

SCI Tri Challenge

Research | Support | Enable



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spinal
research

Aspire

back
up

Dear fundraiser,

Thank you so much for signing up to the SCI Tri Challenge!

I created this challenge to raise funds for three fantastic spinal injury charities which I know make a huge difference to the lives and hope of those living with spinal cord injury. My son Sam was injured in a car accident in 2009 at the age of 17. The accident left Sam with a broken neck and a permanent high level spinal cord injury. In the moments it took for the car to skid on black ice, leave the carriageway and rollover, Sam's life was changed.



Sam's spinal cord injury often means we have to do things differently, especially when doing things together as a family. As a result, I have come up with the SCI Tri Challenge, a completely accessible triathlon that anyone can participate in to get healthy and active. You can find out more about the story behind the SCI Tri Challenge on our blog.

For me, this event is about being part of something. It's for everyone to get involved with, regardless of ability or age. I passionately believe that it's not how far you go or how fast you do it that matters but setting distances that challenge you which, when done, will make you feel brilliant about what you have achieved

The funds raised from taking part will go towards supporting the work of Aspire, Back Up and Spinal Research. All three charities are very different but each makes a huge difference. By taking part in the SCI Tri Challenge, you will be able to support them all to carry on their vital work.

In this pack you will find some useful tips about how to make the most your experience and make sure that you have fun doing it.

Happy fundraising!

Sarah, Aspire, Back Up & Spinal Research x

ABOUT US

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Back Up

Back Up is a leading UK charity that inspires people affected by spinal cord injury to get the most out of life. Each year, they reach over 800 people with their award-winning services that are designed and delivered by people affected by spinal cord injury.

With an amazing team of over 400 volunteers, they offer wheelchair skills training, an accredited mentoring service, telephone support, life skills and activity courses, and support returning to work or education.

Back Up also offers support to family members, and they are the only UK charity with dedicated services for children and young people with a spinal cord injury. All their services give people the skills, confidence and independence to get back up to living life to the full.

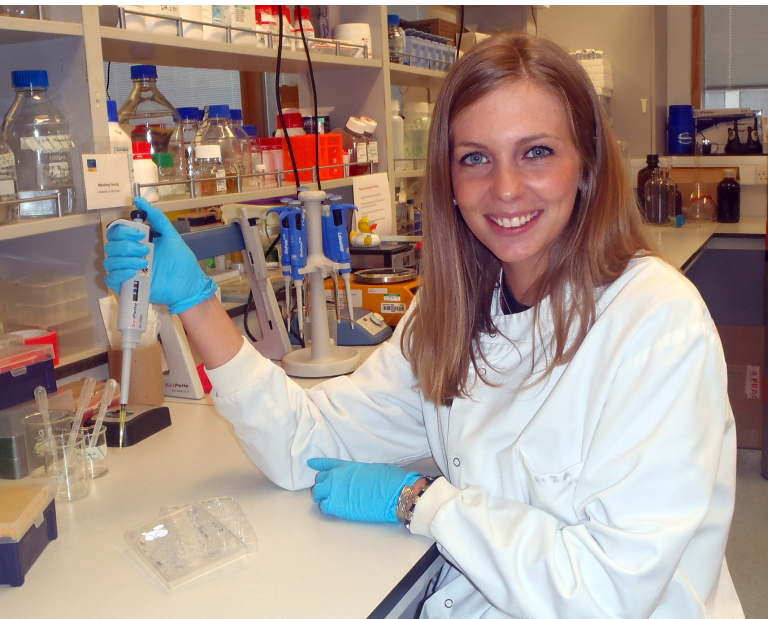


Spinal Research

Every individual and family affected by spinal cord injury longs for medical treatments which will repair and restore the function that has been lost as a result of the injury. Until recently there were no such effective treatments.

However, Spinal Research says, "Thanks to the innovative research we have funded, many experimental treatments, including those to restore movement and feeling, have had positive effects on spinal cord injury in the research laboratory. We are determined to see these treatments transferred to the clinic, transforming the lives of paralysed people.

This medical research will not only benefit people with a spinal cord injury but also advance treatments for other conditions including multiple sclerosis, Parkinson's, stroke, dementia and motor neurone disease."



Aspire

Aspire campaigns for changes that will benefit those with SCI but also provides practical support to enable them to live as fully and independently as possible.

Their services include providing grants to assist with the purchase of much needed equipment and providing fully accessible housing for use on a short-term basis while someone is adapting their property or looking for a permanent home.

They have Independent Living Advisors who work in the spinal units providing advice and guidance to patients as well as a Welfare Benefits Advice Service.

They also offer Assistive Technology facilities to ensure that everyone, regardless of the level of their injury, has independent access to a computer.

WHAT IS THE CHALLENGE?

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The SCI TRI Challenge is a swim/cycle/run challenge like a triathlon. However, it is designed to be accessible to as many people as possible from the young to the older to the not-very-fit-but-willing to the super fit. Therefore, individuals can take part either by doing all three elements themselves or by forming a team with one or two friends so that the three elements are covered between them.

The ethos of the challenge is that the distances covered should be a challenge for the individual taking part and, therefore, are variable rather than setting one goal for everyone. There are three suggested options - the Mini, the Midi and the Maxi - there is also a make your own option where the team or individual determines their own distances to ensure that the challenge is right for them.

