



IN MEMORY FUNDRAISING GUIDE

Fundraising in memory of a loved one is a great way to continue their legacy. Your energy and determination to raise the funds we need will change lives. Together we fight AMR right here, right now.



WAYS TO REMEMBER



RESOURCES



GUIDANCE AND PATIENT STORIES

Thank you!

Thank you for choosing to fundraise for AMR Action UK

Tracy's story

Research shows that people living with cancer can be up to three times more likely to develop infections that do not respond to medicines used to treat them, like antibiotics.

These resistant infections can complicate treatment, delay recovery, and add further uncertainty at an already difficult time.

Tracy experienced this first-hand.

“Sometimes you don't feel listened to.... You come away thinking that you feel helpless. It's the most frightening thing to feel helpless.”

At this point, Tracy felt overwhelmed and unsure where to turn.

That's when she found AMR Action UK. challenging time.

Our specialist nurses supported Tracy through the complexity of her diagnosis, helping her understand her treatment options and providing reassurance when she needed it most. With the right information and guidance, Tracy was able to move forward with greater confidence during an incredibly challenging time.

By fundraising for us you are helping people like Tracy



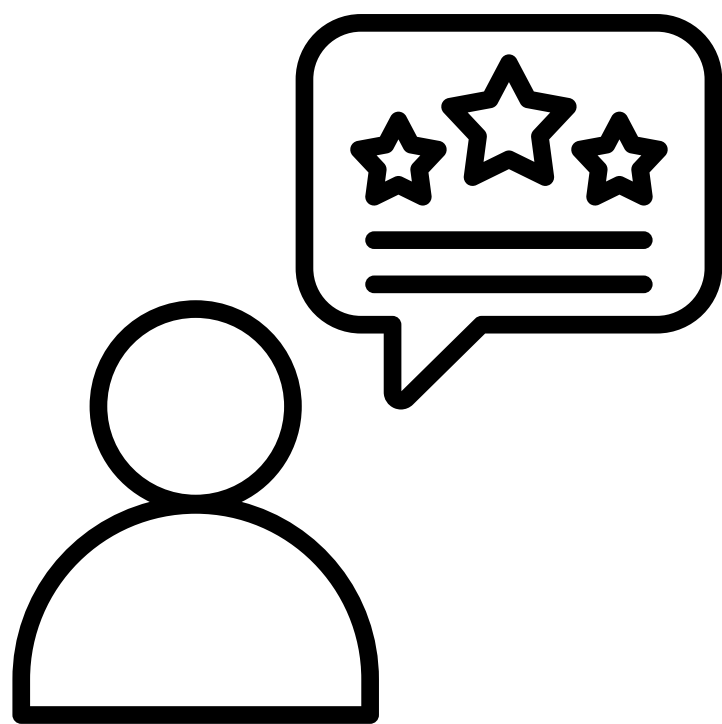
“At the time when I felt really quite desperate, the charity helped me”

Ways to remember

Sometimes it can be difficult to know where to begin. Here are some options:

