

case study

Small contributions, big results: a fundraising triumph

Successful fundraisers are more than just financial achievements, they are stories of **unity, determination, and generosity**. This case study highlights how a well-planned campaign **transformed an idea into a movement**, inspiring individuals to come together for a greater cause.



maldon bootcamp

the idea takes shape

- A Bootcamp member suggests participating in the Maldon Mud Race, a well-known annual event with celebrity participants and large crowds.
- The idea is shared with members and a few express interest.

choosing a charity

- The team decides to take up the challenge to raise money for a charity.
- One member of the group suggests Mummy's Star; his personal experience with the charity reinforces the decision... *"It was a no brainer!"*

fundraising begins

- The team signs up for the race and sets an **initial fundraising goal of £1,200**.
- Friends and family help spread the word, the challenge gains momentum.
- A member's wife - Beth - shares her story of diagnosis & Mummy's Star's support, which boosts donations smashing the target.
- The team raises their target to £3,000 and more members share Beth's story.

at a glance

Events

- Maldon Mud Race
- raffle
- presence at local supermarket
- appearance on local radio

Impact & reflections

- Total raised: **£12,355** plus £2,264.51 Gift Aid
- The journey has been inspiring, filled with generosity and community support.
- Mummy's Star has been with the team every step of the way!



CANCER SUPPORT IN & AROUND
PREGNANCY | BIRTH | LOSS | BEYOND

fundraising efforts grow

- A raffle is organised with donations from local businesses. Over 50 prizes are donated, including
- spa breaks, pottery classes, and food vouchers.
- **Over 1,000 tickets are sold.**
- A local supermarket supports the team by allowing fundraising outside their store.

spreading awareness

- The team appears on a local radio station where **Beth shares her powerful story.**
- Her words inspire more donations and support.

final preparations & race day

- The raffle concludes.
- **Sponsorship efforts** continue until the Mud Race arrives, bringing excitement and nerves.
- The team proudly runs the race in **personalised Mummy's Star t-shirts** they prepared themselves.

impact

- Introduced Mummy's Star to their members and local community, and shared the story of a member of their community; **building support and connection.**
- Increased awareness of Mummy's Star in the wider world, by attending **public events and appearing on the radio** to share their efforts.
- **Raised almost £15,000 including Gift Aid** to provide emotional and practical support to mums diagnosed with cancer in or around pregnancy. £360 can fund 12 months of dedicated support to a mum.
- Had **a fantastic, memorable year** of events and fundraising!

The team at Maldon Bootcamp have truly done a phenomenal job to raise so much money, I'm so proud of them all.

Beth, Star Mum

