



Miles for Muscles - Schools Pack

What and why?

Miles for Muscles is Muscular Dystrophy Associations national annual fundraising campaign where Kiwis come together to raise money and help support the thousands of people and their whānau impacted by muscle-wasting conditions in Aotearoa.

This year the challenge is to choose an activity that uses your muscles, and then select the number of miles you will do, between Monday 20th – Sunday 26th October 2025, in Week 3 of Term 4.

You are receiving this pack as one of our members attends your school and would love their schoolmates to join them to do a fun challenge. By doing this you'll be helping to improve awareness and understanding of their condition *and* help raise funds for our association.

Muscular Dystrophy Association provides a Fieldwork service and other support services for members and whanau that have a lived experience of neuromuscular (or muscle-wasting) conditions.

Last year we had five schools take part in a wheel's day who collectively raised an amazing \$8,000 for MDA and did a great job of supporting their student with a condition.

How your school can take part

Our most popular option

A 'wheels day'.

A one-mile circuit would be measured out on the school grounds, or a circuit that can be completed a few times to make up the one-mile distance.

The event could take place during the second half of the lunch break, and entry could be a gold coin donation.

Other options

- 1) **Mufti Day** dressing in Blue and Gold and using an outline provided below, we ask that with chalk you draw a giant running helix man on a playing court. Children place their cold coin donation within the design.



- 2) **Runathon** set up a one mile running track around the school. Children can get sponsorship for how many miles they will do on the day.

How to get started

It is easy to take part in Miles for Muscles - all you need to do is register your school on our fundraising website www.milesformuscles.org.nz. Sign up as a Team Profile and then select 'School' under Type of Profile.

In addition to the fundraising event that you decide on, students or workmates can sign up and join the school's page. Fundraising online is a really easy way to collect donations ahead of time.

What you'll receive

As a thank you we have removable stickers (below) for all the children who participate/donate. There is other Resources like posters and social media tiles to download from the website.



We'll also be providing a video that teachers can show a video to help students understand the challenges faced by those affected by the condition.

The challenge can be followed on our [Facebook](#) and [Instagram](#) pages, and we would love to see photos of the school's fundraising event, plus pics of the kids sporting their stickers.

Other handy info

Banking instructions: Once the fundraiser is complete, the members' parents or teacher, can bank the money and then make a payment from their debit/credit card to the school's fundraising page. Be sure to check out the Schools Leaderboard to keep an eye on the competition and to see if you can secure a spot as one of our top fundraisers!

Event health and safety: The school's safety comes first. We recommend that you follow safety precautions such as wearing a helmet when on a bike, skateboard, roller skates etc. Elbow and knee pads are advisable for anyone who is new to any of these activities. MDA accepts no responsibility for event-related accidents.

Hashtags to use: #milesformuscles #MDANZ #musculardystrophy

Campaign contact: Please contact Natalie Foote (Marketing & Comms Manager), on natalie@mda.org.nz, to confirm that you'll be participating.