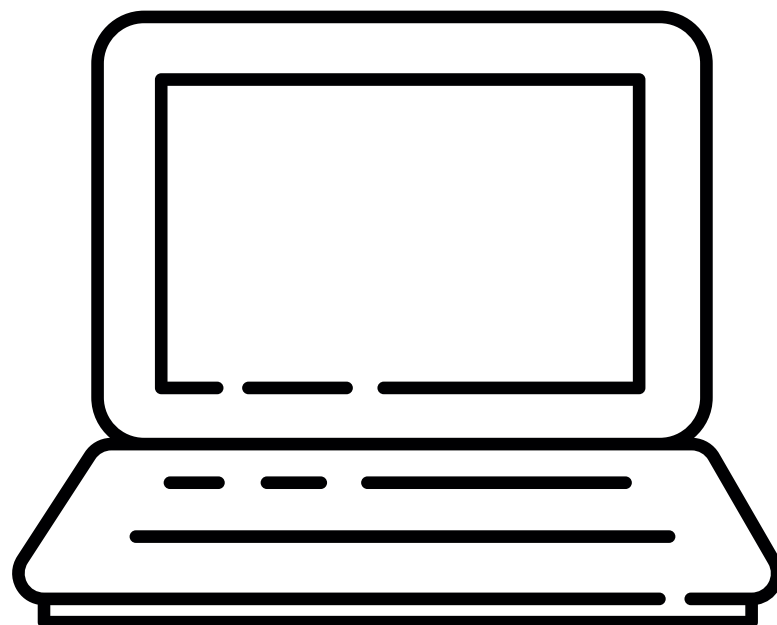
Anniversary Donations

Whether it's an anniversary or a birthday, choosing a day to remember your loved one each year can be a comfort. Make a one-off gift in their memory or set up an annual direct debit to keep their legacy going. This can be done using the donate button on our website.



Share their story

If you have lost your loved one to AMR and would like to share their story with us to be used in future campaigns for change, please contact fundraising@amr-action-uk.org.



Muchloved tributes

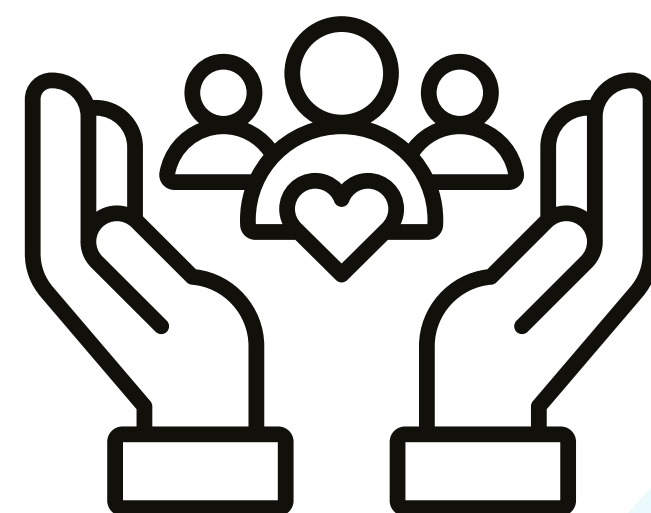
Set up a tribute page, where friends and family can add memories of someone who is deeply missed. Muchloved is a bespoke service that we have partnered with to make this as easy as possible. See how to set up a tribute on the next page.

Take on a challenge

Take on a challenge or hold an event to share your loved one's story and help raise awareness of AMR. If you are interested, see our pack for community and challenge fundraising for more details.

Funeral collections

Set up a funeral collection so those attending a memorial service can give a meaningful gift in memory of the person you all loved. Use our instructions on taking contactless payments to minimise steps.



Take care of yourself

Losing someone is never easy but is often also a busy time. Ensure you are taking time for self-care and reach out for support if you need it. If you need help coping with your loss you can visit Cruse Bereavement Support or Muchloved's Griefchat.

How to set up a Muchloved page

We recommend using Muchloved to set up a tribute page. Through Muchloved you can share memories, pictures and funeral updates with others, as well as make donations. Muchloved also manages Gift Aid for you and will pay any funds raised directly to us.

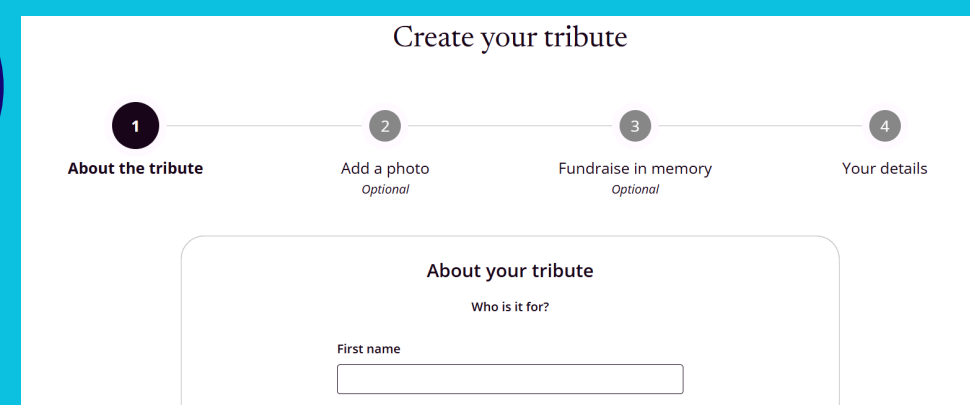
#1

Scan the QR code to go straight to Muchloved's tribute page builder.

