

Muscle Help Foundation
#powerof657 Campaign

–
Fundraising Pack



REACH FOR THE 'SKIES'

#POWEROF657

Muscle
THE MUSCLE HELP FOUNDATION

FRSB  give with
confidence

FUNDRAISING PACK

WHAT'S INSIDE



The **Muscle Warrior Salute** is a symbol of hope, courage, strength and unity between fundraisers and beneficiaries. Make sure you strike the pose, post it on Facebook and share it with your family, friends and us!



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INTRODUCTION



VIP

ONE VERY IMPORTANT PROMISE 



DELIVERING 657 MUSCLE DREAMS



The Muscle Help Foundation is a small, specialist national family charity working tirelessly to deliver transformational, highly personalised experiences known as Muscle Dreams. We work with children and young people in the UK with the muscle wasting disease Muscular Dystrophy and allied neuromuscular conditions.

We need your support to help us deliver a total of 657 Muscle Dreams. That's one life-changing experience for every muscle in the human body. For our beneficiaries, every moment is an opportunity to realise their potential. For their family and friends, each one opens up a support network of like-minded individuals.

That's the power of our promise
That's the #powerof657

A NOTE FROM OUR PATRON



LORRAINE KELLY, PATRON

“

It's a real honour to not only be a Muscle Warrior but also a Patron for this small family charity that changes lives and gives hope through its Muscle Dream activities in the UK for children and young people with muscular dystrophy. Please join me in supporting The Muscle Help Foundation and its #powerof657 campaign and together, let's raise more funds and awareness in helping the charity reach its goal of delivering 657 Muscle Dreams, one for each muscle in the human body.

Thank you!

”

Lorraine Kelly

GET FUNDRAISING

BE A PART OF THE 657 NATION ARMY



The money you raise will help us to deliver once in a lifetime, tailor-made adventures for our beneficiaries.

From flying a plane, to meeting movie icon Al Pacino and from learning survival skills with Ray Mears, to speeding around the Silverstone Grand Prix circuit...

Every moment is different, but its impact is always the same: improved confidence, a greater sense of hopefulness, boosted self-esteem, unforgettable memories and lasting friendships.

£6.57

Secures a young persons favourite rugby shirt or football strip signed by their chosen team.

£65.70

Provides one person's unique leather-bound photo album of their life-changing Muscle Dream.

£657

Funds one place on one of our Muscle Dreams Programmes, including flying, powerboat racing or a track day.

£1,657

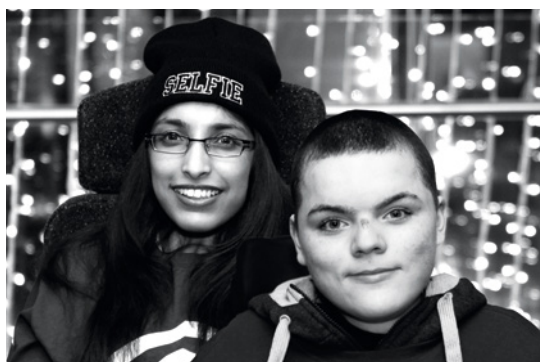
Enables our Muscle Warrior Powerchair Football Club players to more frequently come together.

HOW YOUR MONEY HELPS

STRENGTH IN NUMBERS



Thanks to the efforts of our fundraisers, young people like Sanah, Kye, Becca and William have been lucky enough to experience the impact of a Muscle Dream...



MUSCLE DREAM #17:

Sanah, 18, and Kye, 17, enjoy VIP treatment at the O2 Arena as they watch Diversity perform live on stage. Their magical weekend concluded with a stay at Canary Wharf's Radisson Edwardian Hotel.



MUSCLE DREAM #153:

Becca, 15, enjoys an unforgettable day at the London 2012 Paralympics, one of 75 beneficiaries participating in our flagship Games Inspired Muscle Dreams Programme.



MUSCLE DREAM #175:

William, 15, shows his daredevil spirit as he takes part in our Porsche Muscle Dream Driving Experience Programme. He was one of eight young petrolheads who had the opportunity to speed around the Silverstone Grand Prix circuit in July 2014.

