

Fundraising Guide


Fighting Myasthenia Together



Make Your
Donation Now:



[Donation Details](#)

 www.myaware.org

 [instagram.com/myawareuk](https://www.instagram.com/myawareuk)

 [facebook.com/myawareuk](https://www.facebook.com/myawareuk)

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WELCOME & THANK YOU!

Dear Friend,

Welcome and thank you for downloading our fundraising guide.

At myaware we're a small charity with a big heart, working every day to support people affected by the myasthenias, raising awareness about these conditions, funding research to find new therapies and ultimately a cure. We are driven by the courage of the families we support, and the incredible generosity of people like you.

Fundraising isn't just about raising money – it's about raising voices, raising awareness, and building a community that refuses to let rare mean forgotten, to fight myasthenia together. We've created this guide to support you on your fundraising journey – whether you're planning your first event or you're a seasoned supporter. However you choose to get involved, please know that your support is very much appreciated by all of us here at myaware.

The money you raise goes to support our work with and for people living with myasthenia.

On behalf of all of us, thank you for your support. Together, we are stronger and full of hope.

With heartfelt thanks,
Marc Smith
Chief Executive Officer
Myaware



ABOUT MYAWARE

We're the only UK charity solely dedicated to the support, care and advocacy of people with affected by the myasthenias. Together we provide support, raise awareness and fund research:

Support

We help people living with myasthenia, their families, carers, and healthcare professionals with guidance and community connections.

Awareness

We work with partner organisations and rare-disease networks to ensure every voice is heard and recognised.

Research

We fund studies that improve diagnosis, treatment, and understanding of the myasthenias - paving the way for better lives and, one day, a cure.

WHERE YOUR MONEY GOES

Every pound you raise helps us to provide free services and support for people with myasthenia. Here's how your generosity makes a real difference:

Amount	Impact
£5	Provides a New Member Pack for someone recently diagnosed.
£50	Funds our quarterly MyNews magazine and updates for five members for a year.
£80	Supports one person through a benefits or tribunal process, helping them secure financial stability.
£250	Covers costs for a local support group meeting, building vital connections.
£400	Produces awareness packs for communities nationwide.
£4,000	Delivers a regional information day featuring expert speakers and holistic therapies.



MEMBER STORIES

"MG completely reshaped my life, but not all in negative ways. It took away one dream, of becoming an opera singer, but opened the door to another. I'm now studying engineering at the UK's top university, designing products that aim to make daily life easier for people with health challenges. Just this month, I was offered a job I never thought would be within reach. I'm hopeful for what's ahead, and incredibly grateful to still be here, building something meaningful from what I've been through."

— Brooke



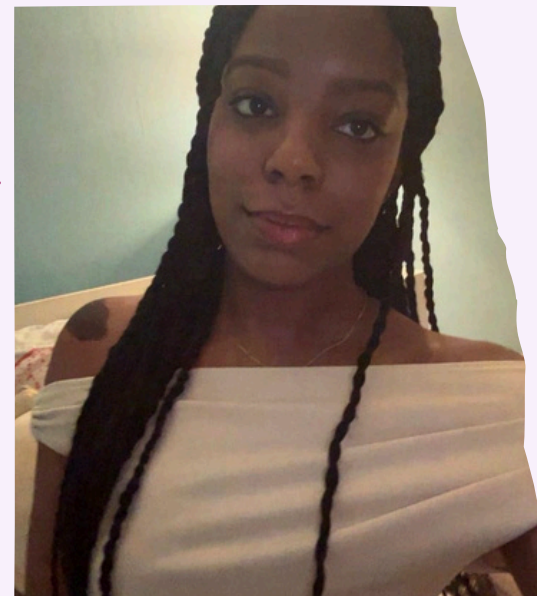
Myasthenia sneaks up on me like a pesky wasp in the summer, buzzing around a fizzy drinks bottle. It just keeps coming back. Myasthenia is sometimes quiet like a feather floating down from the sky, but sometimes loud, so loud, like a siren that makes my heart pound with urgency. What if this time I don't get over this flare?

