

# FUNDRAISING PACK



Duchenne  
UK



24hrs | London to Paris | 10-11 June 2022 | 10th Edition

# DUCHENNE DASH



Pearson®

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COFFEE



Duchenne UK, Registered Charity in England and Wales (1147094).  
Duchenne UK, Unit G20 Shepherd's Building, Charecroft Way, London W14 0EE

# Thank you for joining the Duchenne Dash, and joining the fight to END DUCHENNE.

It was 10 years ago that my dear friend Krishnan Guru-Murphy came up with the crazy idea of cycling to Paris in 24 hours to raise money for our newly created charity. Since then, the Dash has raised an incredible £5.5 million, and is our most important fundraising event. This year we are celebrating the TENTH anniversary of this iconic event and we are delighted to be returning to Paris!

If you are reading this pack, you are now part of a dedicated family of incredible Dashers who are raising critical funds to help us in our fight to end Duchenne.

You and your pedals are helping to change the world. When my son was diagnosed with DMD we were told to forget gene therapy - it was too far away. But thanks to money raised by Dashers, we invested \$5million in US biotech who are now dosing patients with their novel gene therapy! And what's

more, Pfizer dosed their first patient with gene therapy in the UK last year, thanks to our investment in UK clinical trial infrastructure. We refuse to accept being told our goals are impossible.

You're about to embark on an incredible adventure, where you will make friendships and memories to last a lifetime. You will push yourself harder than you ever thought possible. And you will be helping to change the world, one pedal stroke at a time.

Please take time to read this fundraising guide - and together we can end Duchenne.

*Emily Reuben*

**Emily Reuben**  
CEO and Co-Founder Duchenne UK



# The Duchenne Dash

Duchenne UK is run by people who live with DMD every day. We combine the determination of a mother with the rigorous focus of a scientist to ensure the best treatments and quality of life for people living with a diagnosis today. We know that, one day in the not too distant future, we will end the devastation that a diagnosis of DMD brings to families. By signing up to the Duchenne Dash you are playing your part in helping us to go further and faster in our mission to end Duchenne.

Duchenne UK is the largest funder of DMD research in the UK and is dedicated to finding transformative treatments for this generation of people living with DMD. We will not rest until the incurable is curable. Over the past nine years, Dashers like you have raised more than £5.5 million that has supported our vital work to find better and more effective treatments for people living with DMD.

**Together, we will end Duchenne. Thank you**



## How your donations make a difference

**£1,000** could fund a research nurse for a week working on a potentially lifesaving clinical trial

**£500** could fund a week of educational support for a DMD family

**£2,500** could fund a research physiotherapist working on a clinical trial for a month

**£5,000** could provide 400 families with our specialist family guide filled with advice and information

**£10,000** could cover the costs of a clinical trial for one child for a year



# This is Charlie...

...our handsome, happy, funny little boy. He loves music, dancing, dinosaurs, superheroes and is often found wearing a variety of dressing up costumes and hats! He is a happy little soul and, at present, unless you know to look for a few subtle differences, Charlie is just a normal little boy.

In January 2021, he was diagnosed with Duchenne muscular dystrophy (DMD) and our universe imploded. I will never forget the utter blackness and grief we felt. Our beautiful little boy had just had his future stolen from him by some cruel twist of genetics. Everything you hope and dream for your child, your family, just ripped from you.

Duchenne UK has given us light in our darkest hours and real hope that the dawn will soon break on more effective treatment for all those affected by Duchenne.

In 2021, I joined the Duchenne Dash AT HOME, pledging to cover 200km over six weeks. Having not ridden a bike in at least ten years. I wasn't sure how I'd get on, but I have been amazed on so many levels! The kindness, generosity and support of people has been tremendous and of huge comfort to us.

Nothing will change this devastating diagnosis for our son or any of the other boys, men and rare girls affected by Duchenne, but the outstanding work and research that Duchenne UK is funding might change their futures.



# Hitting your fundraising target



£

## Raise a little

### Car wash

Ask the neighbours or set up in the office car park. Ask for a donation in return for your services.

### Dog walk

A great way to raise donations and squeeze in some extra cardio for the Dash too – it's win win!

### Host a quiz

Take over the local pub quiz or host virtually. Teams pay to enter and don't forget to source a prize for your winners.

