24 HOURS | LONDON - PARIS | 7 - 8 MAY, 2027 | 15TH EDITION

DUCHENNE DASH

THE FUNDRAISING PACK



Duchenne UK

Duchenne UK, Registered Charity in England and Wales (1147094).
Duchenne UK, Unit G20 Shepherd's Building, Chancercroft Way, London W14 0EE.

THANK YOU FOR JOINING OUR FIGHT TO END DUCHENNE

The Duchenne Dash is Duchenne UK's iconic 300km ride from London to Paris in just 24 hours. But it's more than a cycling challenge. It's a movement powered by determination, teamwork and a shared commitment to changing the future for people living with Duchenne muscular dystrophy.

In 2027, we're celebrating 15 years of the Duchenne Dash. 15 years of riders and teams of all abilities coming together for a common cause, pushing beyond their limits and helping to change lives.

We are here to support you on this journey. This pack sets out how you can promote what you are doing, maximise your fundraising and ways our team can assist you.

What the Duchenne Dash has enabled us to do

Because of Dashers like you, we have been able to:

- **Fund clinical trials** of medicines that are now showing promise for DMD, including one that is available on the NHS.
- Set up **DMD Care UK**, a national programme that is establishing best practice across all the disciplines involved in DMD, and works to ensure all medical professionals and parents know exactly what treatment children and adults with DMD need.
- Create a **DMD medical research hub** with hospital sites across the country, which has led to more trials for DMD treatments than ever before.
- Develop innovative technologies such as Stretch to facilitate calf stretching and Elevex our upper limb exoskeleton, to support the health and independence of people with Duchenne muscular dystrophy.

Getting started

Check out our fundraising guide for more ideas

Set up a JustGiving Page

The easiest way to fundraise is by setting up a JustGiving page. Click here, then select the orange ‘Start fundraising’ box. If you have any questions or would like advice on banking cash or cheque donations please contact **dash@duchenneuk.org**

Use Social Media

Use your social media to spread the word and make fundraising easier. Explain why you’re taking part in the Duchenne Dash and share progress. Make sure to tag us in your posts or share updates with us so we can celebrate your fundraising journey.

 @duchenneuk

Gift aid

If your donor is a UK taxpayer, the Government will give Duchenne UK £25p for every £1 donated. If your sponsor is making a cash donation, they will need to complete a Gift Aid Declaration Form. Just email dash@duchenneuk.org to request a form.

Matched Giving

Ask your employer if they will match your fundraising. It can be a great way to boost your fundraising if your employer offers this.

Duchenne UK

Positivity in Darkness: Why I was determined to smash the Duchenne Dash



Rowan was diagnosed with Duchenne muscular dystrophy (DMD) aged 2. I knew something wasn't right, but I so hoped I was wrong. Our feisty, curly-haired little boy was diagnosed with a cruel, life-limiting muscle-wasting condition. The dark days lasted a long time.

Attending Duchenne UK's annual conference was a turning point. We found support, solidarity, and the energy to fight. It was there that I first heard about the Duchenne Dash – a massive challenge, but such a positive one. It combined fitness and fundraising to help find a cure and support families like ours, who had joined a club we never asked to be part of.

My husband Pete and I signed up, along with friends, and formed Rowan's Raisers, our family's fundraising team within Duchenne UK.

I had never ridden a road bike before.

We threw ourselves into it – joined the cycle-to-work scheme, learned how to use cleats, picked up a few war wounds, and received incredible support from fellow cyclists who trained with us. Training gave me the headspace and fitness I desperately needed. The Dash became a positive focus for our whole family.

The ride itself was daunting, but the training made it achievable. The event is brilliantly organised and supported. I had amazing conversations with so many people along the way. And arriving in Paris? There's nothing quite like the high and the reception you get. It's an unforgettable achievement – both in distance and in the amount you fundraise.

Would I do it again? Absolutely. Though our kids have insisted Pete and I don't do it at the same time again! I even fell off my bike and gashed my knee – but still completed the ride. Huge thanks to the medical support team! Duchenne UK has committed £34M to the fight against DMD DMD is a severe muscle-wasting disease diagnosed almost always Two families a week in the UK will hear the devastating news that their child has DMD in boys in early We will end the devastation that a diagnosis of DMD childhood brings to families

- Linze Moran

Duchenne UK has committed £34M to the fight against DMD

Two families a week in the UK will hear the devastating news that their child has DMD

We will end the devastation that a diagnosis of DMD brings to families

DMD is a severe muscle-wasting disease diagnosed almost always in boys in early childhood

Duchenne UK

Foodbuy UK: Driving Impact with Duchenne UK Since 2017

Foodbuy UK has been a proud partner of Duchenne UK for eight incredible years and their support has been nothing short of transformational. Every year, they don't just sponsor the Duchenne Dash, they help make it happen. Their commitment goes far beyond financial backing; it's about creating real, lasting change. Since the start of our partnership in 2017, Foodbuy have raised over £600,000 for Duchenne UK – an astonishing amount. This year alone, they raised £78,805!



