

How to be a Champion of Hope



First of all... Thank you!

Thank you for choosing to become a Champion of Hope. You're joining a community of amazing people, just like you, who fundraise to support people affected by stroke. Your efforts make a huge difference

and help to keep hope alive for stroke survivors across Aotearoa!

We'd love to share your story! If you'd be happy to discuss why you've chosen to fundraise to support stroke survivors and their loved ones, we'd love to hear from you.





**Preventing
Stroke
Improving
Lives**

"You can use this wording to talk about Stroke Aotearoa when you need to!"



Who are we?

Stroke Aotearoa New Zealand is the national charity dedicated to stroke.

Every year, it's estimated over 9,000 strokes and an unknown number of transient ischaemic attacks (TIA) happen in New Zealand.

Stroke is the second leading cause of death in New Zealand, and a leading cause of adult disability.

Stroke Aotearoa New Zealand is here to lead the fight against stroke. Te Ahi Tūmanako, the flame

of hope, connects us and symbolises taking action and advocating for others, ensuring that hope remains alive and thriving in our communities.

We seek to inspire, unify, and mobilise collective action against stroke. Together, we can build a stronger, healthier, Aotearoa.

Our mission is to prevent stroke and improve lives.

Our vision is a stroke free Aotearoa.

You will make a huge difference!

Stroke Aotearoa receives less than 19% of funding from the Government. This means we rely on Champions of Hope, just like you, to provide life-changing services and support to everyone affected by stroke.

The funds you raise will help pay for stroke survivors to receive expert advice and support from our Community Stroke Navigators. You'll be providing free pulse and blood pressure checks to the public.

You'll be training communities, health groups and health professionals on stroke. And you'll also be supporting life-saving health promotion activity, including our free phone helpline for anyone affected by stroke, the F.A.S.T. message and advocacy for improved services and care for stroke survivors.



How to get started

There are so many ways you can make a difference to the lives of people affected by stroke. Get started by thinking about your talents, hobbies or a challenge you have always wanted to take on!



Organise a community event

like a bake sale, sausage sizzle, spelling bee or live music night.



Host a quiz night - use these top tips

from our Marketing Officer, Imogen!



Challenge yourself to take on an active challenge,

whether that's walking, climbing a mountain, doing armchair exercises, hosting a Zumba-thon or signing up to a running event.



Fundraise to celebrate an event

such as a birthday or anniversary.



Organise a raffle. Top tip: contact local businesses for prizes!



Host a morning tea at work

challenge your colleagues to make low-salt treats.



Organise a multi day or fun run at your school.



We love to hear about your incredible ideas for fundraisers. If you would like to discuss your fundraising idea with our team, please reach out to fundraising@stroke.org.nz or 0800 459 954.

What's next?

Now that you've chosen your fundraising idea, it's time to get started:

1. Create your fundraising page here or search for your marathon, 10K or 5K of choice here. Give us a shout if you'd prefer to fundraise offline, and we'll help you get started.

2. Upload a photo and personalise the story on your fundraising page so your friends and whānau know why you've chosen to fundraise for Stroke Aotearoa (you can find some handy prompts below!).

3. Donate to yourself – kickstart your campaign and show your donors how much you believe in supporting stroke survivors.

4. Share your page – let people know about your incredible efforts by sharing your page with your friends and whānau, posting the link on social media or spreading the word in real life with posters and word of mouth. Contact us to receive your Champion of Hope poster and social media tile.

5. Tag us at @strokeaotearoanz and we will share your fundraiser on our stories!

6. Give us a shout! If you need help with anything, please reach out to **fundraising@stroke.org.nz** or **0800 459 954**.

FREE T-SHIRT*

*Once you have raised your first \$100, we'll send you one of our **Champion for Hope T-Shirt** – our way of saying an extra special thank you and making sure you can support stroke survivors in style!



Asking for donations

"Scroll down to the next page to build your own donation request"

It can be daunting to ask friends, colleagues and loved ones for donations. Here are some tips for getting started.



Speak from the heart:

One of the best ways to ask for donations to support stroke survivors is to tell them why you have chosen to fundraise and what it means to you to receive their support.



Go online and offline:

Share your page on social media and chat to your colleagues, friends or members of your sports team, book club or other group.



Thank your donors:

Thank your donors publicly and privately. Let them know how amazing they are and how much of an impact their generosity will have.



Share your targets:

Share your targets with your friends and family and ask them to help you reach them. Let people know when you are close to reaching your target, and when you need them to donate to you by.



Send a friendly reminder:

Remember, people may want to donate but sometimes life gets in the way. Send a friendly reminder to people and tell them what it means to you. Let them know there are other ways to help if they aren't able to give, e.g. by sharing your page or telling a friend about the cause.



Create your fundraising message:

Mix and match using our handy guide to create your own fundraising message: "I'm (add your event here) to raise (your goal) to support stroke survivors and their loved ones.



Every year, it's estimated over **9,000** strokes happen in New Zealand.

Stroke is the second leading cause of death in New Zealand, and a leading cause of adult disability.

Stroke isn't limited to the elderly: up to **30%** of strokes happen to people under the age of 65.

In Aotearoa, **89,000** people are living with the effects of stroke.

The numbers are scary, but the good news is with your help we can take action and keep the flame of hope alive. Every dollar you donate makes a huge difference, helping to deliver...

access to information, advice and resources via Stroke Aotearoa's free 0800 STROKE helpline for anyone affected by stroke.

community education to raise awareness of stroke risk factors, ways to reduce risk and signs of stroke.

advocacy to fight for improved stroke prevention and life after stroke care.

free blood pressure and pulse checks to help people understand and reduce their risk of stroke.