Myasthenia is a thief: a cruel intruder who sneaks in and steals energy, strength, hopes and dreams. Myasthenia is a teacher; I know my body so much better due to the lessons it has taught me. Myasthenia is not going anywhere, I'd like it to buzz off to find another fizzy drinks bottle, but I can't control that, I don't have the energy to try. So I accept MG, I don't like it, but it's here to stay, so best pull up a chair and get comfy.

— Jill

I was always active and confident, doing ballet, gymnastics, and cheerleading. But MG brought double vision, fatigue, pain, and caused severe anxiety that made everything harder. University became too much, I couldn't keep up no matter how hard I tried. After years of symptoms being dismissed, I was finally diagnosed and had surgery. It hasn't been easy. I've had to let go of a lot, including my studies, but I'm learning to slow down, prioritise my health, and find strength in the small wins. MG is invisible, but the battle is real. But I'm still here, trusting and believing it will get better.

— Cameron-Tiah



CREATIVE FUNDRAISING IDEAS

However you like to get involved, there's a fundraising idea for you:

Host a Talent Show

Bring your community together for a night of singing, dancing or comedy!

Sell tickets in advance, or ask for donations at the door.



Run an Art Auction

Showcase creative talent!

Collect donated artworks and auction them online or at a local event.



Organise a Community Fair

Games, stalls, food, entertainment - a classic way to raise funds and awareness!



Arrange a Sports Tournament

Five-a-side football, rounders or tennis.

Charge team entries and sell snacks or drinks.



Throw a Dinner Party or Charity Ball

From relaxed supper-clubs to glamorous balls - food always brings people together!



Host a Virtual Event

Get everyone involved from afar with an online quiz, talent show or coffee morning.



Need help?

Our fundraising team can help you plan your event:

fundraising@myaware.org

TAKE ON A CHALLENGE

Challenge fundraising is a brilliant way to raise vital funds for myaware, and do something unforgettable. Whether you're sporty, adventurous, or simply trying something new, we'll be with you every step of the way!

Ready to get started? Choose your challenge below - or dream up your own.

Sponsored Walk or Hike

Take on a trail, national park, or city route - solo or with friends! Every step makes a difference.

Run for myaware

Sign up for a 5k, 10k, half or full marathon! Or create your own route, and see where it takes you.

Charity Bike Ride

Go solo or gather a team - indoors or outdoors! Turn every mile into a chance to fundraise.

Make a Splash

Swim lengths at your local pool, or take on a cold-water challenge. Set yourself a distance goal and dive in!

Climb a Mountain

From Ben Nevis to the full Three Peaks - conquer your next summit for myaware!

Push Your Limits

Tough Mudder, skydiving, abseiling - whatever your challenge, we'll cheer you on!

Your Own Idea!

From danceathons to dog walks, if it raises funds and turns heads, we're all in - be creative!

SEASONAL FUNDRAISING IDEAS

SPRING

Spring Clean Sale

Turn unwanted items into donations with a car boot sale, or online selling in support of myaware!

Easter Egg Hunt

Bring your community together with a simple Easter Egg Hunt - small entry fees can combine to make a big difference.

Nature Challenge

Make the most of the longer days with a group walk or a nature trail - invite a local expert to add interest.



SUMMER

Garden party or Picnic Fundraiser

Host a relaxed summer get-together, and ask guests for a donation. Why not combine this with My Cake Bake?

Fête or Community Fair Stall

Run your own stall - bakes, crafts, games or a tombola - at a local summer fair to raise funds and awareness!

Take Part in MAM

Support Myasthenia Awareness Month each June with fundraising and awareness activities, including the popular MyMiles challenge.

See further details [here](#).



AUTUMN

Harvest Supper

Bring people together over good food with a Harvest Supper or potluck - tickets and donations support our work.

Halloween Fundraising Fun

Pumpkin carving, spooky bakes, fancy dress or light displays - Halloween is full of creative ideas!

Back-to-School Book Swap

Swap books for a small donation and help families discover new reads.



WINTER

Christmas Craft or Gift Fair

Make and sell festive items or host a stall at a local fair to raise funds and spread cheer.

