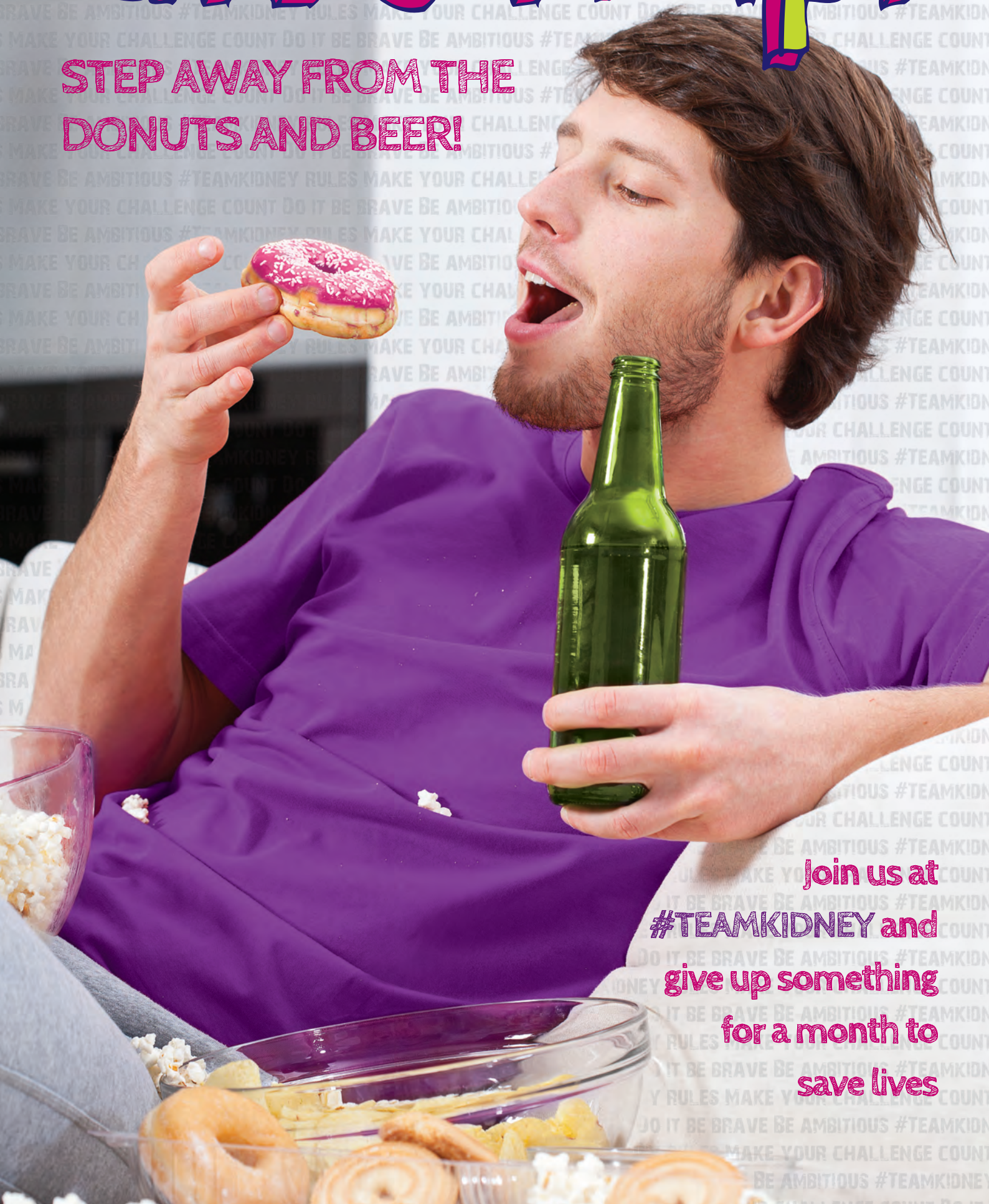


Give it up!

STEP AWAY FROM THE
DONUTS AND BEER!



Join us at
#TEAMKIDNEY and
give up something
for a month to
save lives

Give it up!

Everyone has their weakness...
...their kryptonite. What could you quit for a month?

Here at Kidney Research UK we're big fans of people who lead healthy lifestyles – by keeping your body in shape, you're helping to keep your kidneys in shape.



What's that thing you eat, drink or do, that you love so much that it would be hard to stop it even for a day?

For kidney patients, strict diets and hours on dialysis don't leave much room for treats or time to do things that make them happy. We're asking you to put yourselves in the shoes of someone with kidney disease for a month and give something up. Sure, it'll be tough. But knowing that you're helping to fight this silent killer that currently has no cure will make it worthwhile. Remember it's got to be personal to you and that way your friends and family will really get behind you and support your 'Give it up!'

Why not quit:

- Chocolate or sweets?
- 'Dry' your best and ditch the alcohol?
- That short cut home or that regular cab ride you don't need?
- Coffee - start the day differently?
- A bad habit to make for a nail-biting (or not!) month?
- Be brave and don't shave?
- Fizzy drinks – stop the pop!
- Social media? - impossible surely!



How can you raise money?

Raise money by asking family and friends to sponsor you. If the thing you're giving up costs, a surefire way to boost the total on your online fundraising page is to do donate the money you'd normally spend on it. Share your page on social media along with a video diary so friends and followers can track your progress.

Remember to mention
#TEAMKIDNEY



In aid of

Kidney Research UK

Funding research to save lives