Alternatively go to [Muchloved.com](https://muchloved.com) and select create a Tribute.



#2



You will see there are 4 stages to setting up a page. Start by inputting the details of the person the page is remembering.

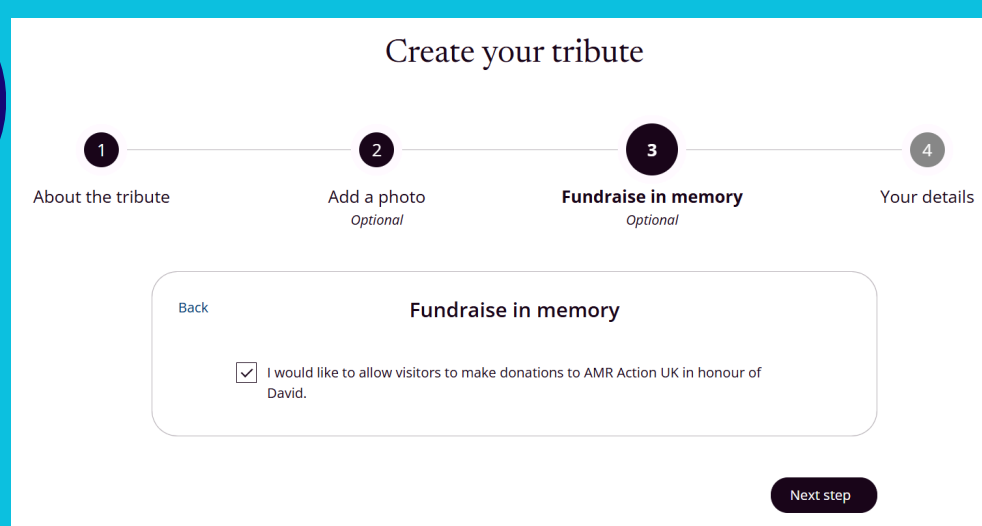
#3

At this stage, you can decide whether you want your page to be publicly available or only to those you invite. You can change this later if you change your mind.

#4

Next you have the option to add a photo of the person you are remembering. We recommend doing this as it helps reassure people they are on the right page.

#5



You will then be asked if you would like to allow guests to make a donation in memory, please tick this.

#6

Finally input your details and agree to the terms and conditions. Your tribute page will now be live and you can add memories onto the page, change any details in settings and share it with family and friends.

PICKING A CHALLENGE

If you are choosing to take on a challenge in memory of your loved one, here are some suggestions of what you can do.

Whatever you pick, make sure it excites you so you can have fun while doing it!

RUNFORCHARITY

We are registered with runforcharity.com, making thousands of charity spaces available to you at a discounted price. Event types available include:

- Running
- Cycling
- Obstacle courses
- Bungee jumps

Take a look at the available events here.



Pick any of their events, and you can fundraise for us alongside others, with all the admin managed for you.

Runforcharity can also provide support with preparing for your event with nutrition and training plans.

ENTERING AN EVENT

If there is a particular event you would like to enter that is not listed with RunforChairty we encourage you to reach out to contact us to see if we can support you with a charity place.

If this is not possible or you have already purchased a public space we would still love to support your fundraising.

CREATE YOUR OWN CHALLENGE

If you have something specific in mind and nothing organised fits the bill you can always set up your own challenge. Whilst we encourage you to be creative, safety is of the utmost importance so please ensure you have taken appropriate steps to keep you and others safe.

