

The **BRAIN
TUMOUR
CHARITY**

Research | Awareness | Support



GOING THE DISTANCE

*A guide to making the most of your row.
Planning, training and fundraising.*



thebraintumourcharity.org/rowforit

01252 749043 | rowforit@thebraintumourcharity.org

WELCOME TO ROW FOR IT!

A very warm welcome to our nationwide row for a cure, Row For It! Thank you so much for signing up.

Whichever challenge you've chosen, you are helping to defeat brain tumours, the biggest cancer killer of children and adults under 40.

We've put together this guide to help you make the most of your row. Inside you'll find tips on planning, training and fundraising, and we'll tell you how the money you raise will make a difference.

Please keep in touch with us as you build up to your challenge and of course on the day itself. We'd love to share your photos on Facebook and Twitter to show everyone how far our supporters are going to fight brain tumours.

Good luck!

Sarah Lindsell
Chief Executive
The Brain Tumour Charity

Tick your challenge, pick your target

(please tick one)



BRONZE (5KM)



SILVER (10KM)



GOLD (21.097KM)



PLATINUM (42.195KM)

I want to raise £ _____

DID YOU KNOW?

People who set a fundraising target raise on average 73% more than those who don't.

Find us here



WHY THE BRAIN TUMOUR CHARITY?

The Brain Tumour Charity is at the forefront of the fight to defeat brain tumours, making a difference every day to the lives of people with a brain tumour and their families. We fund pioneering research to increase survival, raise awareness of the symptoms and effects of brain tumours and provide support for everyone affected to improve quality of life.

We are committed to having the biggest possible impact for every person affected by a brain tumour, to defending the most amazing part of the human body, so that getting the diagnosis of a brain tumour no longer means a death sentence.

HeadSmart, our awareness campaign, is shortening unacceptable diagnosis times for childhood brain tumours to save lives and reduce long-term disabilities.



By taking on **Row For It!** you'll be helping the researchers we fund make ground-breaking discoveries. Here's how the money you raise can make a big impact:

£100

could pay for a test to understand the genetic changes associated with the development of a brain tumour.

£250

could pay for 1,000 families to receive a HeadSmart symptoms card, ensuring that brain tumours in children are diagnosed as early as possible.

£500

could enable a researcher to analyse the tumour samples of people participating in a vital clinical trial, helping us to understand the impact of the trial and make future recommendations for treatment.

£1,250

could cover a week in the lab for one of our leading brain tumour researchers to help develop more targeted treatments.



ROW FOR IT! FOR LIFE

DID YOU KNOW?

Less than an hour on a rowing machine can burn up to 1,200 calories.

Well done for accepting the **Row For It!** challenge. Rowing burns calories, builds body strength and conditions the heart so it's a great way to stay in shape. You're helping to save lives while giving your health and fitness a real boost.

Take a look at the world record time for your challenge and write down your personal goal:



BRONZE (5KM)

Rob Waddell

14 minutes 58 seconds

My goal: _____



SILVER (10KM)

Eric Murray

31 minutes 5 seconds

My goal: _____



GOLD (21.097KM)

Eric Murray

1 hour 7 minutes 58 seconds

My goal: _____



PLATINUM (42.195KM)

(half marathon)

Taylor Brown

2 hours 24 minutes 41 seconds

My goal: _____



Can you go the distance?

Take a look at our training tips from top fitness instructor, **Ali Seal**:

1. For longer distance rows you should use a resistance setting of 3-5.
2. Seek advice on good technique from a qualified instructor.
3. Always warm up for ten minutes before you start.
4. Build up your distances slowly - never make more than a 3k jump.
5. Row with a friend! It's a great way to stay motivated during long sessions.
6. Make sure you have a rest day after every few sessions to allow sore muscles to recover.
7. Track your performance by recording your overall pace and finishing time for each workout.

Always cool down and stretch afterwards.

Ready, set, row!

ROW FOR IT! LEGEND: ANN ATKINS

Inspired by her daughter, Iona, who has been living with a brain tumour since the age of 5, Ann Atkins started rowing to raise funds for The Brain Tumour Charity. She is now one of the world's top indoor rowers.

Ann had been training for just a few months when she took on a marathon row for The Brain Tumour Charity. She completed the challenge, smashed her fundraising target and discovered a love for indoor rowing.

What started as a fun way to raise money became a passion and Ann won a bronze medal at the British Indoor Rowing Championships in 2013. She will be taking part in **Row For It!** by tackling another full marathon and is aiming to achieve a time that would make her the second fastest in the world for her age.

