



GB ROWING TEAM

THE NATION ON TRIAL 

Sponsored by  
**SIEMENS**

Charity Partner  
**The STROKE**  
Association

# Fundraising Pack



incorporating **strokeforstroke**

[www.nationontrial.org](http://www.nationontrial.org)

# Fundraising Pack

---

## The Nation on Trial 2012

### Hello rowers!

Thank you for signing up to take part in our 2012 event The Nation on Trial. Not only will you be raising funds to help The Stroke Association continue with its vital work, you'll also be helping to keep your own stroke risk low. Regular exercise is one of the best ways to lead a healthier lifestyle.

In what will be a fantastic year for British sport, you will also experience what our GB Rowing Team will be going through as they train for the final stage of selection for the 2012 season, the Senior Trials in March at the Olympic venue Eton Dorney!

In this fundraising and training pack, you'll find everything you need to get involved; with case studies, fundraising ideas, training suggestions from professional rowers and sponsorship forms if you like to have something with you so that you can fundraise as you travel around!

If you can't find the answers to any questions you may have please feel free to contact us:

**For information on The Stroke Association and fundraising  
contact Jess or Joe on Telephone 020 7566 1520**

### In this pack:

- The Nation on Trial - The Challenge
- The Stroke Association and what you can help us to achieve
- Meet Sam Barnes - stroke survivor and keen rower
- A - Z of fundraising ideas
- Setting up your JustGiving page
- Useful Links
- Sponsorship form

# The Challenge

**The GB Rowing Team invites you to get fit this February and put yourself to the test - just like our rowers in this important year for British sport!**

The challenge is simple, fun and open to everyone of any ability aged 16 and over. Get on a rowing machine, train and register your best 2K time in February.

That's the race distance for Britain's rowers at the 2012 Olympic Games and the distance used for the GB Rowing Team Senior Trials in early March. And while that is on the water, for anyone wanting to break into the GB team the lengthy selection process begins with a 2K trial on a rowing machine.

If you have never rowed 2K before then use our training guides to build your fitness up to reaching that distance and registering a time.

If you are already active our training guides will help you improve your time and you can help raise money for The Stroke Association by getting sponsored to hit a target.

Once registered you can start posting times and enter as many as you want between February 1 and February 29, 2012, to see how much you can improve!

## How it works in 10 simple steps:

1. Register your details on:  
**[www.nationontrial.org](http://www.nationontrial.org)**
2. Think about your current level of fitness and goals.
  - Beginners: Get fit enough to row 2K and take the trial!
  - Intermediates: How much can you improve by in a month?
  - Advanced: See how close you can get to the GB entry standard.
3. Watch the video of GB's Melanie Wilson showing you how to use a rowing machine properly at: **[www.nationontrial.org/article/about/training](http://www.nationontrial.org/article/about/training)**
4. Read the training guide contained in this pack prepared by Olympic gold medallist Martin Cross and choose a training plan for your ability to help achieve your goal.
5. Get sponsored and raise money for The Nation on Trial's charity partner, The Stroke Association, by following the instructions in this pack.
6. Inspire your work colleagues to register and create your own team.
7. Get training and start registering your times on the website.
8. Check out your results and see how close you are to making the GB trials.
9. Share your times, photos, tips, hopes, fears and video on our Facebook and Twitter pages @nationontrial.
10. Learn from the pros - get messages of encouragement from the GB Rowing Team and be inspired to row a personal best before the end of February.

# The Stroke Association

**A stroke is a brain attack caused either by a blood clot or a burst blood vessel in the brain. It's not something that just happens to the elderly – it can happen to anyone at any time and the effects can be devastating. Even children and babies have strokes. Every year 150,000 people have a stroke. It is the UK's third biggest killer and the leading cause of severe adult disability yet it is one of the least recognised and understood conditions out there.**

The Stroke Association is the only UK wide charity dealing with stroke in people of all ages. We are fighting for a world where there are fewer strokes and where all those touched by stroke get the help and support they need. We provide a range of over 400 Life After Stroke support services, giving stroke survivors, their families and carers help with rehabilitation, communication support and Stroke Clubs, which allow stroke survivors to gather together to share their experiences and give their carers a bit of respite.

