



**It's not
your wheels,
it's how you
use them**



Grab your bike! Let's go!

- 03 You're funding lifesaving research
- 04 Gearing up for an adventure
- 05 Pedal with purpose
- 06 Quick fundraising wins
- 07 Raise your target in one go
- 08 How I smashed my target
- 09 Putting it to good use
- 10 Keeping it legit



For more help

Call us: 0300 330 3322

Email: heretohelp@bhf.org.uk

Live chat: [bhf.org.uk/
what-we-do/contact-us](https://bhf.org.uk/what-we-do/contact-us)

WhatsApp us: 07581 016513



You're funding lifesaving research

Each year in the UK there are over a million hospital visits for people experiencing chest pain. A CT scan is the first-line test for patients and is used to check for any narrow or blocked arteries which supply blood to the heart.

Every year around 350,000 people in the UK have a cardiac CT scan. However, 75 per cent of these scans do not show significant narrowing of the arteries and so people are sent home without treatment. Many of these people will have a heart attack at some point in the future.

Until now, there has been no way for doctors to detect all the underlying red flags that could lead to a future heart attack.

Funded by BHF, CaRi-Heart® is a revolutionary new combination of AI and CT scan that looks deeper to reveal the red flags beneath their surface. By showing fat around blood vessels, doctors can identify the problematic arteries that cause heart attacks, whether it be now, or years in the future.

This system could give doctors time to intervene and stop heart attacks from ever striking.

The money you raise will help power lifesaving research and give people more time with the ones they love.

Gearing up for an adventure

When is it?
Sunday 21 June
2026



Where do I start and finish?

You will start at Ardingly Showground. You'll triumphantly cross the finish line on Maderia Drive, Brighton.

What time does it start?

Start times are from 8:30am to 9:30am. You'll be sent your start time by early June.

What time does it finish?

It's not a race and no-one gets left behind. Due to our road re-openings we do need you to finish by 8pm. We have generous safety schedules, ride rangers and free 'booster' transport to help you along if you fall behind.

What do I bring?

The most important things to bring along with you are your bike, helmet and water bottle. You'll also need to remember your rider number and helmet sticker, which you will receive in the post 2-3 weeks before the event.

What do I get at the finish line?

At the end of your ride, you'll receive one of our shiny new London to Brighton 2026 medals, and a well-deserved cheer from our fabulous team of volunteers!

Is there official photography on the day?

Yes, we will have professional photographers on the day, ready to capture you taking on this amazing event – remember to say cheese! w

What if I get hungry or thirsty?

There'll be lots of checkpoints along the route, where we'll have refreshments available to buy. Remember to bring some cash with you on the day, so you can refuel as often as you need. Water will be available for free at the start, finish and each of the checkpoints along the route.

Please note: event day information across all our events can be subject to change. Confirmed event day information and any significant changes will be communicated to participants prior to the event via email.

Pedal with purpose

1. Activate your page

We've done all the hard work and created your JustGiving page, you simply need to activate it. Check out the emails you received when you registered to find your link or **get in touch with us**.

2. Set your target

Pages with a target raise a massive 75% more on average than pages without one. Check your target has been set to £350.

