

**ACTION  
FOR A-T**

**FUNDING  
RESEARCH,  
FINDING HOPE**

**RAZOR FREE FOR A-T**



**ACTION  
FOR A-T**

# Beard bɪəd

## Noun

1. A growth of hair on the chin and lower cheeks of a man's face



During the month of **February** we are encouraging all of our male supporters to shy away from shaving and go “**Razor Free for A-T**”.

Going “**Razor-free for A-T**” is all about having fun, challenging yourself and your friends whilst raising funds and awareness for the rare genetic childhood condition Ataxia-Telangiectasia. Cultivating a full set of facial follicles is something every man should aspire to at least once in their life – especially when it has the power to help children with A-T.

Once you've signed up, encourage your friends to join you before retiring your razor for the month. Tell the world what you are up to, Facebook it, Tweet it or run a blog on Instagram. Compare your growth with your friends and compete to see who can cultivate the biggest, bushiest, bounciest or most bizarre beard.

Keep us up to date with your prickly progress by posting images on our **Facebook** page or turning to **Twitter**.



Ducktail



French Fork



Handlebar  
and Goutee



Hollywoodian



Short Boxed Beard



Van Dyke

## Sign up

Take Action for A-T by registering to go “Razor Free”. If you have not done so already, please visit our website to sign up or for further details

## Why should you sign up?

Apart from the satisfaction of growing a full beard, taking part in the month long challenge will help Action for A-T raise awareness for the charity and the condition and will help us invest more funds in vital medical research. We will send you a fundraising pack to help you get started and tips on how you can let the world know what you are doing and why you are doing it.

## Don't do it on your own

Why not compete with your friends and get your entire pub, rugby, football or cricket club to take part. Your office colleagues may also want to join you or members of your family..... Make a fun video, post it to Facebook/Twitter and Instagram and nominate your friends to take part.

## Shout about it....

Spread the word about A-T by promoting your efforts to your networks. Share your experience and daily progress using social media or by sending us images of your new growth so that we can post them on our Facebook page. You could run a daily blog or tell your local newspaper what you are up to or even use your company intranet to spread the word.

Take **Action** ˌɑːkʃ(ə)n/

### Noun

1. The fact or process of doing something, typically to achieve an aim.

## Raise funds for research

Just like running a marathon or cycling from London to Paris you are taking on a challenge and can therefore ask your friends to sponsor you throughout the month. Either set up an online giving page or use the sponsorship form included in the fundraising pack to collect funds from your friends.

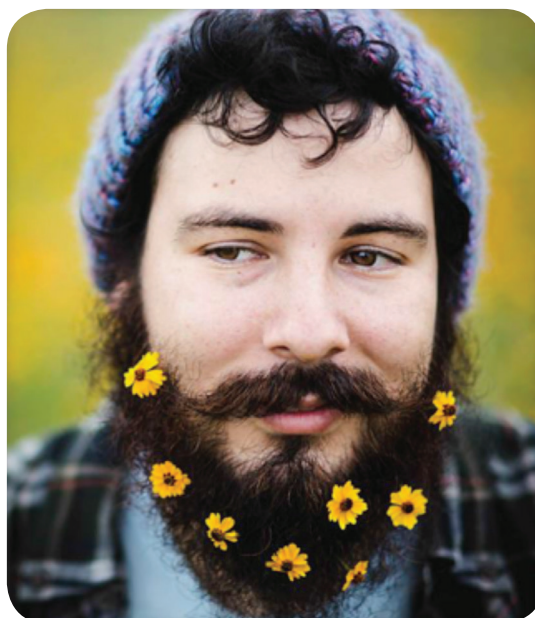
## Go Razor Free for the whole month

Start with a clean-shaven face on 1st Feb and tuck away your trimmer until the end of the month. On the last day of the month, we urge you to join us for National Rare Disease Day.

Activities are taking place all around the world in recognition of the thousands of people living with a rare disease and you can show that you care by styling your stubble. You could shape it, dye it, plait it, thread it with flowers or even shave it into an interesting shape. Make a statement for Action for A-T and help promote rare diseases. Send us photos of your creation to add to our on-line gallery. The biggest, wackiest most original beard on the block will win a Prize.

**A-T**     atax·ia-tel·an·gi·ec·ta·sia  
\\,te-lan-jē-ek-tā-zh(ē-)ə, -tē-, -tə-\

Ataxia – Telangiectasia (also referred to as Louis-Bar syndrome) is a rare, neurodegenerative, inherited disease causing severe disability.



A-T (Ataxia –Telangiectasia) is a degenerative brain condition that affects young children. Kids are born seemingly normal but peak physically around the age of 5 before slowly losing the physical abilities that we take for granted such as the ability to walk, talk and feed themselves. Mentally they remain unaffected and so effectively become trapped in their own deteriorating body.

On top of the severe physical disabilities children with A-T must face, the condition also attacks their immune system. 1 in 3 children with A-T are likely to develop cancer and many will die from lung disease. More than half will die before they are out of their teens and there is currently no cure and nothing that can slow the condition’s progression.

### About Action for A-T

Action for A-T’s mission is simple, we aim to speed up the process of identifying a cure for A-T or treatments that delay or prevent the disabling effects of the condition. We do this by seeking and funding high quality peer- reviewed medical research both in the UK and around the world.

### How will your support make a difference?

£15	Could pay for an hour of a researcher’s time in one of our current research projects
£50	Could pay for vital laboratory supplies for use in finding a cure for A-T
£100	Could pay for an hour of research by a post-doctoral researcher

By going Razor Free for A-T you will be helping us achieve our mission of finding a cure or treatments for the disabling effects of A-T.



You can raise funds by,

<b>Texting</b>	Get your friends and family to support you by texting RAZR16 £5 to 70070 to donate to Action for A-T. They can text any amount up to £10.
<b>Setting up an online fundraising page</b>	Choose your preferred fundraising site, fill in your details and set your target. Promote your activity by sending the page link to friends and family via e-mail or posting on various social media sites.
<b>Using printable sponsorship forms</b>	There are sponsor forms included in this pack. Print them off and fill them in with your donor's details. At the end, send the completed forms back to us with your funds – simple...



## SPONSORSHIP FORM

Name of Fundraiser: ..... Event ID: .....

Event Date: .....

Details of Event: .....

**Gift Aid - what is it?** Using Gift Aid means that for every pound given, Action for A-T will receive an extra 25p. from the Inland Revenue, helping each donation go further at no additional cost to the donor.



DECLARATION: We, who have given our names and addresses below and who have ticked the box entitled 'Gift Aid (✓)', want Action for AT to reclaim tax on the donation detailed below. We understand that each of us must pay income tax or capital gains tax equal to the tax reclaimed by the charity on the donation.

* Full Name	* Home Address	* Postcode	* Gift Aid ✓	Amount Pledged	Amount Paid	Data Opt Out ✓
John Example	1 Example Avenue, Liverpool	L1A 2LL	✓	£5.00	£5.00	

Thank you for your generous support

Total Donations Received