FUNDRAISING IDEAS

The number 657 inspires everything we do - even our unique fundraising ideas. Get planning your own event today with a little help from the suggestions over the next few pages and you'll be off to the perfect start in spreading the word on the #powerof657!

CO:OK AGAINST THE CLOCK

Forget Jamie's 15 minute meals. Could you cook dinner for you and four guests in under 6 minutes 57 seconds? Decide on your recipe, get your mates round and when the food's on their plate, they donate!

THE 6:57 WORKOUT

Yoga, pilates, spinning or simply running... Could you and your friends handle a 6hr 57min workout? Get planning today and start seeing the benefits tomorrow!

657

WAYS TO HELP



RUN THE ROUTE

From Woodford through Walthamstow Forest, why not run the 5km of London's 657 bus route and help to share the #powerof657. Find the route at www.tfl.gov.uk



TWEET YOUR IDEAS TO @MUSCLEWARRIOR
AND REMEMBER TO USE #POWEROF657

FUNDRAISING IDEAS

KNOW YOUR GLUTEUS MAXIMUS FROM YOUR GLUTEUS MINIMUS?

Check out Wikipedia's list of all the muscles in the human body. Think you can memorise each one? Get your friends to donate for each one you remember! Go to: http://en.wikipedia.org/wiki/List_of_muscles_of_the_human_body



The Guinness World Record for eating Creme Eggs is 6 in one minute. Could you crack it by eating 6 in 57 seconds? Standard 34g Creme Eggs must be used for the attempt.

AB FAB

Challenge your friends to hold The Plank for 6 minutes and 57 seconds. Think that's easy? Then try beating Mao Weidong's world record of 4hrs 26min!

ZIP IT!

Give your mouth muscles a rest! A 6 minute 57 second sponsored silence at school is a fantastic way to raise money for Muscle Dreams.

657 KM

6.57 MILES

Go the distance with a sponsored walk, run or cycle. From a quick 6.57 miles to an epic 657 kilometres, the choice is yours!

Perfect for schools!



TWEET YOUR IDEAS TO @MUSCLEWARRIOR AND REMEMBER TO USE #POWEROF657

FUNDRAISING IDEAS

SHORT STORY, LONG HAND

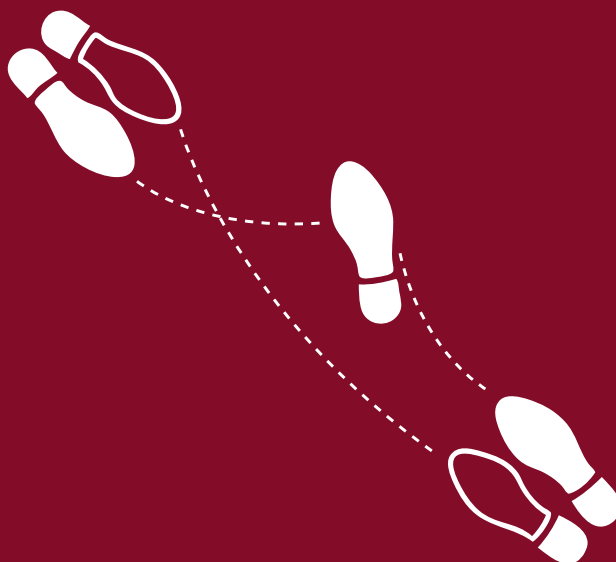
Get your local school to hold a short story writing competition. Each story is limited to 657 words and entry costs just £1. Raise the profile of the event by getting a local author to judge the submissions and get the winner published in your local newspaper.



Perfect for schools!

STEP UP FOR MUSCLE DREAMS

Inspired by Dermot O'Leary's dance marathon? Why not give it a go yourself? Grab a partner and step in time for 6 hours and 57 minutes. You'll lose a few pounds and we'll gain some!



IT'S A SHIP AT £6.57!

If you know your local hairdresser, why not get them to offer haircuts for £6.57 each, for 6 hours and 57 minutes, with all proceeds going to deliver unforgettable Muscle Dreams. Everybody wins!