Festive Jumper Day

Ask everyone to donate a pound or two to wear their most festive jumper at work, school or clubs.

Soup or Hot-Chocolate Afternoon

Host a cosy winter get-together with warm drinks or treats in return for donations.

Dog Jog

Take your furry friend for a walk, jog or run during December, and share festive photos of your dressed-up dog with #MyawareDogJog!

See further details [here](#).

FUNDRAISE FOR MYAWARE IN YOUR SCHOOL, COLLEGE OR UNIVERSITY

Whether you're in school, college or university, you have the power to make a difference. Fundraising brings people together, raises awareness and helps to support everyone affected by the myasthenias.



Non-Uniform Day

Donate £1 to ditch the uniform for a day! Simple to organise, fun to join, and always a hit.

SCHOOLS

Read-a-Thon



Get sponsored to read as many books as you can in a week, or a month - build knowledge *and* raise funds!



Sponsored Silence

Could you stay quiet for a whole school day? Get sponsored to zip your lips!

COLLEGES & SIXTH FORMS



Dress to Impress

Host a themed dress-up or dress-down day - pyjamas, fancy dress - with a donation to take part.



Talent Show

Charge for entry or refreshments, and showcase your classmates' creativity.

Raffle or Tombola

Ask local businesses for small prize donations, and run it at lunchtime or during a special event!



Sponsored Challenges

Take on marathons, hikes, or creative challenges with friends - and raise funds along the way!

UNIVERSITIES



Rag Events

Partner with your Raising and Giving (RAG) team to organise quizzes, challenges or charity climbs!



myaware Week

Dedicate a week to create events on campus - cake stalls, karaoke, or even a "jailbreak" challenge!

Get started today → myaware.org/fundraise

PARTNER WITH US

FUNDRAISING OPPORTUNITIES FOR CORPORATE SUPPORTERS

Whether you're a small business or a large organisation, there are so many ways to support myaware and make a lasting impact. From team fundraisers to long-term partnerships, we'll help you find the right fit for your company's values and goals.

Charity of the Year

Unite your employees behind a shared cause. We'll help you plan fundraising events and activities all year round.

Payroll Giving

An easy, tax-efficient way for employees to donate directly through their salary - small monthly gifts, big collective impacts.

Sponsorship Opportunities

Sponsor an event, campaign, or resource to showcase your organisation's commitment to social responsibility.

Matched Giving

Double your team's fundraising impact by matching what they raise - it's motivating and meaningful.

Cause-Related Marketing

Link your brand with our cause: donate per product sold or launch a special edition to boost awareness and goodwill.

DID YOU KNOW?

'80% of consumers would tell friends and family about a brand's CSR efforts'



work for good.

“myaware does incredible work supporting people affected by the debilitating Myasthenia conditions. At Clarity Administration, we're proud to be a Corporate Supporter and contribute to their mission. If we can help improve even a small part of someone's daily life through doing this, then it's absolutely worthwhile.”

- Sam Hutchings, Founder, Clarity Administration



Interested in partnering with us?

fundraising@myaware.org | 01332 290219 | myaware.org

OTHER WAYS TO GET INVOLVED

Join in with

mycakebake

My Cake Bake

There's nothing sweeter than baking for a good cause! Whether you're a star baker or just love a cuppa and cake, My Cake Bake is a fun, simple way to raise vital funds and awareness for myaware.

Get your fundraising kit and join bakers across the UK: [My Cake Bake](#)

Join in with

myquiz

My Quiz

Bring people together one question at a time! Whether it's in your local pub, school hall, office or online, hosting a quiz is an easy, sociable way to raise funds and awareness.

Take part and host your own anytime: [My Quiz](#)

Low-Affinity Fundraising

Support simple, low-effort initiatives, for example:

Easyfundraising

Shop online and support myaware at no extra cost. Every time you buy from your favourite retailers through Easyfundraising, they donate a small percentage of your purchase directly to us – it's fundraising while you shop.

