

Alex's Wish is an award-winning charity with a mission to eradicate Duchenne Muscular Dystrophy, a progressive, life-limiting muscle wasting condition that affects 1 in every 3,500 boys born.

By joining our Business Club, you will be supporting us to get one step closer to conquering Duchenne for all.

You will be helping to fund medical research, clinical trials and increase clinical trial capacity in the UK to find effective treatments and ultimately a cure for this devastating condition.

This generation of children will either be the last to die or the first to survive. That's got to be worth fighting for!

## Benefits



### Business relationship building

You'll be invited along to regular informal networking events to help build relationships with like-minded businesses. You'll also be given the opportunity to deliver talks and host an event in your office.



### Raising awareness of businesses

We help raise awareness of your business by promoting your company profile on our website and across our social media platforms. You can also spread the word through the use of our charity logo.



### CSR

Corporate Social Responsibility has huge benefits for your business; attracting talent, increasing staff engagement; raising your profile within your community... the list is endless! We will work closely with you to achieve your specific CSR objectives.



### Event planning

If engaging your employees with fundraising and events is part of your CSR objectives, we can guide you through the process – even completely taking the hassle away and organising everything for you right up to the post-event press release.



### Doing good

You'll be showing the world that you are doing good by backing our cause and joining our journey to conquer Duchenne. It's a great staff morale booster to know that they are working for a company who does good for their local community.



**The activities we've organised have helped unite us as an even tighter team. This in turn has led us to meet new businesses and private individuals that we wouldn't otherwise have met.**

Lisa Bacon – Salusbury, Harding & Barlow

GIVE HOPE TO  
**FAMILIES**  
AFFECTED BY  
DUCHENNE

SAVE LIVES  
BY FUNDING GROUND-BREAKING  
**SCIENTIFIC**  
RESEARCH

Let's make a difference

RAISE  
AWARENESS OF  
DUCHENNE  
AND THE IMPACT IT HAS ON  
**FAMILIES**

EXTEND  
LIVES  
BY SLOWING  
DOWN THE  
DEVASTATING  
MUSCLE  
WASTING  
EFFECTS

INCREASE  
CLINICAL  
TRIAL  
CAPACITY

TO SPEED UP  
**DRUG**  
DEVELOPMENT

Join us on our mission  
to eradicate Duchenne

Please contact Zoe Edwards on  
07702 501 935

or email at  
[zoe@alexswish.co.uk](mailto:zoe@alexswish.co.uk)  
for a chat about joining our Business Club.

We would love to have you on board

Membership  
**£75**  
per month

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ALEX's WISH

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

THE  
BUSINESS  
CLUB