Contrary to what many people think, stroke is preventable. We can all do things that will help to reduce our own risk of stroke. High blood pressure is the key risk factor for stroke but around 40% of strokes can be prevented by keeping a regular check on your blood pressure.

Living a healthier lifestyle can also play a big part in reducing your risk. Eating healthily, drinking in moderation and not smoking are all great ways in which this can help. And of course, there's exercise. It's a great way of keeping you fit, healthy and happy. And with

this event, it's also a great way of helping to support The Stroke Association so that we may continue with our vital work in supporting stroke survivors and their families around the UK.

## What you can help The Stroke Association achieve:

**£5** will help us to provide 15 people with crucial stroke information leaflets.

**£10** can purchase specially designed large-handed cutlery for use by stroke survivors.

**£20** allows us to take a helpline call from a stroke survivor, family member or carer.

**£50** could go towards the cost of basic lab equipment to support our researchers in their vital work in stroke treatment and prevention.

**£100** could provide a day-long course for a member of staff from health or social care by our Education, Training, Information and Support team.

**£150** allows us to provide a Life After Stroke grant for a person affected by stroke.

**£250** provides audio versions of our information leaflets for people with communication difficulties.

So as you can see, every penny you raise through Nation on Trial will be making a huge difference to stroke survivors, their families and carers throughout the UK.

## Meet Sam Barnes

**Sam Barnes is a keen sportsman who had a stroke aged 15 and after learning to walk again used rowing as a key part of his recovery.**



***“I think that ‘The Nation on Trial’ event is a great way for people to get fit and healthy through exercising in a fantastic sport.***

***“It gives everyone a chance to set themselves a goal and strive to reach it – in the same way I’ve set myself a goal to get back to rowing following my stroke and look at what I’ve achieved.***

***“The fact that GB Rowing Team are encouraging people to take part and involving contenders for the Olympics whilst raising awareness and funds for The Stroke Association makes this event even more special.”***

SAM BARNES

Sam was preparing for a rowing race with the rest of his 15-year-old crew when he was accidentally hit on the back of his neck by the metal rigger lifting the boat off a trailer.

He thought nothing of it at the time and, although he had a bit of a headache, Sam went on to have three races that same day. A few days later he woke up with yet another headache but this time he couldn’t feel his body.

Sam went through months of tests before a scan finally confirmed that he’d had a stroke. The knock to his head had caused a clot to form in his neck which then dislodged and moved up into his brain causing the clot.

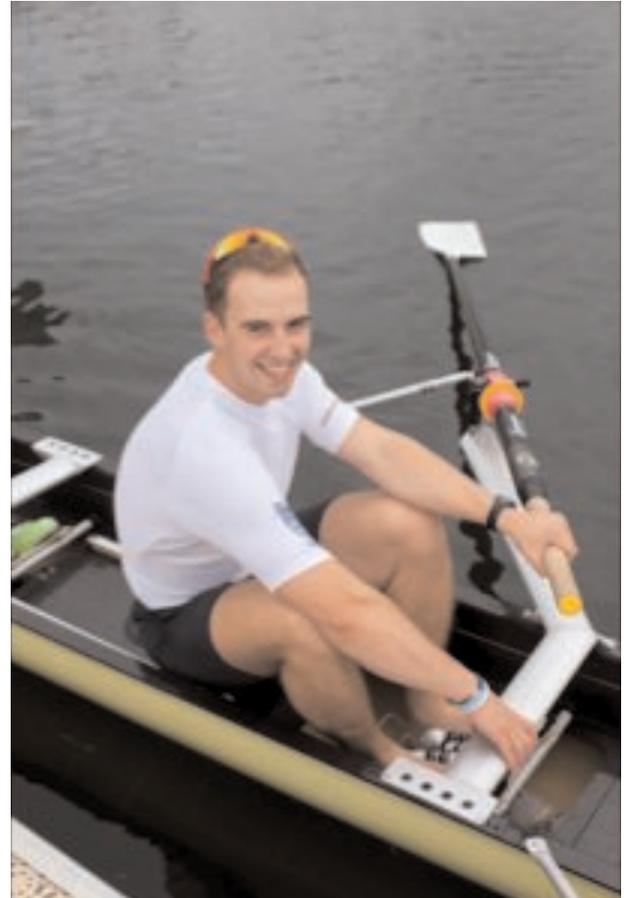
Sam was studying for his GCSEs when his stroke happened and, whilst in hospital, he faced some tough choices about his education; step down a year or see if he could carry on. He didn’t want to feel like he’d lost a year of his life because of his stroke so he continued with his studies, receiving personal tutoring in hospital, despite the difficulties he went through with his short-term memory being affected. Spurred on by his doctor, Sam was encouraged to challenge himself on a daily basis so that he could learn to walk properly. He went through intensive rehabilitation and through his determination Sam was able to make it out of hospital and home in time to spend Christmas with his family.