TWEET YOUR IDEAS TO @MUSCLEWARRIOR
AND REMEMBER TO USE #POWEROF657

FUNDRAISING IDEAS

STILL WANTING MORE?

A - Z OF FUNDRAISING IDEAS

A

Auction of favours or promises
Afternoon tea stall at work
Aerobics sponsored workout

B

Babysitting service
Beard shave
Biggest loser
Birthday bash
Barbecue
Bad taste evening
Blindfold jelly feed

C

Calendar
Car wash
Car boot sale
Carol singing
Champagne event
Cheese and wine evening
Caption competition
Cycling

D

Drink a yard of ale
Dress down/dress up day
Downton Abbey fancy dress

E

Easter egg hunt
Exercise extravaganza

F

Fasting
Football match
Five-a-side tournament
Fancy dress pub-crawl
Fashion show
Fun run

G

Guess the baby photo competition
Guess the value of...
Garage sale
GRIM challenge

H

Halloween night
Honesty box
Horse race night
Head shave



TWEET YOUR IDEAS TO @MUSCLEWARRIOR
AND REMEMBER TO USE #POWEROF657

FUNDRAISING IDEAS

I

It's a knockout
Indoor games evening
Ink cartridge recycling

J

Jumble sale

K

Karaoke evening
Knobbly knee competition
Knockout sporting event

L

Lawn mowing service

M

Mountain bike race
Music across the ages
Market traders stall

N

New Year's resolutions

O

Office or work outing

P

Pub-crawl
Photo competition
Pool contest

Q

Quiz night

R

Raffle
Race night

S

Sponsored slim, swim, silence, row etc.
Swear box
Sweepstake
Slave auction

T

Tug of war
Talent night
Ten pin bowling
Trading your job for a day
Theme night

U

Uniform day (or not)
Unusual outfit day

V

Valentine's party

W

Welly day

X

Xmas cards

Y

Yo-yo competition

Z

Zip slide



TWEET YOUR IDEAS TO @MUSCLEWARRIOR
AND REMEMBER TO USE #POWEROF657

GETTING DONATIONS



The information on this page will help you get started with your fundraising and ensure the charity maximises your donations through Gift Aid.

GOLDEN GIVING

Setting up an online sponsorship page lets you collect donations safely and securely and also tells the world what you're up to. We've partnered with ethical, online giving provider Golden Giving, which allows you to set up your own page at www.goldengiving.com

Donating and fundraising with Golden Giving means that more money goes to your intended charity or good cause, compared with fee charging websites such as Just Giving, Local Giving and Virgin Money Giving.

GIFT AID

Gift Aid helps you to raise even more money for us by claiming back the tax on donations. For every £1 donated by a UK taxpayer, HMRC will give an extra 25p. All you have to do is ask the people who sponsor you to put in their full name and address on the sponsorship form at the end of this pack and tick the Gift Aid box.

- Thank you!



TEXT DONATE

GET YOUR MATES TO TEXT
MUSC13 £10 TO 70070
AND DONATE NOW!

YOUR PRESS RELEASE

If you are holding an event in aid of the Muscle Help Foundation and want to send out a press release to your local media beforehand, we have prepared an example of the type of document you should send out. The sample is shown on the following page but you can download an electronic version at: www.musclehelp.com/samplepressrelease.docx and simply fill in the sections in brackets.

★ ★
**657 MINUTES
OF FAME!**
★ ★

WRITING TIPS

- Keep it simple, to the point and as short as possible (maximum two sides of A4, preferably one side if possible).
- Include an image if you can to make it more interesting visually.
- You should be able to find out the name of the news or features editor of your local paper by looking on the 'Contact Us' section of their website.
- Try and send the press release out at least 3 or 4 weeks ahead of your event, in to give them time to contact you for details and schedule coverage into their diary.
- If a local journalist asks you for a comment or an interview, please contact the Muscle Help Foundation's PR contact:

Lydia Drukarz
Wavelength PR
Tel: 07977 454180
Email: Lydia@wavelengthpr.com

She can provide you with all the support you need.

