

# Getting Local Businesses to Support Your Duchenne Dash Fundraising



Matt Bateman joined the Duchenne Dash in 2023 as part of Gareth Halpin's Help Harry team. He knew that raising his £4,000 fundraising target by asking for donations alone would be a challenge. So, he reached out to his local business community to help him.

Matt has shared his experience of working with local companies to create amazing partnerships that are raising money and awareness for Duchenne UK.

The idea to build collaborations with local companies first came to mind after a few conversations with my friend Gareth Halpin, whose son Harry has Duchenne muscular dystrophy (DMD). Having taken part in the Duchenne Dash a number of times himself, Gareth was finding it hard to ask the same friends and family to donate year after year.

So, I started to think of a more sustainable way to raise money and try to take some of the pressure off Gareth.

I like good beer and good coffee, so I thought these were great places to start.

I approached companies whose products and brands I really liked. This is important, I think as it's much easier to strike-up conversations with people whose products you genuinely like, are interested in and buy.

I got in touch with Baron Brewing and Wood St. Coffee to ask if they would join me in supporting Duchenne UK. They agreed! After that everything moved pretty quickly and smoothly.



This was due to how open-minded and generous both Jack at Baron Brewing and Gareth at Wood St. Coffee were throughout. From the first discussions to tastings and recipes, to the roasting and brewing, to the packaging designs, to seeing the finished products on the shelves, it was a thoroughly enjoyable project.



I also met some other brilliant people as a result of these collaborations. Dillon Howling is the illustrator who created the amazing artwork for the coffee labels. He raised a further £300 off his own back, by selling limited edition prints of the artwork.

It was a really positive process and I would recommend anyone going out and doing something similar. It becomes very clear early on whether you have found the right people or not. Good people attract good people attract good people... and so it goes on.

And the possibilities are endless when that happens.

# Things To Consider Working With Local Businesses



## Do your research

Make sure to look into any companies before you speak to them. Do they have a history of working with charities? Do they share your values? Think about how the company, services or products align with Duchenne UK and the Duchenne Dash. The better the fit, the more likely they are to support. For example, your local bike shop would be a great fit.

## Speak to the Duchenne UK team

Contact the Duchenne UK team before you agree anything with the company. They will help to check over the details, perform due diligence and provide a simple partnership agreement. They may also want to talk to the company too.

## Be prepared

Before you speak to the company prepare a few ideas of how they could support Duchenne UK. Have a look at what they have done in the past too. The easier you make it for them, the more likely they are to say yes. We've included a few ideas below, but you can always speak to the Duchenne UK fundraising team for more inspiration.

## What other opportunities are there?

Look at what other connections you could make. Just like Matt was able to connect with the Dillon the illustrator and raise an extra £300, you could boost your fundraising too. Consider hosting a launch event and inviting other local businesses to get involved or make a donation!

## Raising awareness

Tell everyone about your amazing fundraising! Share a link to buy, make a fun video review of the product, DM a local celebrity and ask for an endorsement and ask everyone you know to support you by making a purchase.

## Say thank you!

Once the Dash is over make sure you say an enormous thank you. Tell the company and those who purchased about the impact that their support has made to Duchenne UK. The fundraising team can provide you all the copy, updates and images you need for this.

## Ways that companies can support you

### 1. Donate a percentage of profits

Follow Matt's lead, ask local companies to select a product and donate a specific amount for each sale or a percentage of profits. Duchenne UK can provide agreements for this type of partnership.

### 2. Leave a tip for Duchenne UK

If you are speaking to a restaurant or hair and beauty business ask them if they would consider adding an optional £1 to the bill to be donated to Duchenne UK. The team can provide explanatory cards for tables to assist you.

### 3. Buy one for Duchenne UK

Add a special to the menu "A donation to Duchenne UK". Encourage diners or drinkers to order one for Duchenne UK. The Duchenne team can help provide copy for the menu.

**For more fundraising help and advice, contact [fundraising@duchenneuk.org](mailto:fundraising@duchenneuk.org).**

**We love to hear from you! If you're planning an event please let us know. We can provide support and materials to make it a huge success. We can also share your achievements to inspire others too.**