Amazingly Sam went on to pass his GCSEs and achieved good A-level results which allowed him to study Economics at university. It was whilst at university that Sam rediscovered his passion for rowing.

## Meet Sam Barnes

Sam is now 23 and has a full time job as an account manager for a software development company. Although he still experiences weakness down his left side, sometimes has problems with facial recognition and feels that his short-term memory gets a bit hazy when he's tired, Sam has made a remarkable recovery and his passion for rowing is as strong as ever.

He recently participated in the Royal Henley Regatta and still follows a rigorous training regime. He trains four days a week and at the weekend, amounting to ten sessions a week at around 25-30 hours. As a stroke survivor Sam can't speak highly enough of the benefits of sport in terms of physical and mental recovery as he found that it was so helpful to him following his stroke.



# A-Z of Fundraising Ideas

**Setting yourself a challenging time to aim for will help you gain sponsorship from your family and friends for The Nation on Trial. But if you need a few extra pounds to reach your fundraising target, here are a few suggestions to help you on your way!**

**A** ask, ask, ask – use all your contacts to raise as much money as possible.

**B** bucket collections – we have the buckets if you have the stamina.

**C** compare your trial time against your friends, colleagues and even the standard for GB trials!

**D** dress down day at work – get everyone to pay a fee.

**E** ergo- the vehicle to your successful trial! Reach, pull, achieve!

**F** fancy dress is always a winner – why not have themed days.

**G** get a friend to act as your Cox, and encourage you along the way!

**H** head shave – perhaps one for the boys, but you will be surprised how many people will pay to see you shave it all off.

**I** it's a Knockout competition - Get some teams together and arrange assault courses, games and quizzes galore. Each team member pays a few pounds to take part - with the winning team being awarded a prize donated by a local company (or pub!).

**J** job swap – sponsor your manager to work in reception or auction of the boss's job for day. We're sure people would pay good money to be top dog for the day.

**K** karaoke – it's an oldie but a goodie.

**L** lick, crunch and chew – why not run a tuck shop for your office?

**M** matched donation from your company – find out if they run this kind of scheme.

**N** neighbours – offer to wash their windows or mow their lawn for donations.

**O** office Olympics – well it is the year for it! Have a go at speed typing, synchronized chair swivelling, elastic-bandery (like archery!) or paper boat racing.

**P** plant sale – easy money for those of you with green fingers.

**Q** quiz – in the pub or office, just make sure there is a good prize.

**R** row, row, row like you've never rowed before! Challenge friends and colleagues.

**S** set yourself a challenging time, especially if you are an experienced rower!

**T** train hard for your trial - use the GB Rowing Team guides to maximise your performance.

**U** underwear as outerwear day.

**V** vino and cheese evening – they go together so well, so get everyone you can together and have a great night.

**W** water, if you have access to a boat why not do your trial on the water!

**X** marks the spot – organise a treasure hunt for children or adults (or both!).

**Y** yes day. Strike a blow against pessimism and say yes to everyone's demands – within reason and of course for a fee.

**Z** zodiac – a fancy dress themed day where everyone dresses up as their star sign.

*Don't forget, The Stroke Association is here to help if you're still struggling to reach your target so do get in touch. We also have collection tins, balloons, t-shirts and pens which we can send out to you if needed.*

# Setting up your JustGiving page

Collecting money from your sponsors can sometimes take a long time. If you choose to fundraise online, it can save you hours of time and effort. It is also helpful to us as a charity, since JustGiving also reclaims the Gift Aid on your donor's contributions on our behalf. We receive your donations soon after your donor makes the gift, so the money you raise can start to benefit stroke survivors and their families much faster.