Funeral collections

Thank you for choosing to take a collection for AMR Action UK at your loved one's funeral or memorial service.

We are honoured to be chosen to be part of the celebration of their life. To ensure the process is as easy as possible, we recommend asking your funeral director to assist so you can focus on what really matters.

If you are a funeral director looking to work with AMR Action UK or are organising your own funeral collection, we recommend:

- Download the Give as you Live Donate app to facilitate contactless donations that are paid out directly to AMR Action UK. (Further instructions on app use on the next page)
- If you would like collection cans sent to you for cash donations, contact us by emailing Fundraising@amr-action-uk.org.
- Use the posters provided to give guests the option of donating via our website using the QR codes.
- Print out the posters and stories in this pack to inform your guests on how their donation in memory of your loved one will be used.

If you have any questions or need further support, please contact us.

Contactless donations

We've partnered with Give as you Live to allow you to take contactless donations with your smart phone.



Give as you Live
Donate



1

Scan the QR code

Scan to download the Tap to Donate App to your smart phone.



2

Select charity

Open the app and select that you are working with a charity, not setting up your own Fundraiser.



3

Pick AMR Action UK

Select AMR Action UK from the list of charities and input our pin 0202.



4

Take payments

When you open the app, the payment screen will load. Follow the instructions on screen to take payments.

If you are having issues using the app, please contact fundraising@amr-action-uk.org for support.

Getting money to us

Muchloved and contactless donations

If you have fundraised using a Muchloved page or using the Give as you Live Contactless payments app, the money will automatically be paid out to AMR Action UK. You do not need to do anything.

Paying in money from your account

If you have fundraising money collected in your bank account, there are several ways to pay AMR Action UK:

Via the website or online

You can send your donation via the donate button on our website - <https://amr-action-uk.org/>
Alternatively you can donate the money via CAF or JustGiving.

Bank transfer

Contact Fundraising@amr-action-uk.org for our bank details to make a transfer.

Donations in cash

If you have collected money in cash, please deposit the funds into your bank account and then pay with one of the above methods.

As a digital organisation, we do not have the capacity to process cash donations ourselves.

Please do not send cash to our postal address.

Rules and regulations

Any charity fundraising in the UK is regulated by the law. If you are planning on fundraising, please read the Code of Practice -

<https://www.fundraisingregulator.org.uk/code/standards-which-apply-all-fundraising>.

Please be aware that your fundraising and other promotional activities are on behalf of and in aid of AMR Action UK. It is therefore your responsibility to make your fundraising safe and legal. AMR Action UK cannot accept any liability.

If you have questions about rules and regulations or need support with any of your fundraising, please contact us.

 fundraising@amr-action-uk.org

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Charity No. 1157884



Registered with
**FUNDRAISING
REGULATOR**

Thank you!

Thank you for choosing to fundraise for AMR Action UK



£25

could help us run our nurse-led patient support services, giving trusted information when it's needed most.

£50

could help us run groups and forums for people impacted by AMR to share their stories and help us improve treatment and care systems for others.



£100

could help us to influence politicians and NHS leaders to make changes to diagnosis and treatment.



We can't do this life-saving work without fundraisers like you, so thank you for your support.

Downloadable resources to support your Fundraising

All can be customised upon request by contacting Fundraising@amr-action.uk.org



FUNDRAISING

FOR AMR ACTION UK

Antimicrobial resistance – or AMR – contributes to 35,000 deaths in the UK annually.

Urgent action is needed.

AMR Action UK supports people affected by helping them navigate treatment, sharing their stories with decision makers and campaigning for urgent action to prevent avoidable harm and deaths.

DONATE NOW



FIND OUT MORE



For More Information
<https://amr-action-uk.org/>



Registered Charity Number: 1157884

Custom posters and banners to support your fundraising are available. Simply let the team at Fundraising@amr-action-uk.org know what you need and provide names and pictures where relevant.

For example, see the custom size banner developed for online fundraisers and our In Loving Memory template below. We can even include QR codes that direct straight to your fundraising page!



