



Duchenne
UK



24 Hours London to Paris 17-18 May 2024

DUCHENNE DASH

COMPANY ENGAGEMENT

One epic challenge One whole year of fun



THANK YOU FOR JOINING OUR FIGHT TO END DUCHENNE

You are now part of a dedicated family of 'Dashers' raising vital funds to help us advance research into new treatments and ensure the best quality of life for everyone living with Duchenne muscular dystrophy (DMD).

DMD is a devastating and severe genetic muscle wasting disease. It causes all the muscles in the body to irreversibly weaken and deteriorate.

There is currently no cure for DMD, but there is hope.

Amazing Dashers, like you, have already raised over £7m towards our mission. This has funded research that's changing the way that DMD is treated.

Gene therapy trials have come to the UK for the very first time and new drugs like Givinostat are helping to slow down disease progression.

Change is happening right now, and by signing up to the Duchenne Dash or Dash AT HOME you are a part of it!

HOW YOUR DONATIONS MAKE A DIFFERENCE

- £500** could fund a week of educational support for a child living with DMD
- £1,000** could help fund a Research Nurse working on a potentially lifesaving clinical trial
- £2,500** could fund a Research Physiotherapist working on a clinical trial for a month
- £5,000** could fund a Clinical Research Doctor to work on a trial for a month
- £10,000** could fund one child to take part in a clinical trial for a whole year



THE DUCHENNE DASH

Register a company team in the Duchenne Dash to enjoy the ultimate VIP London to Paris challenge.

Reaching your fundraising target is easy with a bit of team work. Get the whole organisation involved in a collective fundraising effort, helping their work buddies on the road to Paris and playing their part in bringing an end to Duchenne.

Everything your company raises can be added to a shared Duchenne Dash fundraising total.

We've included lots of ideas in this pack to help you smash your fundraising target.

Benefits of supporting Duchenne UK

- ◆ Increase employee engagement and morale in a shared goal
- ◆ Achieve your corporate social responsibility objectives
- ◆ Show your customers you care and drive customer loyalty
- ◆ Increase social media engagement
- ◆ Receive tailored support from the Duchenne UK team
- ◆ Fund life-changing research and support for families affected by DMD!



Date: 17 - 18 May 2024

Location: London - Paris

Time: 24hrs

Distance: 300km

Entry fee: £495 (plus processing fee)

Fundraising target: £4,000

MEET MATT AND CONNOR

"I'm Matt, Connor's dad. We received Connor's devastating DMD diagnosis in 2016, two days after his 4th birthday.

With Connor turning 11 this year, we badly need a cure to end this horrendous disease. We still struggle with the realities of the diagnosis, but we are strong, resilient and have plenty of hope.

We know that research into better treatments is underway. It's vital for Connor and boys like him, that these projects receive the funding they need to continue and accelerate their development.

This is what motivates everyone who either supports or takes part in the Dash. I'm honoured to be taking part again this year, supported by a hugely loyal team who train for hours, and who fundraise to reach that vital target.

The Duchenne Dash is about bringing people together with one common goal, to #endduchenne and save our boys. I'm so grateful to everyone who takes part and helps us to achieve our goal."



Duchenne UK has committed £20M to the fight against DMD

2 families a week in the UK hear the news that their child has DMD

DMD is a severe muscle-wasting disease

Diagnosed almost always in boys in early childhood

We will end the devastation that a diagnosis of DMD brings to families

BOOST YOUR FUNDRAISING

We've got a whole year full of ideas to help you reach your fundraising goals.

We love to share your successes, so please send your updates to dash@duchenneuk.org



January

Start Stop

Set your self a new challenge or give up a bad habit

London Winter Walk

Full/Half/10km options

February

Dive for Duchenne

Take the leap with a thrilling skydive. Go solo or enter a company team!



March

Spring clean

Have a proper clear out and sell your unwanted items for Duchenne UK



April

Dash AT HOME

Easter 50 Ultra Challenge

Hop to it for 50/25/10km options



May

Duchenne Dash

300km, 2 countries, 1 epic challenge

Eurovision Sweepstake



June

Great North Swim

Make a splash with a swimming challenge as beautiful as it is challenging!



July

Donate a Day

Challenge the team to choose a little luxury to forego for a day or longer. Walk to work, bring a coffee from home, skip the Friday treats. Donate what you save to Duchenne UK



August

Summer Party

Get the team together for fun in the sun. Host a BBQ, or company sports day to raise money for Duchenne UK

September

Great North Run

Raise some 'dough'!