THE SMALL PRINT

When you prepare your press release, we'd be very grateful if you can copy and paste the following paragraphs of information about the charity on to the end of your release to explain more about the work of the charity:

Muscle Dreams are transformational experiences designed to give children and young people in the UK whose lives are afflicted by the muscle-wasting disease, Muscular Dystrophy (MD) and allied neuromuscular conditions the opportunity to live a dream or fulfil a cherished ambition.

Muscular Dystrophy is the single biggest genetic killer of children in our world today. With some 70,000 UK sufferers being robbed of their mobility, independence and finally, for those with the most severe form, Duchenne Muscular Dystrophy or DMD, their lives, it is a cruel and unforgiving disease.

Muscle Warriors are those who for example use the power of sport to engage, inspire and raise money for the MHF. They use their muscles to fire-walk, do triathlons, climb mountains or simply walk! Herein lies the robust link between muscles, movement and the power of sport.

IMPORTANT NOTE – MHF works hard to avoid language such as 'grant wishes', which is very much in keeping with the approach of other well-known charities. MHF delivers 'Muscle Dreams' – we would be very grateful if editors would ensure this is communicated in our preferred language.

MORE ABOUT THE MUSCLE HELP FOUNDATION

Website: www.musclehelp.com

Twitter: www.twitter.com/musclewarrior

Official hashtag: #powerof657

LinkedIn: <http://www.linkedin.com/company/2323415?trk=tyah>

Facebook: www.facebook.com/TheMuscleHelpFoundation

YouTube: youtube.com/dreammaker657

Flickr: flickr.com/musclehelpfoundation

YOUR PRESS RELEASE



FOR IMMEDIATE RELEASE

(INSERT DATE HERE)

(INSERT A CATCHY ONE-LINE HEADLINE IN HERE IN BOLD)

(Add a paragraph here about what you are planning for your event, including key dates/times and venues. Explain what the purpose of the event is and, if there is a special connection with the charity, include that too.)

(Add an image here if you have one to make the press release more visually interesting).

(Add a second paragraph with more details about the event, especially if there are any unusual activities or if a celebrity is going to attend.)

“Insert a quote here about how excited you are about your event and why you are supporting the Muscle Help Foundation”.

If you need to add a quote from Michael McGrath, CEO of the Muscle Help Foundation about the charity and how pleased they are that you are supporting their event, contact Lydia Drukarz and she will secure a quote for you (Lydia@wavelengthpr.com)

Finally, add your own name and contact details at the end, so that the local media can come back to you if they have any queries about your event or want images afterwards.

(Don't forget to copy and paste here the information about the Muscle Help Foundation that you will find on the 'MHF press release tips' document, which you can download from: www.musclehelp.com/pressreleasetips.docx)

Add the words 'ENDS' at the end of the press release so that the media know that there isn't any further information to come.

JOIN THE CONVERSATION

 [#POWEROF657](https://twitter.com/musclewarrior)

Keep updated with the latest from The Muscle Help Foundation and our #powerof657 campaign in the following ways:

 Discover more: musclehelp.com/powerof657

 Follow us: [@musclewarrior](https://twitter.com/musclewarrior)

 Like us: [TheMuscleHelpFoundation](https://www.facebook.com/TheMuscleHelpFoundation)

 Watch us: youtube.com/dreammaker657

 See our impact: [flickr.com/musclehelpfoundation](https://www.flickr.com/photos/musclehelpfoundation)

JOIN THE TRIBE

ORDER YOUR APPAREL

Our dedicated army of Muscle Warriors are united by their passion and commitment to the #powerof657, but also by their iconic apparel. Talk to us today if you would like to order one or more of our distinctive Muscle Warrior t-shirts or Stronger Together wristbands for your fundraising event.

Email info@musclehelp.com with your requirements and sizes.

[#POWEROF657](https://twitter.com/musclewarrior)





WE DARE TO DREAM

We're delivering **657 Muscle Dreams** for children and young people with Muscular Dystrophy. That's one life-changing experience for every muscle in the human body.