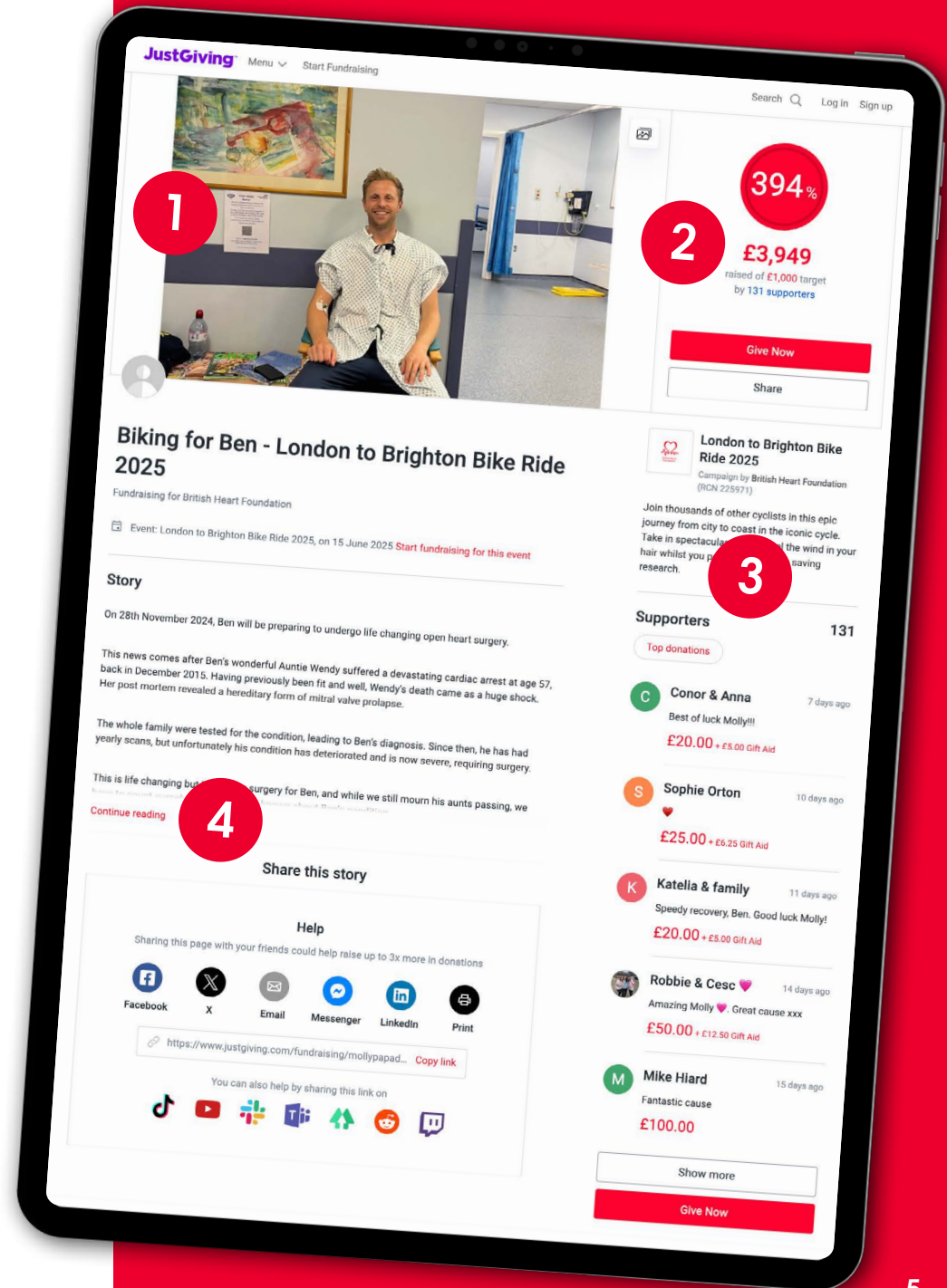
Smash your £350 target and we'll send you an exclusive London to Brighton cycling jersey to wear with pride on the big day. Want to go one better? Reach for the stars with a £1000 target and you'll receive a brand new, ultra-exclusive black jersey and join our prestigious £1000 club.

3. Set the bar high

Try and make sure your first donation is a big one, as others are more likely to match it. You could make the first donation yourself to get the ball rolling or ask a close family member or friend to do it for you.

4. Take some snaps

Post regular updates and pics from your training and shout about the amazing progress you're making towards your challenge. You can also share your updates on social media and include a link to your JustGiving page, to raise even more money and awareness.



Quick fundraising wins



Pay day power

We know that asking for donations can sometimes be difficult, especially at the end of the month. So why not share your JustGiving page with friends, family and colleagues on pay day when everyone is likely to be more generous.



Matched giving magic

Lots of companies have Matched Giving schemes and will double your donations! Asking your employer if they have one is a quick and easy way to make your money go even further.



Declutter and raise funds

Do you have lots of clothes that you don't wear? Boost your total by selling them on eBay or Vinted and putting the money towards your fundraising target.



Guilt free zone

Give up one or more of your favourite things for a month and ask for donations to help you stay strong.

Raise your target in one go

Whether it's at work, at the gym, or at your local pub – there's lots of ways you can raise your fundraising target (and more!) in one go. From sports games to having friends around to dinner, you can turn most things into a fundraiser.



