

July's Fundraiser of the Month is... Sue Nicholson!



Sue, congratulations on being MACS Fundraiser of the Month! Can you tell our readers what you have been up to?

I decided to dedicate my 2014 challenge event calendar to MACS, as I usually take part for fun and a sense of achievement. Rather than ask for sponsorship separately for each different event, I decided to pool 10 events into one. To add a bit of a twist and an incentive, I pledged that once I hit the £750 mark, I'd have all my hair cut off. Last week I hit that mark, had my hair cut off and following Gwen's example last month, the hair went off to The Princess Trust. At £1000, I am pledging to run the Great North Run as Lady Godiva.



What has been your approach to fundraising?

My approach to fundraising has been to make as many people aware of MACS as possible, and I pulled out two secret weapons: my mum and my boss. My mum has raised as massive £293 from friends, neighbours and relatives in the North East, and my boss has let me use the company email address book to send out a progress update listing all the events and updates with times and photographs. Every email I send contains the total raised so far, details of the next event and the result of the last. Posting updates and photographs on several groups in Facebook has helped too.

Of the events you have undertaken for MACS so far, what has been the toughest?
Definitely the 120-mile night cycle ride from Hackney to Dunwich.

.... And the most enjoyable?

Well, certainly the funniest would be the Wacky London Race Treasure Hunt - arriving at Herne Hill Velodrome (used for the 1948 Olympic Games) expecting to ride around the track. No - turned out to be a ride around the inner track on a kiddie's scooter, much to the amusement of all and sundry!



What has motivated you to raise money for MACS?

I have tried the public ballot the past two years for Prudential RideLondon- Surrey 100 and been unsuccessful. Looking down the list of charities and reading the MACS pages it was a case of look no further. As I have a busy running calendar it made sense to combine all my events, with the added hair cut at £750 and the yet to reach target of £1000.

What advice would you give to other fundraisers?

Make as many people aware as possible - all charities are worthy - then just let people decide they want to give, you cannot force them to give.

Thanks for all your efforts Sue!