

HARRISON'S FUND

USES EVERYDAYHERO TO RAISE VITAL FUNDS



ABOUT HARRISON'S FUND

Harrison's Fund was founded by Alex and Donna Smith, parents to Harrison, who was diagnosed in January 2011 with Duchenne Muscular Dystrophy. This fatal genetic disorder affects 2,500 children in the UK and currently has no cure.

The charity's focus is on the now; on slowing down the march of Duchenne to allow science the time to catch up with the cure. They therefore focus on shorter term projects that have the potential to save this generation of children but with an eye to finding a cure in the future.

Harrison's Fund has one vital goal: To get as much money as possible into the hands of the world's best researchers, who are working to find a cure for Duchenne Muscular Dystrophy. Duchenne is the most common fatal genetic disorder to affect children around the world. It affects one in 3,500 boys and results in the deterioration of every muscle in the body. Currently there is no cure for this fatal disorder.

Harrison's Fund is different from many other Duchenne charities because they focus on treatment rather than palliative care. The charity also works internationally, investing in research that takes the science out from the lab, and into human clinical trials, with the aim to eventually bring Duchenne therapies to market.

The charity runs several fundraising events every year, which each contribute vital funds to the work they do. The Surrey Half Marathon and RideLondon teams were targeted to raise £40,000 in 2016 which is just under 10% of the organisation's annual income. They also run a Blue Hair Day campaign in which the charity encourages supporters to donate through online giving. This campaign was also targeted to raise £40,000 this year.

Harrison's Fund had used other fundraising platforms in the past but were put off due to their cost, functionality and lack of sufficient reporting features or customisation options. Heather Smith, Events and Fundraising Manager at Harrison's Fund, was attracted to **everydayhero** by its capabilities and the options it gives to fundraisers. "We like the overall look of the **everydayhero** pages and the fact that fundraisers can make their pages look like a blog or a Facebook 'wall'. We find that it is more interactive and that our most successful fundraisers have used **everydayhero** to update their donors on their training and motivations for supporting Harrison's Fund."



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Heather Smith,
Events and Fundraising Manager,
Harrison's Fund

The fundraising team at Harrison's Fund has noticed significant improvements in results since using **everydayhero**. "Our Surrey Half Marathon income rose significantly this year, which in part was thanks to how interactive the **everydayhero** campaign was. Donors clearly enjoyed reading about their friend's challenges and it was great to have the team all in one place."

The Harrison's Fund team has enjoyed using the many great features of the **everydayhero** platform. "It's been great to create a fundraising campaign 'home' for our supporters and to be able to send a link out to a page that is branded by us with images of the event they're taking part in. Being able to see at a glance how much the campaign is raising and to be able to post on people's walls to thank them is an excellent feature."

Heather is impressed, not only with the functionality of **everydayhero** itself, but also from the support that Harrison's Fund has received from the team. "I love working with Paul, as does my colleague! It's great that he checks in with us and shares ideas about how to improve our pages."

Looking to the future, Heather plans to use **everydayhero** for a new fundraising campaign she has been planning. "My next project will be to create a general 'I'm fundraising for Harrison's Fund' campaign so that people who take part in a one-off event or activity can be sent the link to the **everydayhero** campaign."



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at Harrison's Fund