Quiz night

Does your local pub have a quiz night? Or do you fancy hosting your own? Pick a date, get your friends and family involved and write some amazing quiz rounds. Ask everyone to make a donation to take part and make sure there's a prize for the winning team.



Raffle

You could host a raffle at another event you're running. Ask local shops and business to donate some prizes first, then spread the word with friends and family about what they could win! **Find out more about how to host a raffle [here](#).**



Play host

Host a dinner party or barbeque and ask people to donate what they would normally pay for a meal at a restaurant. Or take it up a level and make it a competition! Host your own version of the Great British Bake Off or a Come Dine with Me evening, where everyone pays to enter and brings along their best bake or dish and the winner takes home a prize.



Make it. Sell it.

Everyone loves something homemade. Whether that's a crowd-pleasing cake, knitted tea cosies or a vat of homemade fruit juice. Make them and sell them for as much as you can.

How I smashed my target



Ben raised an incredible £1,081 taking on the London to Brighton Bike Ride for us. Here's the inside scoop on how he raised such an amazing amount.

How did you raise such an incredible amount?

"Use all your networks – share your fundraising page link with all the groups you're part of and make sure that everyone knows about the amazing challenge you're taking on. Share the link with your family, friend groups, work colleagues, sports club and teammates, and spread the word across social media, email and any group chats you're part of."

Do you have any other fundraising tips that you could share with us?

"If possible, explain why you're taking on the challenge – whether it's because of a personal reason or because you want to support lifesaving research. I think that if you can explain to your supporters why you have chosen this charity and why it means a lot to you, it makes the donation and support more personal, and your sponsors might feel like they want to dig extra deep to support you!"

If you could only give someone one piece of fundraising advice, what would it be?

"Just do it! Whether you raise a little or a lot, every penny counts. And you never know, you might raise a lot more than you expect!"

Putting it to good use

Now you've done the hard part raising all of your amazing fundraising, it's time to pay it in and put it to work helping to power lifesaving research.

All of the donations raised on your JustGiving page will come through to us automatically, so there's nothing else you need to do. If you have any cash, first you'll need to bank it and then there's a few ways you can pay it in to us:



JustGiving Page

If someone has donated with cash, simply pay this into your own bank account and pay it onto to your JustGiving page.



Online

Visit our website to pay in your donations, then send us your sponsorship forms by post.



By Phone

Give us a call on 0300 330 3322 to pay your money in over the phone with your credit or debit card. Our lines are open Monday – Friday, 09:00 to 17:00.



By Post

Send us a cheque made payable to 'British Heart Foundation' to:

Freepost RUAJ-XYLK-XXRG, British Heart Foundation, 2300 The Crescent, Birmingham, B37 7YE.

You don't need to include a stamp, but please include your sponsorship form.

Keeping it safe and legal



There's a few rules you'll need to follow to make sure that you keep your fundraising safe and legal.

Events

If you're holding an event in a public place, you need to get permission first, either from the local authority or from the property owner.

Raffles

If you're holding a raffle or lottery, please call our team first as you may need a license. You can call us on 0300 330 3322.

Food and drink

If your fundraising involves food and drink, [food.gov.uk](https://www.food.gov.uk) is the place to go for all of the information you'll need to know about before your event.

Gift Aid

Gift Aid can't be claimed when making a donation in return for tickets (such as raffles, events and auctions) or goods and services (such as when organising a bake sale). This is because you are getting something in return for your donation. **You can find out more about Gift Aid here.** You can find more information about how to keep your fundraising legal at: bhf.org.uk/keep-it-legal.



**British Heart
Foundation**

Far too many of us have felt the pain of losing someone we love to cardiovascular disease, the world's biggest killer. With your support, British Heart Foundation (BHF) powers groundbreaking research to save and improve lives.

Since 1961, your support has helped us fund scientific breakthroughs that are keeping more families together today, from pacemaker technology and portable defibrillators to proving that statins can help save lives. And with your support, our ambitions for the years to come are even bolder.

Every three minutes someone loses their life to cardiovascular disease in the UK. We're dedicated to powering advances in cardiovascular science and healthcare that will bring us closer to the day that everyone has a healthier heart for longer. But we can't do it without your support. Together, the next breakthroughs in diagnosing, treating, and preventing cardiovascular disease are in reach.



Reg charity nos. 225971 in England & Wales, SC039426 in Scotland, & 1295 in the Isle of Man.

