Fundraise your way

Stroke Association

Finding **strength** through **support**

Steve's story

Steve received support from the Stroke Association after he had a stroke when he was 36. His daughter was only nine at the time and it was a huge shock for him and his family.

The support he received from us helped him and his family to come to terms with his stroke. Steve said 'It was a lifeline to be able to talk to someone else who understood it.'

One of Steve's priorities was to get back to gaming – his favorite pastime. Steve said 'It took a lot of determination and grit. I remember coming first in a game again and for the first time after my stroke and the elation I felt. I was very proud of myself.'

He went on to use his love of gaming to fundraise for us, raising over £6,000. Steve said: 'I vowed that I would give back to the Stroke Association and the NHS for the support they gave me. I have done two Stream for Stroke fundraising events, and a cycle for stroke event. They've been really good.'

We're here for you

Thank you for choosing to do something incredible for the Stroke Association.

Every year in the UK, another 85,000 survivors face the catastrophic impact of a stroke. We are the leading charity in the UK providing lifelong support for all stroke survivors and their families.

But we can't do it without you. Thanks to your kindness and generosity, we can fund our vital work.

In this booklet you'll find inspiring stories, tips and ideas to help boost your fundraising and hit your target. However you choose to fundraise, we're here to support you every step of the way.

Any questions?

Get in touch with our friendly Supporter Relations Team.

Phone: **0300 3300 740**

Email: **supporter.relations@stroke.org.uk**

We can't wait to hear from you.

Where your money goes

Stroke Support Helpline

Our Helpline is there as the constant voice of comfort and support throughout a stroke survivor's long and frightening recovery journey. It connects survivors and their families to other stroke support services such as our Stroke Support Coordinators, peer-to-peer and group support, as well as local community services that might be helpful throughout the recovery journey.
Find out more: **stroke.org.uk/services**

Stroke Support Coordinators

Our Coordinators provide a lifeline for survivors and their loved ones trying to make sense of the new and terrifying post-stroke world, one in which they might otherwise feel isolated and alone. They also help to address worries about money and getting around and provide guidance on issues such as rights at work and carer support.
Find out more: **stroke.org.uk/services**

Stroke research

Stroke support needs vital scientific research into stroke prevention, treatment and recovery. We approve £3 million of vital stroke research each year.

Learn more about the research we're funding: **stroke.org.uk/research**

Influencing change

We hold decision makers to account. We want to work with them to develop a strong, joined-up cardiovascular disease plan that puts stroke front and centre. We amplify the voices of stroke survivors and their loved ones, using evidence to campaign for change.

Find out more: **stroke.org.uk/campaigns**

Fundraising in memory of someone special

If you're fundraising in memory of someone you miss, thank you. Your support is a powerful way to honour their life and help others find strength after stroke.

You might like to create a More Than Memories tribute. Your tribute is a personal online space where you can celebrate your loved one and bring together all the fundraising done in their name.

Whether it's one event or many over the years, your tribute can link JustGiving pages, share messages, photos, and connect friends and family in one place of remembrance and celebration.

Learn more or start your tribute at:
stroke.org.uk/tribute

Your Impact

£50

£50 could help a Stroke Support Coordinator to visit the home of a stroke survivor.

£217

£217 could help pay for the Stroke Support Helpline for one hour, helping someone to find hope, emotional support and information.

£300

£300 could pay for an MRI scan that can help us better understand the brain of those affected by stroke.

£500

£500 could help pay for a five-year Senior Lectureship Award – a critical research role that enables life-changing discoveries to prevent and treat stroke.

£2,000

£2,000 could fund our entire Helpline for one day, giving vital, tailored support and information to stroke survivors and their loved ones.

Fundraising ideas

Bella and Alice hosted a lemonade stall in their driveway and raised a fizzy and popping **£720!** They even made it onto their local radio station!

Jonathan and his friends took on Bristol 5km inflatable challenge in memory of his partner Andy who died aged 43. They raised an amazing **£2,484!**

After their dad had two strokes, Conor and Philip wanted to give something back. So, along with their friend Joe, they navigated the entire Isle of Wight coastline on push scooters. Together they raised more than **£4,000!**

Morgan and her mum Sue hold a coffee morning for us and Alzheimer's Society every year. For the past nine years they've organised a pop-up Forget Me Not Café and have raised nearly **£27,000** for the two charities!

Five top tips to achieve your fundraising goals

Once you've decided how you'd like to fundraise, you can follow this checklist to keep you on track.

- [x] 1. **Read your fundraising guide**.
- [ ] 2. **Set the date and your fundraising target**. If you haven't already told us, or if your plans have changed, please complete this form: **stroke.org.uk/fyw**
- [ ] 3. **Create your online fundraising page**. Personalise your page by adding a photo and share your story. Let everyone know why you're fundraising. Share your page with friends and family and ask them to support you.
- [ ] 4. **Spread the word**. Keep sharing your fundraising page on social media, including Facebook, Instagram, TikTok and LinkedIn. You never know who might sponsor you.
- [ ] 5. **Thank your supporters and let us know how it went**. If you have photos you'd be happy to share, please send them to us. Email **supporter.relations@stroke.org.uk**

Most importantly, you're doing something amazing so we hope you enjoy it!

Did you know that people who make a donation to their own page raise a whopping **42% more**!

Boost your fundraising

Join our Facebook group for Stroke Association fundraisers: **facebook.com/groups/teamstrokefundraisers**

Get all the resources you need. You'll find lots of downloadable resources here: **stroke.org.uk/fundraising-resources**

Visit our online shop. Order banners, collection boxes and T-shirts here: **shop.stroke.org.uk**

Boost your fundraising. Organise a raffle, auction or sweepstake. Ask local businesses to donate prizes. Get in touch if you'd like us to provide you with a letter confirming you're fundraising for us.

Matched funding. Some businesses offer matched funding schemes and will match the amount their employees raise.

Gift Aid. Encourage supporters to Gift Aid their donation. This increases their donation by 25% at no extra cost.

Contactless donations. As less people carry cash, we now have free and easy contactless options available for you to take card payments. Get in touch if you'd like to learn more.

Raise £50 and we'll send you a Stroke Association top. Raised £50 already? Scan the QR code or **complete this form**.

Keeping it legal

We want to make sure that you have everything you need to make your event fun, but also to keep it safe and legal. For a wide range of advice, including insurance, cash handling and serving food and drink, check out **stroke.org.uk/keepitlegal** or scan the QR code.

Paying in your fundraising

Online

The majority of online fundraising pages, such as JustGiving, come directly to us. There is nothing more you need to do!

To make a bank transfer, you'll need your unique reference number. If you're not sure what this is, please get in touch with our team by phone **0300 3300 740** or email **supporter.relations@stroke.org.uk**

If you have cash or cheque donations, visit our website for more information. **stroke.org.uk/takeaction**

Thank you and good luck!

Every day in the UK, another 240 people wake up to the catastrophic impact of a stroke.

The Stroke Association is the leading charity in the UK providing lifelong support for all stroke survivors and their families. We provide tailored support to tens of thousands of stroke survivors each year, fund vital scientific research, and campaign to secure the best care and support for everyone affected by stroke.

We couldn't do this without supporters like you!

Find out more at **stroke.org.uk**

supporter.relations@stroke.org.uk

0300 3300 740

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Stroke Association

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Registered with FUNDRAISING REGULATOR

Item code: **A25A84** © **Stroke Association 2026**
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Also registered in the Isle of Man (No. 945) and Jersey (No. 221), and operating as a charity in Northern Ireland.