### Sweepstake

Sports, reality TV or even Eurovision! In return for a donation, players can pick a team or individual from the hat to be in with a chance of winning.

£

## Do a little more

### Wine or beer tasting

Set up your own or talk to a local wine bar or brewery to see if they can help out.

### Online gaming

Set up a tournament and get sponsored to play.

### Come dine with me

Get together with friends for some friendly culinary competition and ask for donations instead of points from your diners.

### Sports tournament

Ask your colleagues and other local businesses to join a sports tournament. Pay to play and the winners take home the glory!

£

## Think big!

### Say no to presents

Instead of birthday presents, ask for a donation to your Dash fundraising page.

### Corporate challenge

Set up a stationary bike and challenge your colleagues to cycle 300km quicker than you (that's under 24 hours!). They can pay to take part or get sponsored; ask the boss too!

### Turn unwanted items into donations

Clean out your wardrobe or attic and sell your unwanted belongings online.

### Ask local businesses for support

Write, call or pop into your local businesses and ask if they would consider sponsoring you, hosting their own fundraising activities or even putting a collection tin on the counter.

£

## Raise A LOT

### Gala dinner

Organise a glamorous night of food and entertainment. Sell tables and add a raffle or an auction to raise even more money.

### Auction

Write to companies, celebrities and sports clubs and ask them to donate money can't buy prizes that you can auction off to raise lots of money for Duchenne UK.

### Accumulator

Recruit teams to take a starting stake and make it into as much money as possible over the course of a month. It's a fun and creative way to encourage some friendly competition and raise even more towards your goal.

### Golf tournament

Ask your local club to host a charity tournament. You could even include a lunch afterwards to raise even more money.

# Give your fundraising a BOOST!



## Set up a JustGiving Page

Visit **Just Giving**, search 'duchennedash2022', click the orange box 'start fundraising' to set up your own page.



### Matched giving

Ask your employer if they operate a matched giving scheme, or if they would consider setting one up.



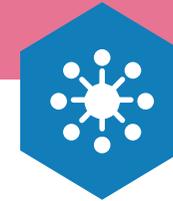
### Share your story

People are more generous if they know more about the event and why it is important to you so make sure you tell everyone what you are doing and why. Keep sharing updates on your training too.



### Gift aid

If your sponsor is a UK taxpayer, the Government will give Duchenne UK 25p for every £1 donated. If your sponsor is making a cash donation, they will need to complete a Gift Aid Declaration Form so that Duchenne UK can claim the gift aid on their donation.



### Go viral!

Get in touch with your local press and radio to see if they would like to cover your story. Post videos and updates on your journey across platforms like YouTube and TikTok. Most importantly, share the links and any coverage you get with all your friends, colleagues and supporters. Tag @DuchenneUK and #DuchenneDash.



Say thanks! Don't forget to thank everyone for their incredible support!

# Paying in your donations



Thank you for raising vital funds for Duchenne UK.

Remember to pay in all your donations by **6th August 2022**



Lots of people make donations after the event is over so **keep sharing updates and photos** so that everyone knows that you completed the Dash

## Bank transfer

Please email: [dash@duchenneuk.org](mailto:dash@duchenneuk.org) with the subject DASH BANK TRANSFER and we'll provide our details and a reference.



## Cheque

Please make cheques payable to Duchenne UK, include your full name and Duchenne Dash with your cheque. Please post cheques to: Duchenne UK, Unit G20 Shepherd's Building, Charecroft Way, Hammersmith, W14 0EE



Any questions please contact:  
[dash@duchenneuk.org](mailto:dash@duchenneuk.org)

Remember to say a **BIG THANK YOU** to everyone who sponsored you



# Thank you

Thank you so much for supporting our vital work to end Duchenne.

Duchenne does not stop, but neither have you in your efforts to help us find new, better and kinder treatments for DMD. We are so grateful to you for supporting our mission, thank you.

If you have any questions or require further support, please contact us at: [dash@duchenneuk.org](mailto:dash@duchenneuk.org)

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**TOGETHER WE CAN END DUCHENNE.**



Duchenne  
UK





Duchenne  
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Thank you to our incredible sponsors



Together, we will END DUCHENNE



Registered Charity No. 1147094.

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