The mini

- 1km walk/run/wheel
- 5km cycle or para-cycle
- 50 length swim

The midi

- 5km walk/run/wheel
- 50km cycle/para-cycle
- 500 length swim

The maxi

- 10km walk/run/wheel
- 100km cycle or para-cycle
- 1000 length swim

Or **make your own**

We are asking people to take on the challenge over July and August with those taking part arranging to complete the distances in the three disciplines as and when, and where they can.



Setting up an online fundraising page enables people to sponsor you quickly and easily. We have set up a team page so you can see and connect with other people taking on the SCI Tri Challenge here <https://uk.virginmoneygiving.com/SomeoneSpecial/SCITRICHALLENGE2018>

Here are a few tips about how to make the most out of your page...

1. Always add a photo

Greet supporters visiting your page with a lovely photo of yourself. You usually have the option of uploading a gallery so if you have some pics of you getting ready for the challenge that's always great.

2. Upload a video

Pictures are great, videos are better. Upload a video to your giving and/or Facebook page with a message about what you're doing and why you're doing it to create a really personal touch.

3. Set a target

Set a target to motivate yourself as well as to encourage your supporters. Let them know how well you're doing and how close you are to your goal. Added tip: if you reach your target, thank everyone and then increase it to push yourself further!

4. Tell your story

People are visiting your page because they want to support you. Let them know why you're fundraising and how much their support means to you. If you are challenging yourself, let people know how much effort you're putting in.

5. Email your contacts in groups

It's a great idea to email your family and closest friends first. They are most likely to sponsor you and get the ball rolling. People also tend to match the amounts already listed on the page, and your family and close friends are more likely to get you started with some generous donations.

6. Share your page

Social media is an absolute gem for fundraising, helping you reach out to a huge community of your friends and family and other people in your network. Ask your friends to share so that you can reach even more people too.

7. Put your page address in your email signatures

Adding your web address to your email signature is a quick and easy win in terms of getting your page out there. It only takes doing it once and then every email that you send out will be raising more awareness of your fundraising and attracting more donations.

8. Thank people

Let your supporters know that you appreciate their support. Keep them updated and let them know how your fundraising and/or training is going. Send links to our website news to keep them up to date what their donations are going towards.

9. Let donors know what Aspire, Back Up and Spinal Research does and tell them about our great services!

Tell people about your connection with the cause and why you're supporting us so that they can be inspired to donate to your page! Also let them know what their donation could be put towards.

£5 could help support Aspire's Welfare Benefits Advice service

£20 could fund an hour's research, helping Spinal Research to move promising gene therapies out of the lab and into clinical trials for spinal cord injury

£50 can provide essential medical equipment for a volunteer nurse who assists people with spinal cord injury, building confidence and independence on a Back Up residential course

£75 could pay for an Aspire Independent Living Advisor to spend half a day in a Spinal Injury Centre

£150 could help pay for someone to attend Back Up's employment skills course, where they would receive advice and develop the confidence they need to get back to work after their injury

£225 could fund three weeks of a PHD student's university fee, while they research a potential treatment for spinal cord injury

10. Send a follow up email

It takes more than one round of emails/texts/WhatsApp messages to reach your target. You know how busy people can be – they want to donate but never quite have the time. To make sure they don't forget, keep asking. But make sure that you time your asks and don't overdo it!

11. Contact your local press

A bit of exposure such as a few lines in the local paper or an appeal on your local radio station can really help. If they publicise your page address, it will be really easy for readers and listeners to support you.



COLLECTING & SENDING MONEY IN

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If you have any offline fundraising it would be great if you could collect it and send to Spinal Research as soon as possible.

If your sponsor gives you a **cheque**, please ask them to make it payable to 'Spinal Research'.

If they give you **cash**, you can then send us a cheque for the total of the donation or make a bank transfer to our charity account:

Bank: Bank of Scotland

Account name: International Spinal Research Trust

Account number: 11079867

Sort code: 80-22-60

Please reference the payment to '**SCI Tri Challenge and your name**'

It's helpful if you can make your sponsorship forms as clear as possible, ensuring you include your name and address. Please send these with your donations, to:

Spinal Research

80 Coleman Street

London

EC2R 5BJ



If you have any questions about this please contact Louise at louise@spinal-research.org

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Good luck and have fun taking on the SCI Tri challenge!

If you have any questions then please contact Alex at alexandra@backuptrust.org.uk



<https://uk.virginmoneygiving.com/SomeoneSpecial/SCITRICHALLENGE2018>

Back Up. Registered Charity No. 1072216.
Scottish Registered Charity No. SC040577.
Charitable Company No.
3596996. <https://www.backuptrust.org.uk/>

Association for Spinal Injury Research,
Rehabilitation and Reintegration. Registered
Charity No. 1075317. Scottish Registered
Charity No. SC037482. Republic of Ireland
Registered Charity No. 20150181. Registered
Company No. 3744357.
<https://www.aspire.org.uk/>

International Spinal Research Trust. Registered
Charity No. 1151015. Registered
Company No. 8409361.
<https://www.spinal-research.org/>