[easyfundraising.org.uk/causes/myaware](https://www.easyfundraising.org.uk/causes/myaware)

Recycling for Good Causes

Turn unwanted items into donations. From jewellery and gadgets to cameras, phones and consoles, Recycling for Good Causes converts old tech and accessories into funds that help myaware continue our vital support and research work.

[recyclingforgoodcauses.org](https://www.recyclingforgoodcauses.org)

We Buy Books

Declutter and donate in one go. Send your old books, CDs, DVDs, and games to We Buy Books and choose myaware as your charity to receive the proceeds – a simple, sustainable way to raise funds from home.

[webuybooks.co.uk](https://www.webuybooks.co.uk)

FUNDRAISER SPOTLIGHT: GLEN

Going the Distance for *myaware*

"Last year, my dad was diagnosed with myasthenia. His voice declined quickly, which came as a shock. As we learned more about the condition, we discovered myaware and the incredible work they do with limited resources and dedicated volunteers.

I've always loved a physical challenge, so 2025 felt like the perfect time to take on a series of events to raise funds and awareness for myaware—a cause now very close to my heart. I began by signing up for my first marathon, a long-time bucket list goal. With help from my running club, I trained for 16 weeks, fitting in races like the Snake Lane 10-miler and Hell on the Humber—a 12-hour overnight event where I ran 16 miles in brutal weather (never again!). Alongside training, I hosted a charity quiz at my dad's local pub, which was a great success thanks to generous raffle donations from local teams, businesses, and friends.



Completing the Leeds Marathon in May was unforgettable. Despite the heat and steep hills, I soaked it all in—it truly felt like a celebration of the hard work. Next came an endurance cycle ride I'd long dreamed of: 100 miles from myaware's Derby office to Hull, stopping at football stadiums—a shared passion between my dad and me. Despite limited training, I made it, supported by incredible moments like a warm welcome from Scunthorpe United.

Before the ride, I squeezed in Endure 24, a 24-hour race where I clocked 43 miles including a pre-race parkrun. It was exhausting, but the camaraderie kept me going. And then on to tough mudder (which was tough!), before completing my final fundraiser of 2025, the Great North Run. I completed this with a GNR personal best of 2hrs 29mins 23secs. It felt so emotional crossing the line as I looked back on all the memories of fundraising for a fantastic charity this year. I've raised over £2,800 and counting. Lots of donations have been from myaware members, this took me aback and I want to thank each and every one of you. I couldn't have done it without you, you're all amazing!"

FUNDRAISING TOOLKIT

On the following pages, you'll find tips and resources to help make your fundraising a success - including editable poster templates, invitations, social media graphics and our materials order form.

Tips for Setting Up Your JustGiving Page



1) Share Your Story

Tell people why you're fundraising and why myaware matters to you personally.



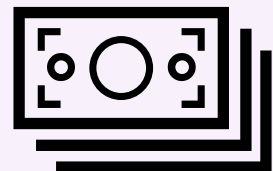
2) Add Photos or Videos

Pages with images or video attract more donations. Show your challenge in action - even a short video helps supporters to connect with you.



3) Set a Target

Keep it ambitious but realistic. You can raise your target again if you hit it early!



4) Start with a Donation

Give the first gift yourself - it shows commitment, and inspires others to donate.



5) Post Updates

Share progress, training photos or milestones. Your page isn't a single post - it's an unfolding story.



6) Share Widely













Promote your page on social media, email and group chats. Don't be shy about reminding people.



7) Say Thanks

After your event, thank everyone. Share your final total and explain the difference their support will make - gratitude builds long-term donors.

Top Tips for Fundraising Success

-  **Set a goal.**
Clear targets inspire action.
-  **Say thank-you often.**
Celebrate every gift.
-  **Share your story.**
Tell people why myaware matters to you.
-  **Just ask!**
Most people are happy to help when asked.
-  **Organise early.**
Think things through and have a backup plan.
-  **Ask your employer about match funding - it looks good for them, and helps you!**
-  **Get people involved.**
More hands, more fun!
-  **Stay safe.**
Check local laws and permissions.
-  **Be creative.**
Add a theme or twist to your event.
-  **Celebrate milestones - even small ones!**
-  **Post updates.**
Use photos/videos on social media, and tag myaware!
-  **Stay connected.**
Contact our fundraising team for help or ideas.

