



Queniborough Church of England - Fundraising Ideas

Charity Background

Alex's Wish is a local registered charity based in the Charnwood Borough with a sole mission to conquer Duchenne Muscular Dystrophy (DMD).

DMD is a severe childhood muscle wasting condition that affects 1 in every 3,500 boys born. It is caused by a faulty mutation in the genes, as a result those affected are born with the condition, but diagnosis is not usually known until around the ages of 4 years old. There are around 2.5K children affected in the UK at this present time.

Emma and Andy Hallam are parents to Alex Hallam, a 14-year old boy and the family lives in Queniborough. Alex's sister Isla is in Year 2 at Queniborough School so we thought it would make a lovely story for all pupils and staff to take part in fundraising this year and help bring about a cure for Isla's brother as well as the thousands of other children who live with it.



The charity has been running for 8 years and since it was founded as raised in excess of £1.2M and has invested in 23 different research projects, clinical trials and doctors and nurses to run those trials. With no cure or treatments available at present, the mission of the charity is to fund world-class medical research to find effective treatments and ultimately a cure for this condition.

To find out more about DMD and the impact this has on those with the condition, please refer to our Case of Support document or visit our website at www.alexswish.co.uk.

All communications relating to Alex's Wish and the cause will be written so that it is age-appropriate for infants and young children. We have already worked with a number of schools with our fundraising activities in the past with great success including Rothley Church of England School, Ratcliffe College and St Patrick's Catholic Voluntary Academy in Leicester and received great feedback stating that the pupils really enjoyed the video and supporting Alex and Alex's Wish.

School Fundraising Ideas

**** No. 1 Wear your Jeans Day ****

Suggested date – Late October 2020 after the half term week

Duchenne Muscular Dystrophy is a genetic condition resulting in a fault in the X chromosome (essentially, it's a faulty gene – a missing ingredient).

The idea behind this campaign is that children can wear jeans, or blue leggings or a denim skirt for the day, so that there is no cost to buying anything special that they would not ordinarily have at home. Pupils can then wear their usual school uniform tops to keep things simple, if that was preferred by yourselves.

During their morning assembly, teachers would be able to share a short, educational, informative video which is appropriate for primary-school age. You can watch this video below.

This video will enable pupils to understand what genes are, where they come from, and how sometimes they have a missing ingredient which means that some children have to use a wheelchair or take special medicine. This provides the link with the jeans they are wearing and the genes responsible for making us who we are and how genetic conditions such as Duchenne come about. It's designed to be fun and educational.



We will provide teachers with the relevant information needed to link the Wear your Jeans Day to what Alex's Wish is doing and the disease they are helping to cure, including the following key messages:

- That genes are responsible for making us who we are, and whilst we are all different (different eye colour, hair colour, skin colour, etc.) we are all the same the many ways
- A short explanation that this is a genetic condition is caused by a fault in the gene (the one that's inside our bodies not the ones that we are wearing) and that children will need a wheelchair to get around and struggle to walk, run, play football and do some of the things we all take granted
- It's important to reassure children that you can't catch this disease, instead children who have it are born with it and the way doctors find out they have it is because they struggle to walk and run like everyone else
- There are there are lots of different genetic conditions that can make people disabled and whilst they may use a wheelchair to get around, they are still the same as everyone else
- That Alex's Wish is raising money to help find a cure to help fix poorly muscles and make children living with Duchenne better

The way to fundraise:

- Our suggestion would be to ask pupils to make a £1 donation to take part in the Wear your Jeans Day (although not essential if parents are not willing to donate)
- In addition, we could reach out to their families, explain who Alex's Wish are and what our mission is and ask if they would like to take part in a fundraising activity (e.g. give up something for 30 days, crisps, chocolate, etc. or start doing something new for 30 days which could be walk a mile a day, eat a banana every day, etc.) to raise additional sponsorship money (no minimum amount suggested). Alex's Wish can provide all the fundraising tools you need to get this underway.
- We could offer prizes for the most imaginative, most money raised, etc. although this is not essential

No. 2 Wear your Christmas Jumper Day and donate a £1 to Alex's Wish

**** No. 3 Design Alex's Birthday Cake ****

Suggested date – April 2021 after the Easter break



Alex will be 15 years old on 2nd May 2021 – one of his passions in life is to bake and make yummy things to eat (the photos above are some examples). He entered into the Junior Bake Off this year and made it to the final 30! Alex is now putting his skills to great use and creating an Alex's Whisk cook book to sell to raise money for Alex's Wish. This will be coming out in the Spring next year.

To tie in with the launch of his book, we thought it would be a great idea to create a fundraising campaign for schools to take part in. The idea is for pupils to design Alex's birthday cake with prizes up for grabs.

Pupils can design their cake in whatever way they like, for example actually bake the cake and take a photograph of it to bring into school, draw and colour in their designs, use paints, design it on a computer or make it out of clay and decorate it however they like. They can be as creative as they wish, the crazier their designs the better! They will also need to list out the ingredients, flavours and toppings/design.

This links well with art and design and can also be tied into maths with listing the ingredients and measurements as well as English as they can describe what their cake tastes like.

We could get Alex to do a short video talking about the types of cakes he bakes and what flavours he loves to give them inspiration.

The way to fundraise:

- Our suggestion would be to ask pupils to make a £1 donation to take part in the competition
- Prizes would be given to pupils for the most imaginative, we could have a 1st, 2nd and 3rd place and have prize available for each class / the whole school (Alex's Wish will supply the prizes and would be linked to baking cakes)
- In addition, we if were allowed at this point have a cake sale in school to raise additional funds and also have some games such as guess the weight of the cake, cross word puzzles, baking factsheets e.g. tick all the ingredients you would find in a cake
- Sell Alex's Whisk cook books to families – they can donate online at the Alex's Wish website and we would distribute them to households

**** No. 4 End of Year – Summer Blowing Bubbles ****

To celebrate the success of the year's fundraising, rather than the traditional balloon release, we could get all the pupils out into the playing field to blow bubbles and watch as the bubbles disappear up into the sky to celebrate all the great work they've been doing. It's a fun thing everyone can do together.

We could do a count down and ask all pupils to blow their bubbles at exactly the same time to create a magical experience. To add even more impact, we could bring along a few giant bubble wands to add larger bubbles.

We can write out a large cheque with the total amount raised across the year and Emma Hallam (Founder of the charity and mum to Alex and Isla) can come along to say thank you to everyone for supporting Alex's Wish and how the money raised will make such a huge difference in our fight to beat Duchenne.

To discuss further, please contact

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