Ann says, "It is hard to believe that what started for me as a fundraising event has turned into a competitive sport. I very quickly realised the tremendous benefits of rowing – it's fantastic for your health and fitness and I lost loads of weight.

Throughout all my training and competing, I have never forgotten how this started. When I row, I wear The Brain Tumour Charity wristbands and when it gets tough, I glance at the wristbands and it focusses my mind on why I am doing it.

I am really excited to be involved in **Row for It!** Anyone, from complete beginners to seasoned rowers, can challenge themselves and raise vital funds and awareness. It is only with the help of people like you and me that The Brain Tumour Charity can invest in research and support that could change people's lives."



You'll find a wristband like Ann's in your **Row For It!** pack. Why not wear it as you train for your challenge and on the big day? You can buy more at thebraintumourcharity.org/shop



Image (above): Ann, pictured with Iona, as she prepares for her Row For It! challenge.

THE EASY PART: SPONSORSHIP

Here are some simple tips you can use to make fundraising for **Row For It!** easy and a lot of fun. You'll reach your £100 minimum target in no time.

Sponsorship

Row For It! challengers up and down the country raise money by getting their family, friends and colleagues to sponsor them. Sponsorship is a great way to get everyone involved and you'll be amazed at how generous and supportive people can be, especially if you explain your reasons for taking part.

Creating a personal fundraising page online is the quickest way to get donations. Within minutes you can have a **JustGiving**, **Virgin Money Giving** or **BT MyDonate** page that's easy and safe to use. Just make sure you click to say you are raising funds for Brain Tumour Charity (The).

You can also download a sponsorship form to print off at thebraintumourcharity.org/fundraisingforms, or just get in touch if you'd like us to send you one. Don't forget to encourage your sponsors to **Gift Aid** their donation if they're UK taxpayers – we can then claim an extra 25p for every £1 donated.



justgiving.com



virginmoneygiving.com



mydonate.bt.com/charities/thebraintumourcharity

Spread the word

Promoting your **Row For It!** challenge far and wide will help you collect sponsorship and raise awareness of brain tumours.

Here are some ways you can get started:

- Regularly link to your online sponsorship page on Facebook and Twitter or share your text giving number. Remember to include updates on how your training is going, and let everyone know how you got on afterwards!
- Set up an event on Facebook and invite your friends.
- Get local celebrities, companies and journalists involved on Twitter.
- Tell your local paper about **Row For It!** and why you signed up. The paper is more likely to publish your story if you send a photo so make sure your supporters keep a camera handy. Find out more: thebraintumourcharity.org/mediaguide

Connect with us

facebook.com/thebraintumourcharity
twitter.com/BrainTumourOrg



GETTING YOUR MONEY TO US

We're so grateful to you for supporting us through **Row For It!** When we receive your money, we'll send you a certificate showing the challenge you completed and the amount you raised.

Send a cheque to our office:

Made payable to:

The Brain Tumour Charity
Hartshead House, 61-65 Victoria Road,
Farnborough, Hampshire GU14 7PA

Please make sure you send the money you raised **within six weeks** of your event.

Pay directly into our bank account:

Lloyds Bank
Sort code **30-93-74**
Account **50290568**
Please put your name as a reference and email donations@thebraintumourcharity.org

If this is not possible, please let us know.

We record your details on our secure database to keep you up-to-date with our work. We never sell or swap your details with any third parties for commercial purposes. You can opt out at any time: thebraintumourcharity.org/privacy-policy

Or pay by credit or debit card:

Either online or over the phone:
thebraintumourcharity.org/payonline
01252 749043

giftaid it

Please encourage everyone taking part / your eligible sponsors to make Gift Aid declarations (using their home address). We can then claim an extra 25p for every £1 donated.

Questions? Contact us: 01252 749043 / donations@thebraintumourcharity.org

The BRAIN TUMOUR CHARITY

Research | Awareness | Support



thebraintumourcharity.org

Queries about fundraising:

fundraising@thebraintumourcharity.org

Queries about making a payment:

donations@thebraintumourcharity.org

Or call us on: 01252 749043

Please send cheques to:

The Fundraising Department, The Brain Tumour Charity,
Hartshead House, 61-65 Victoria Road,
Farnborough, Hampshire GU14 7PA



We adhere to the Institute of Fundraising's Code of Fundraising Practice and follow all best practice guidelines. We also operate a complaints handling procedure if you are ever unhappy with any of our services.

Find us here