Every effort counts - and together, we can make a real difference for people living with myasthenia.



Legal & Safety Information

Legal Requirements

- Follow the Fundraising Regulator's Code of Fundraising Practice and UK charity law.
- Obtain required permissions/licences:
 - Street collections - seek local council approval.
 - Raffles/lotteries: must meet Gambling Act 2005 requirements.
 - Events in public places: landowner or council consent.
 - Food/alcohol sales: check local licensing and food safety rules.
- Keep money secure, counted by two people, and sent to myaware promptly.
- Protect personal data under UK GDPR law - collect only what you need, and store it safely.

Safety, Insurance & Safeguarding

Safety & Insurance

- Complete a risk assessment for your event.
- Ensure your activity is covered by public liability insurance.
- Follow HSE and FSA guidance for safety and hygiene.

Safeguarding

- Obtain parental consent for under-18s.
- Ensure proper supervision at all times.
- Do not share images of children without permission.

Public Health

- Follow current UK Government health advice (e.g. hygiene, ventilation, crowd safety).

Transparency

- Always state that you are "raising funds in aid of myaware".
- Use approved myaware branding and materials only.
- Be clear and honest about how donations will be used.

Below you can see an example of our Fundraising Poster,
with details and main image left blank.
You can edit and download your own one [here](#).



Below you can see an example of our Event Invitation.
You can edit and download your own one [here](#).



You're Invited!

**Charity Fun Run
& Family Day**
Oct 12th, 2025

🕒 8 AM - 1 PM
📍 Local Park

Join us for a fun-filled day with a 5K run, games, and food stalls. All proceeds go to myaware.

myaware
Registered Charity No.
England & Wales 1046443.
Scotland SC044744.

To find out more about Myasthenia, visit www.myaware.org

The invitation features a central illustration of a man and a woman holding a large orange box with a heart icon. A large hand is shown dropping gold coins into the box, with blue hearts floating around it. The background is light purple with faint floral patterns.

Materials Order Form

Item	Quantity (Include size for t-shirt and vest)
Collapsible cardboard collection boxes	
Donation envelopes	
Collection tins (maximum order of 2)	
Collection buckets (maximum order of 2)	
"Who am I" booklets (maximum order of 30)	
1 metre length of myaware bunting (maximum order of 2)	
Balloons (maximum order of 10)	
myaware t-shirts (S, M, L, XL or XXL) (maximum order of 1)	
myaware running vest (S, M, L, XL or XXL) (maximum order of 1)	

In addition to these free-of-charge fundraising materials, we have a wide variety of merchandise available on our myaware shop!

Check it out here: www.myaware.org/shop

Every purchase you make helps support people living with myasthenia. Our products are designed to help raise awareness, share strength and remind everyone that myasthenia does not define us.

Thank you! Together we can support people living with myasthenia.

myaware, The College Business Centre, Uttoxeter New Road, Derby, DE22 3WZ.

myaware is a Registered Charity

No. England & Wales 1046443. Scotland SC044744.

Company Limited by Guarantee No. 3038358 (England)

Paying in Your Fundraising Total

Thank you so much for raising funds for myaware. When your event is finished, please send the money you've raised as soon as you can so we can put it to work helping our myasthenia community.

You can pay in your fundraising total in any of the following ways:

Online:

<https://www.myaware.org/donate>

Bank transfer:

Virgin Money

Sort code: 05-04-07

Acct no: 70070041

By post:

Cheques are payable to myaware and posted to:

Myaware

The College Business Centre

Uttoxeter New Road

Derby

DE22 3WZ

In person

Contact us to arrange a drop-off at our office.

Email: info@myaware.org

Tel: 01332 290219

If you have used sponsorship forms, please return them to us so we can claim Gift Aid where possible.

Useful Contacts

General enquiries: Call 01332 290219 or email info@myaware.org

Support enquiries: email support@myaware.org

Advice on Welfare and Benefits: email welfare@myaware.org

Fundraising enquiries: email fundraising@myaware.org



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