Hold a bake sale or host your own Bake Off to crown the office star baker



October

Duvet Days

'Du' nothing for Duchenne. Dress down in PJs for the day. Hold your own midnight feast pot luck lunch

Royal Parks Half Marathon



November

Sports and gaming tournament

Challenge other companies to a 5 a side or netball tournament. Get everyone involved with a board games event



Duchenneber

Make a donation instead of sending Christmas Cards

Challenge your colleagues decorate their desk, most festive wins. Ask for a donation to take part



Duchenne Dash AT HOME

Looking for a challenge closer to home? Take part in the Dash AT HOME.

Your challenge is to complete 300kms of activities over six weeks (6 April-18 May).

By the end of the challenge you will have covered the distance from London to Paris.

You can complete your 300kms anyway you like. Walk, run, swim, skate, scoot, space hopper!

Why not set up a company challenge and get everyone involved. Remember, everything you raise can go towards your collective total in support of the Duchenne Dash and Duchenne UK.

Once the challenge has been set, all you need to do is set up a [JustGiving page](#), shout about your challenge, get moving and raise some much needed funds!

Looking for an extra challenge? Why not add on the return journey and attempt to complete 600kms in six weeks?

Add some friendly competition. Which team or individual can cover the distance the quickest or go the furthest



Meet Foodbuy UK

Foodbuy UK have sponsored and taken part in the Duchenne Dash since 2017. Managing Director, Karl Atkins shared their reasons for getting involved and why the partnership means so much to the whole company.

“Becoming charity partners with Duchenne UK in 2017 has been an exceptionally rewarding and worthwhile experience for us at Foodbuy. Since then, we are incredibly proud to have raised over £450,000 for Duchenne UK. Knowing that our fundraising efforts are making a positive difference to so many people’s lives every day is of huge value to us.

Duchenne UK is a charity which is close to our hearts here at Foodbuy, but our partnership also reflects, and demonstrates to others, our business values – one of which being that we are always looking to support important causes and make a difference. The impact of our fundraising efforts has been life changing, and have also massively raised our team’s morale, through a range of incredible events, including Duchenne UK’s flagship event, the Duchenne Dash – a gruelling 24-hour bike ride from London to Paris.

I would encourage any business looking for a rewarding charity partnership to consider working with Duchenne UK and joining the Dash and Dash AT HOME.

The work of Duchenne UK is incredibly inspirational. We are hugely proud to be partners with a charity whose amazing work changes the lives of many for the better every day”.



**If you’ve been inspired to get your company involved in the Duchenne Dash, we would love to hear from you!
Please email dash@duchenneuk.org for more information.**

GIVE YOUR FUNDRAISING A BOOST

Set up a JustGiving page

The easiest way to fundraise is by setting up a JustGiving page. [Click here](#), then select the orange 'Start fundraising' box. If you have any questions or would like advice on banking cash or cheque donations please contact dash@duchenneuk.org



Double your donations

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



Share your story

Share the news of your challenge on the intranet or in company emails. Include the [official Duchenne Dash video](#) to bring the event to life!

Don't forget to tell your customers, contacts and suppliers



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. Just email dash@duchenneuk.org to request a form



Set a date!

Choose a day for your challenge and get everyone to join in. It is so much more fun to fundraise together and with one big fundraising push you will see more social media engagement and local press interest that can help multiply your fundraising

PAYING IN YOUR DONATIONS

Thank you for raising vital funds for Duchenne UK

Bank Transfer

Please email: dash@duchenneuk.org with the subject **DASH BANK TRANSFER** and we'll provide our details and a reference

Invoice

You can opt to pay your fee and fundraising commitment in full or in installments by invoice. Just email dash@duchenneuk.org to request your invoice/s

Cheque

Please make cheques payable to Duchenne UK and include your full name and Duchenne Dash. Post to: Duchenne UK, Unit G24, Shepherd's Building, Charecroft Way, London, W14 0EE

Any questions, please email dash@duchenneuk.org

Remember to pay in any donations by 30 June 2024



Lots of people make donations after the Dash is over. Remember to keep sharing your story and success after you cross the finish line



Very important! Make sure any transfers or cheques have the donor name and your name on so we can add them to your fundraising

Say **THANK YOU** to your amazing supporters



THANK YOU

We are looking forward to welcoming you all to the #DuchenneArmy.

Whether you join us on the road to Paris or take on your own challenge from the office or home, you are part of a special team of people, working together to change the world for every person living with DMD.

Together we will end Duchenne.

Want to know more about getting your company and teams involved in the Duchenne Dash?

Contact us:

dash@duchenneuk.org