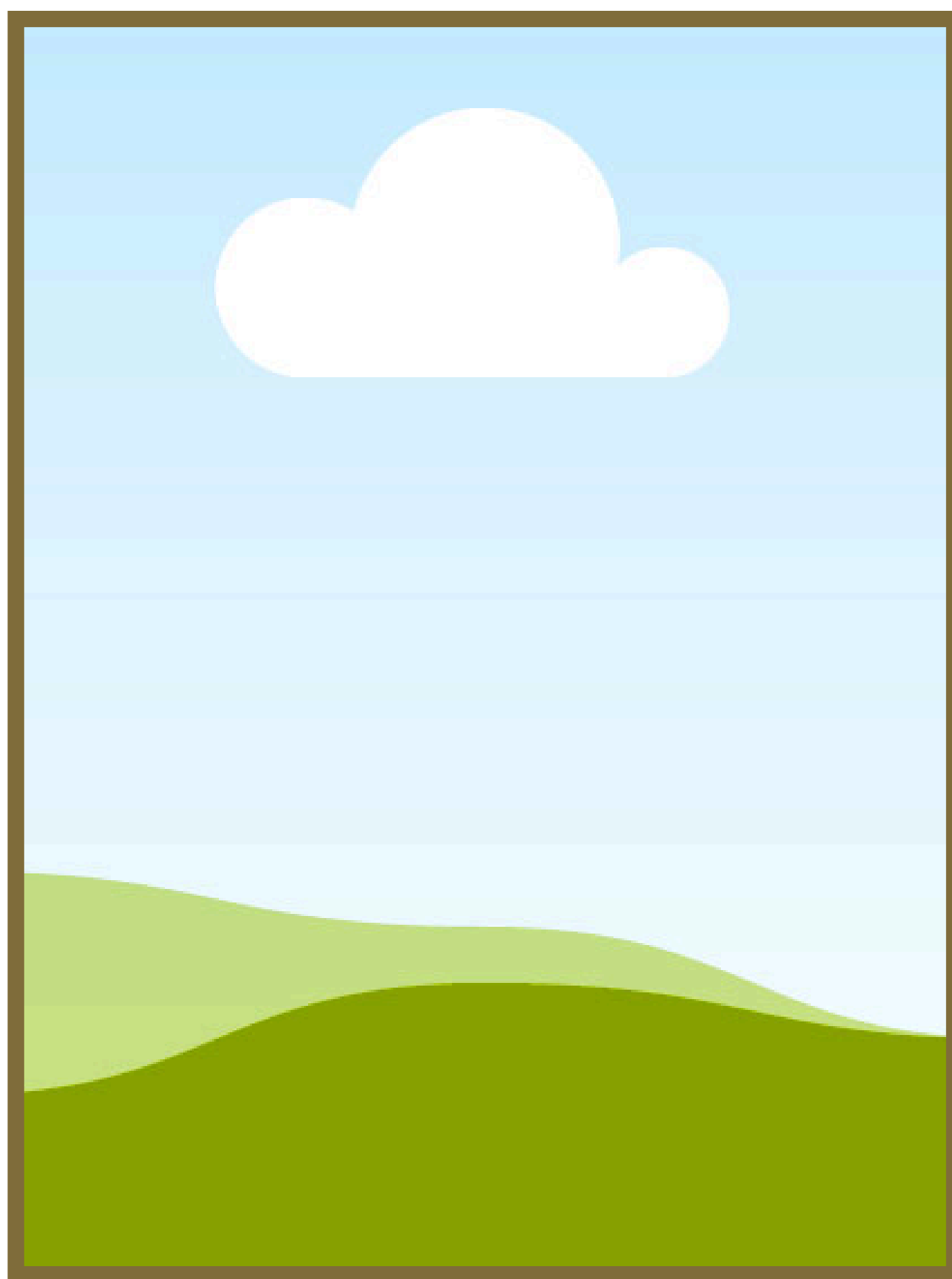
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*Make a donation to
AMR Action UK in
memory of*



Input name