#POWEROF657

Muscle Dream #97: Sanah, 18, and Kye, 17, enjoy VIP treatment from their own box at the O2 Arena as they watch Diversity perform live on stage.

FEEL THE #POWEROF657 DONATE TODAY

Donate £6.57

To go towards the cost of securing a young person's preferred rugby shirt or football strip signed by their favourite team.

Donate £65.70

To help fund one child or young person's unique leather-bound photo album, a visual testimony of their life-changing Muscle Dream.

Donate £657

To help fund a place on one of our signature Muscle Dream Programmes, including flying, powerboat racing or a track day.

Donate £1,657

To help fund one more Muscle Warrior Powerchair football training session, enabling new and existing players to more frequently come together.

Donate £6,570

To go towards funding one of our signature Muscle Dream Programmes for multiple beneficiaries, a real partnership opportunity.

Go to musclehelp.com/powerof657 to donate and discover more unusual ways to get involved. Share your ideas using #powerof657

DONATE NOW AT MUSCLEHELP.COM/POWEROF657

JOIN THE CONVERSATION

 [#POWEROF657](https://twitter.com/#powerof657)

 **musclehelp.com/powerof657**

 **[@musclewarrior](https://twitter.com/musclewarrior)**

 **TheMuscleHelpFoundation**

Muscle
THE MUSCLE HELP FOUNDATION

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AGREEMENT TO FUNDRAISE



FUNDRAISING REGISTRATION FORM

To help us offer you the best available support for your event, please **complete and sign** this form and return it to us **at your earliest opportunity** to the address below.

Name:	<input type="text"/>	Address:	<input type="text"/>
Email:	<input type="text"/>		<input type="text"/>
Phone:	<input type="text"/>	Postcode:	<input type="text"/>
	<input type="text"/>		<input type="text"/>
How did you hear about The Muscle Help Foundation?			
<input type="text"/>			
Why have you chosen to support The Muscle Help Foundation?			
<input type="text"/>			
Type of event/fundraising activity you are holding:			
<input type="text"/>			
How will you raise funds?			
<input type="text"/>			
Date of Event	Approx start and finish times of event:		
<input type="text"/>	<input type="text"/>		
Venue address:			
<input type="text"/>			
Number of attendees/team members expected			
<input type="text"/>			
Estimate of funds you hope to raise	Authorisation letter required? Y/N		
£ <input type="text"/>	<input type="text"/>		

Please Note: Need assistance completing this form? Like to discuss your fundraising activity? Please contact the charity on 01763 274658 or email info@musclehelp.com **Liability:** All aspects of financial and public liability and public safety are the responsibility of the event organiser. As The Muscle Help Foundation is not the event organiser, we are unable to cover any liability on your behalf.

FUNDRAISING AGREEMENT

I WILL:

1. Use my best endeavours to raise money for The Muscle Help Foundation, and not do anything to bring The Muscle Help Foundation into disrepute
2. Obtain and pay to The Muscle Help Foundation all money raised within 14 days of my fundraising activity (any cheques should be made payable to 'The Muscle Help Foundation' and sent to the address detailed below). All personal costs to include entry fees incurred with the event are at my own expense
3. Seek written approval from the charity if planning to produce any marketing materials bearing The Muscle Help Foundation name or logo, or that discusses the work of the organisation, ensuring that I receive explicit written approval from the charity for all/any materials prior to printing and distribution. All media materials and press releases must be approved by The Muscle Help Foundation prior to circulation. Ensure that all materials include the text 'Registered Charity No 1096716' in England Wales and Scotland
4. Ensure that all/any marketing or promotional materials ie. Leaflets etc include the full name of the charity and our registration number ie. Registered Charity No 1096716
5. Not carry out door to door collections
6. Not collect monies in any public place without first obtaining a collector's licence from the appropriate local authority (usually the police or the council)
7. Not collect on private property (including shops, restaurants, leisure clubs etc) without first obtaining the permission of the owner
8. Refer to The Muscle Help Foundation raffle guidelines if holding a raffle
9. Return any unused fundraising materials that you will not require in the future
10. Not resell or offer for auction any Muscle Help Foundation merchandise without The Muscle Help Foundations permission. I shall also pass 100% of all proceeds from any permitted activity of this type solely to The Muscle Help Foundation (unless otherwise agreed with the charity).