Gareth Sharpe, CEO of Foodbuy, shares:
"Partnering with Duchenne UK has been incredibly rewarding. We're proud to have raised over £450,000 and to know our efforts make a real difference.

"For Foodbuy, this isn't just business - it's personal. Their values shine through in every mile ridden and every pound raised. Taking part in the Duchenne Dash has boosted morale, united teams, and reminded everyone why their work matters: funding life-changing research and supporting families affected by Duchenne muscular dystrophy (DMD).

Gareth adds:
"The work of Duchenne UK is inspirational. We encourage any business looking for a meaningful partnership to get involved. Together, we can change lives.
"

Foodbuy's story proves what's possible when businesses combine resources, expertise, and passion. Their unwavering commitment shows that corporate partnerships aren't just about giving—they're about transforming lives"

Top tips for promoting your dash

Share your journey
From your training to your actual Dash, share updates. A great way to build excitement and support!

Make it visual
Share pictures of your training and when you are on the Dash.



PROMOTING YOUR DASH IN YOUR COMMUNITY

Whether it's your local community, an activity group or the organisation you work in, the people around you are often the most likely to support your fundraising.

- We can give you articles about our work and the Duchenne Dash to share in newsletters, ebulletins, websites and on intranets.
- We can provide posters about the Dash
- We can also tailor the communications if you have a particular focus, from someone with DMD that you are doing the challenge for to a particular aspect of our work that you want to highlight.

PROMOTING YOUR DASH IN THE MEDIA

Media coverage such as a few lines in your local or industry media, an appeal on your local radio station or a picture of you cycling, can really help. If they publicise your fundraising page address, it will be easy for readers and listeners to support you and expand your reach.

We can help by working with you on this. We can draft a press release for you to approve, send it to the relevant local media and try to get them interested in your story. We can liaise with journalists on your behalf and help you prepare for any interviews.

Social media is an easy and effective way of letting people know that you are taking part in the Duchenne Dash and asking for their support. Here are some examples of posts you can share to promote your dash!

I'm challenging myself to cycle from London to Paris in May 2027 to raise money for Duchenne UK, an ambitious charity that's fighting to bring an end to DMD.

DMD is a devastating muscle-wasting disease that is diagnosed in childhood – usually between the ages of three and six.

It causes muscle weakness and wasting. It eventually affects all the muscles in the body, including the heart and lungs.

Please support my #DuchenneDash and help #EndDuchenne by donating at [insert the link to your JustGiving page here] #DuchenneArmy

DMD is a rare and devastating musclewasting disease, diagnosed in early childhood, that affects over 2,500 people in the UK.

There is a lack of treatment for this condition for DMD patients.

DuchenneUK is funding research into new treatments that will change the lives of people living with the disease and secure their futures.

I'm doing the #DuchenneDash - cycling from London to Paris in 24 hours to raise money for @DuchenneUK and support their work. Can you help by donating?

[insert the link to your JustGiving page here]

PAYING IN YOUR DONATIONS

Website

You can donate any offline donations through our website Hyperlink **to duchenneuk.givingpage.org/donate** - remember to include the name of the Dasher and the Friends and Family Fund

Bank transfer

Please email: **dash@duchenneuk.org** with the subject 'DASHER NAME' and we'll provide our details and a reference

Cheque

Please make cheques payable to Duchenne UK, include your full name and Duchenne Dash with your cheque. Please post cheques to: **Duchenne UK, Unit G24, Shepherd's Building, Charecroft Way, London, W14 0EE**

Very important! Make sure any transfers or cheques have the donor name and your name on so we can add them to your fundraising.

Any questions please contact: **dash@duchenneuk.org**

Duchenne UK









Lots of people make donations after the Dash is over. Remember to keep sharing your story and success after you cross the finish line.

Say **THANK YOU** to your amazing supporters



We are looking forward to welcoming you all to the #DuchenneArmy, a collective of riders with purpose, pushing boundaries and powering change for everyone living with Duchenne muscular dystrophy (DMD).

Together we will end Duchenne.

Duchenne UK

