

#1HOUR

TO TRANSFORM TRAUMA

FUNDRAISING GUIDE

The 1st hour after serious injury is a critical window of time for that person's survival and recovery. It can be the difference between life and death.

17,000 people in the UK die every year from catastrophic injuries and a further 70,000 are left with life changing disabilities.

During September, give just #1Hour of your time to raise vital funds for trauma research, so more people can survive and recover.

What will you do to save someone's life?

1

Choose your challenge (we have a few ideas on the following page)

2

Pay in your fundraising or donation - big or small - on JustGiving or by texting

3

Share what you're doing with the hashtag #1Hour. We've even prepared a tweet for you...

TWEET
THIS!

"In my #1Hour I <INSERT CHALLENGE>. What will you do? #TransformTrauma"



Do something fun, challenging, interesting, inspiring or strange...

It's easy to fit your **#1Hour** into your daily routine – or you can go the extra mile with something different.

Here are some ideas – but remember, **you can do ANYTHING you want, how you want (just keep it legal and safe!)**

Lunch Hour

#1Hour lunch swap

Swap your shop-bought lunch for something homemade and donate the difference.

#1Hour Lunch-Hour-Lympics!

Set up your own Office Games. We've even [got a guide for you](#).

Work Hour

#1Hour's Pay

Donate #1hour of your salary or hold a collection for loose change or foreign coins

#1Hour coffee swap

Swap your Nero for Nescafe for one day (or more) and donate the cost.

Rush Hour

#1Hour commute

Walk part/all of your journey and donate the cost of the public transport.

#1Hour Selfie Race

Hold a competition to visit the most designated places in **#1Hour** and take a selfie in each.

You can download [a quick guide here](#)



Flour Hour

#1Hour bake-off Hold a bake sale or even your own bake off challenge. At home or in the office, who doesn't like a slice of something sweet!

Happy Hour

#1Hour 'one more' When you buy your next tippie, say 'Cheers' to Trauma Research (text TRMA24 £5 to 70070)

#1Hour-sie Challenge How far will you go to save someone's life – and would you go there in a one-sie? [Download our simple guide](#) and see just how brave your friends really are.

Or do anything that will raise a smile as well as some donations!

Power Hour

#1Hour spin Organise a spin competition at your local gym and see who can cycle the furthest. Get everyone to chip in £10 and give a prize to the winner and donate the rest.

#1Hour exercise Run/swim/cycle/walk/climb for #1Hour and get sponsorship for your efforts!

Shout about what you're doing...

Let everyone know why your in a onesie or giving up your Caramel Frappuccino! Share our [webpages](#) and [videos](#) and email your family about the appeal.

You have one hour.

About the same time as a critically injured trauma victim.

What will you do?



How to pay your money in:

- Visit our [JustGiving appeal page](#) – and remember to leave a message about your #1Hour!
- Or, [create your own](#) JustGiving page and [link it](#) to our appeal page
- If you're texting to donate: Text **TRMA24 £5** to **70070** (you can also do £3 and £10)

How your #1Hour could save a life:

By taking part in **#1Hour**, you will be helping to save the lives – and improve recoveries of – people affected by severe traumatic injury.

Trauma can happen to anyone, anytime...



...Vicky needed to have her leg amputated after she was trapped on a rollercoaster.



...Campbell fell 25ft on a night out, suffering severe brain injury.



...Martine was a victim of the 7/7 bombings and lost both of her legs.

For more info on our Transform Trauma appeal, head to transformtrauma.org.uk or contact appeals@bartscharity.org.uk. Donate at bit.ly/transformtrauma

b+tlc BARTS
CHARITY

Funding extraordinary
healthcare

Registered charity no. 212563.

