
- A membership certificate for display in your reception
- Support with fundraising ideas and materials (subject to request)
- Annual statement to share with your accountant ensuring tax relief benefits are passed onto your business
- Regular e-newsletters updating you on the impact your support is having



MIN **£100** A MONTH

All the benefits of a bronze member, plus...

- Preferential rates to all of Alex's Wish events for your staff
- Access to two business networking events per annum
- A pull up banner to display in your reception



MIN **£250** A MONTH

All of the benefits of a silver member, plus...

- Access to one networking experience event per year
- Four complimentary tickets to our annual fundraising ball in November
- Dedicated account manager to engage with your staff on all areas of fundraising initiatives
- Feature in Alex's Wish regular e-newsletters to all
- A complimentary sponsorship of a hole at our annual golf day raising the profile of your business



MIN **£500** A MONTH

All of the benefits of a gold member, plus...

- 30% off all sponsorship packages at Alex's Wish events
- A complimentary table of 10 at our annual fundraising ball in November
- Access to two networking experience events per year
- Host a business networking club at your offices
- Emma Hallam, Founder of Alex's Wish will come to your offices and give a talk once a year on the impact your support is having on our work

HOW YOUR MONEY MAKES A DIFFERENCE



£50
PAYS FOR
scientific equipment
for a day for
crucial testing



£200
PAYS FOR
a post doctoral
researcher for a day to
work on innovative
new treatments



£800
PAYS FOR
essential pre-clinical
work per year to prove the
effectiveness and safety of
new treatments to move
them into clinical trial

OUR IMPACT SO FAR:



INVESTED IN **13 PROJECTS**
FROM EARLY-STAGE
RESEARCH TO DRUG
DEVELOPMENT



FUNDED **£90K** INTO CLINICAL POSTS
EXPANDING THE AREAS WHERE
CLINICAL TRIALS TAKE PLACE SO THAT
MORE CHILDREN CAN ACCESS TRIALS

RAISING THE PROFILE OF DUCHENNE
ACROSS THE EAST MIDLANDS THROUGH
MEDIA INTERVIEWS ACROSS TV, RADIO
AND PRESS



LOBBYING GOVERNMENTS
TO HELP SPEED UP ACCESS
TO **PROMISING DRUGS**



£400K INVESTED IN
GROUND-BREAKING
SCIENTIFIC RESEARCH

WITH YOUR SUPPORT
WE HOPE TO RAISE
£1M BY 2020



WON SEVERAL **AWARDS** IN THE EAST
MIDLANDS REGION FOR OUR WORK TO
THE LOCAL COMMUNITY



LET'S GET STARTED...

We are looking for a minimum commitment of 12 months - we think you'll love working with us so hope you'll stay on for longer to help us conquer Duchenne.

Decide which level of membership you wish join at, and contact Zoe Edwards, Fundraising and Events Manager at Alex's Wish at zoe@alexswish.co.uk for an application so we can set-up a regular Direct Debit.

If you need to speak with someone before joining, please contact Charity Founder Emma Hallam on **07903 349475**.

Once we have processed the Direct Debit, you'll receive a Starter Pack with everything you need to get the ball rolling.

You can help us even more by recommending a contact to us if you can.

Thank you for your support - we are very much looking forward to working together.

Together we will make a difference to boys with Duchenne.



T: **07903 349475**

alexswish.co.uk