I understand that The Muscle Help Foundation may terminate my rights to raise funds at any time.

Please Note: If you are under 18yrs of age, a parent or guardian will need to sign this fundraising agreement on your behalf*

I [Print fundraiser's name]:

Your signature:

I agree to conduct my event in a manner which upholds The Muscle Help Foundation's integrity, professionalism and values. I agree to inform the charity if the details of my event deviate from those stated on this fundraising agreement form.

Date:

***On behalf of:**

(who is under 18 yrs of age)

THANK YOU FOR YOUR SUPPORT AND AGREEING TO FUNDRAISE FOR THE MUSCLE HELP FOUNDATION.

Please return this completed and signed form to: The Muscle Help Foundation
UK Campaign Headquarters, PO Box 155, Buntingford Herts, SG9 9XN

SPONSORSHIP FORM

giftaid it

Name:

Date:

Challenge:

THE MUSCLE HELP FOUNDATION

Please sponsor me on behalf of The Muscle Help Foundation and raise money for Muscle Dreams, delivering transformational experiences for children and young people with muscular dystrophy, a cruel and unforgiving muscle wasting disease that destroys the lives of approximately 75,000 people in the UK, some of whom will not live beyond their late teens.

MAKE A DONATION AND FEEL THE #POWEROF657

Our aim is simple: To deliver 657 Muscle Dreams for children and young people with Muscular Dystrophy. That's one life-changing experience for every muscle in the human body. Your support matters - discover the impact below:

DONATE £6.57

To secure a young persons favourite rugby shirt or football strip signed by their chosen team.

DONATE £65.70

To provides one person's unique leather-bound photo album of their life-changing Muscle Dream.

DONATE £657

Funds one place on one of our Muscle Dream Programmes, including flying, powerboat racing or a track day.

DONATE £1,657

Enables our Muscle Warrior Powerchair Football Club players to more frequently come together.

FRSB *give with confidence*

THANK YOU

Your money really does make a difference. But don't take our word for it, here's some of the fantastic bits of feedback we're proud to have received after recent Muscle Dreams...

Sulaiman, 27, recounts his experience as part of our flagship Games Inspired Muscle Dreams Programme at the London 2012 Paralympics.

"I AM EXTREMELY HONOURED THAT I MET YOU ALL AND WAS GIVEN THE OPPORTUNITY TO EXPERIENCE A PART OF THIS EXTRAORDINARY HISTORY"

"I CAN'T STOP SMILING! THE BEST DAY IN MY WHOLE LIFE; IF I COULD MAKE A MOMENT LAST FOREVER, THIS WOULD BE THE ONE THAT I CHOOSE"

Ben, 23, after meeting Westlife and watching them perform at Wembley Arena.

"THE WHOLE EXPERIENCE WAS INCREDIBLE. YOU ARE AN INSPIRATION TO ME AND MANY MORE. I LOVE WHAT YOU ARE DOING"

Sanah, 16, following her VIP experience watching Diversity perform at the O2 Arena in London.

READ MORE STORIES AND STAY UPDATED
AT WWW.MUSCLEHELP.COM




The Muscle Help Foundation is a unique charity that works tirelessly to help fulfil the cherished dreams of children and young people suffering from muscle wasting disease, Muscular Dystrophy.

Founded in 2003 by Michael McGrath and Miles Peckham, our vision has grown from a big idea, to a life changing reality, touching the lives of thousands of people across the UK and our impact and reach continues to grow.

With your support, we will reach our target of delivering 657 Muscle Dreams.

For more information, please contact:
Michael McGrath, CEO and Co-Founder,
Muscle Help Foundation
+44 (0)1763 274658
info@musclehelp.com

UK Head Office
PO Box 155, Buntingford
United Kingdom, SG9 9XN

 musclehelp.com/powerof657
 @musclewarrior
 TheMuscleHelpFoundation