

## HOW YOU CAN HELP

There are lots of different, fun ways you can raise money for the Muscular Dystrophy Campaign. Fundraising events don't have to be big and complicated – the simplest ideas are often the best and every £1 raised can make a huge difference.

Here are a few previously successful events to get you thinking...

- Nick Edwards from the Welham Green depot raised £110 for Marie Curie Cancer Care by sitting in a bath of custard.
- Staff from the Northwich store raised £300 for British Red Cross with a calendar of Elvis-themed events.
- Cathy Stewart, Julie Dean and Martina Symington from our Antrim store shaved their heads to raise £2,000 for Marie Curie Cancer Care.

You can find a larger list of suggested activities and events in the **fundraising pack** in your store or depot, or for further inspiration you can call the Tesco hotline on:

**0845 872 9058**

## TEXT TO DONATE - 84424

For a really simple way to support the Muscular Dystrophy Campaign you can send a text to make a donation.

## Simply text Tesco to 84424

You will be charged £1.50 (plus your normal network rate) from which the Muscular Dystrophy Campaign will receive between 94p and £1 depending on your network. We will not use your mobile number for any purpose other than processing your donation and your details will never be passed onto third parties.

**Tear off this section so you can text to donate throughout the year or pass it on to your friends and family to get them involved.**

## WANT TO KNOW MORE?

For further details about the charity, the partnership and how to get involved you can:

- call the Hotline on **0845 872 9058**
- go online at [www.muscular-dystrophy.org/tesco](http://www.muscular-dystrophy.org/tesco)

Please contact the Hotline to let the Muscular Dystrophy Campaign know when you are planning an event – there may be ways they can help you raise more money, get more people involved or secure you some press coverage.



### Libby's story

Eight-year-old Libby was born with spinal muscular atrophy, a condition that causes her muscles to waste away and means that she will never be able to walk unaided.

It wasn't until she was four years old that Libby, with funding from the Muscular Dystrophy Campaign, received her first powered wheelchair. "Her chair made such a difference," says Elaine, Libby's mum. "It gave her the freedom to get about on her own, go to school and play with her sisters."

Libby has since grown out of her original wheelchair and, in 2007, received the state-of-the-art powered chair she now uses. "It means I can reach into the high cupboard and steal sweets when my mum's not looking!" says Libby. "I take my wheelchair to school so I can get around, and go to maths and swimming which are my favourite lessons."

Registered Charity No. 205395 and Registered Scottish Charity No. SC039445



## Muscular Dystrophy Campaign Tesco Charity of the Year 2009



**WITH YOUR HELP WE CAN  
RAISE £2 MILLION TO  
IMPROVE THE QUALITY OF  
LIFE FOR CHILDREN WITH  
MUSCULAR DYSTROPHY**

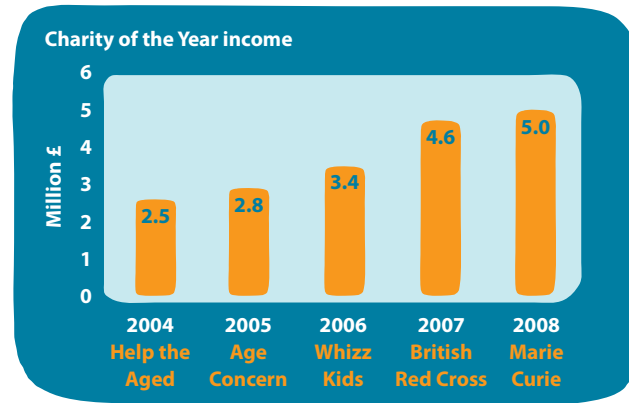
The Tesco Charity Trust will add 20% to all money raised by you for the Muscular Dystrophy Campaign



## Charity of the Year history

Tesco Charity of the Year was first set up in 1988 and in that time you, as Tesco staff, have helped to raise over £33m for our charity partners!

The graph below shows how much you have raised over the last five years – helping many people in need.



The money raised for Charity of the Year makes a huge difference to charities. Your help is needed even more during these tougher times. Not only do you feel the pinch, but so do charities who receive less when there is a recession. The good news though is that you don't have to run a marathon to help – simple fundraising ideas such as selling cakes to colleagues or donating your spare change adds up to make a massive difference. Every penny makes a difference.

Each Charity of the Year is chosen after a highly competitive selection process. We look at the causes the charity raises money for to make sure the people they help are from communities all over the UK.

## Charity of the Year 2009

We are delighted to announce that the **Muscular Dystrophy Campaign** is our Charity of the Year for 2009. Please get involved with this tremendous cause just as much as you have done for our previous charities!

## So what is muscular dystrophy?

- Muscular dystrophy causes muscles to waste and weaken making it hard for those affected to do even the simplest of tasks.
- The condition affects over 8,000 babies and children across the UK.
- It doesn't just affect the muscles in the arms and legs but the heart and lungs too.
- There is no cure for muscular dystrophy and many with the condition don't live to reach adulthood. However, with specialist equipment we can help to improve lives and give independence.
- Most parents watch their child grow up to be stronger but parents of children with muscular dystrophy and related muscle diseases have to watch their child become weaker.

## What does the Muscular Dystrophy Campaign do?

The Muscular Dystrophy Campaign was founded in 1959 and is the leading UK charity focusing on muscle disease. It is **dedicated to improving the lives** of all affected babies, children and adults. It relies almost entirely on voluntary donations to support its vital work.

## About our partnership

It costs at least three times more to bring up a child with a disability than a non-disabled child. Equipment needed by children with muscular dystrophy costs a lot of money.

With a theme **Giving children equipment to be independent** we aim to raise £2 million to provide hundreds of children from communities all over the UK with the vital, specialist equipment they need which is not available on the NHS.

## Where the money goes

All the money you raise will be spent in **your local area**, helping increase independence for children in your community.

Here is a list of the different pieces of urgently needed equipment that we can help to fund:

Equipment	Cost
Powered wheelchairs	Up to £27,000
Vehicle adaptations	Up to £24,500
Adapted computers	£5,000
Electric beds	£4,000
Therapy equipment, such as exercise machines	Up to £3,700
Portable aids, such as page turners and hoists	Up to £3,500
Mobile arm supports	£2,000



## National collections – save the date!

On **Friday 25 and Saturday 26 September** the Muscular Dystrophy Campaign will be collecting donations from customers at Tesco stores across the country and they need your help!

The charity needs as many volunteers as possible to collect as much cash as they can. Last year Marie Curie Cancer Care volunteers raised over £500,000 so if you can spare a couple of hours to help the Muscular Dystrophy Campaign please call the Hotline on **0845 872 9058**