*Should you have any problems in setting up your page JustGiving they are there to help. Just call 0845 021 2110 (local rate) 8am – 8pm weekdays or email them at: [help@justgiving.com](mailto:help@justgiving.com)*

Here's how easy it is to set up your fundraising page on JustGiving:

1. Go to: <http://www.justgiving.com/company/nationontrial>
2. Click on: '**Create and setup a Fundraising page**'
3. If you have not used JustGiving before you will be asked to create your account. If you have used JustGiving before simply enter your email and password where prompted.
4. The page you create will automatically create a Nation on Trial fundraising page with The Stroke Association as the beneficiary charity.
5. Select a name for your page, for example: [www.justgiving.com/joe-thenationontrial](http://www.justgiving.com/joe-thenationontrial) or [www.justgiving.com/joe\\_nation\\_on\\_trial](http://www.justgiving.com/joe_nation_on_trial) JustGiving then checks the system to make sure no one else has used the same title. If they have, you will be asked to choose another.
6. Your page is personal to you – you can add photographs, write all your own information, regularly update donors with your progress in training towards your event and create your own special greeting.
7. You should also add a fundraising target; this encourages people to help you to reach your goal. Just make it as much fun as you can!
8. And finally... Don't forget to email everyone you know and send them the link to your page so they can instantly go on line and make a donation. You will be notified each time someone donates to your page and each donor will also receive thanks from The Stroke Association for their gift.

## Useful Links

---

### Contact:

#### Nation on Trial

T: 01225 443 998

M: Julia 07974 351 497

### For fundraising enquiries contact:

#### The Stroke Association

T: Jess or Joe 020 7566 1520

E: [joe.phillips@stroke.org.uk](mailto:joe.phillips@stroke.org.uk)

#### Facebook

<http://www.facebook.com/nationontrial>

#### Twitter

<http://www.twitter.com/nationontrial>

#### YouTube

[www.youtube.com/nationontrial](http://www.youtube.com/nationontrial)

#### JustGiving Event Page

<http://www.justgiving.com/company/nationontrial>

#### GB Rowing Team

<http://www.britishrowing.org/gb-rowing-team>

#### Siemens

<http://www.britishrowing.org/gb-rowing-team/backing-team>

#### The Stroke Association

<http://www.stroke.org.uk>

#### Row for Gold

<http://www.britishrowing.org/news/2011/october/26/row-gold> GB Rowing Team

# The Nation on Trial Sponsorship form



Office Use Only:

Non GA \_\_\_\_\_  
 GA \_\_\_\_\_  
 CAF \_\_\_\_\_  
 Total \_\_\_\_\_

|          |            |
|----------|------------|
| Title    | First Name |
| Surname  |            |
| Address  |            |
| Postcode |            |

|                |
|----------------|
| Name of Event  |
| Date of Event  |
| Contact number |
| Email          |

## GIFTAID IT

At no extra cost to you £10 is suddenly £12.50, that's the magic of Gift Aid!  
 All you need to do is simply **tick** the gift aid box and we can reclaim the tax\*

*giftaid it*

| Full Name    | Full Home Address<br>(we <b>CANNOT</b> process Gift Aid without your full address and postcode) | Postcode | Amount | GIFT AID IT ✓ | DATE PAID |
|--------------|---|----------|--------|---------------|-----------|
| Anne Example | 333 Sample Street, London   | SW31 2PX | £10.00 | ✓             | 9/9/09    |
|              |   |          |        |               |           |
|              |   |          |        |               |           |
|              |   |          |        |               |           |
|              |   |          |        |               |           |

**Fundraise online at [www.justgiving.com/company/nationontrial](http://www.justgiving.com/company/nationontrial)**

|  |  |  |  |  |  |
|--|--|--|--|--|--|
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |

**For extra copies, please photocopy this form before you fill it in!**

|           |   |
|-----------|---|
| Sub total | £ |
|-----------|---|

Continued over...

\***Sponsors:** there is a way of increasing your donation – at no extra cost to you. Under Gift Aid we reclaim tax at 25p for every £1 you give. To qualify you must pay enough UK tax to cover the amount reclaimed, give your name, address and postcode AND tick the Gift Aid column.



