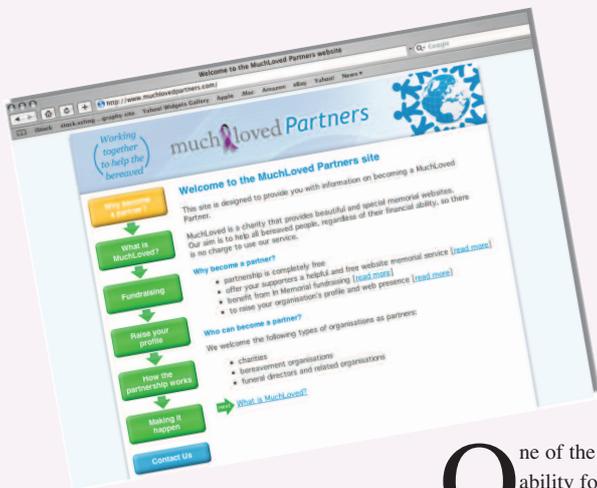


# Charity Much Loved & Diabetes UK



MuchLoved is a charity that was established to assist people who have experienced loss. It was founded by Jonathan Davies after the death of his brother whilst at University in 1995, and it provides people with the opportunity to create special online memorials rich in functionality, and hosts them free of charge for ten years.

One of the features of MuchLoved is the ability for people to use their memorial website as a means of fundraising, for their charity of choice in memory of their loved one. Visitors to the memorial can then look at the photos and tributes on the site, add their own thoughts and messages of condolence if they wish and then make a secure online donation to the chosen charity.

This feature can be used to support ongoing charitable work, fund important medical research or simply thank an organisation such as a hospital or hospice that may have helped care for the person who has since died.

In order to encourage this positive trend of 'In Memoriam' fundraising, MuchLoved is inviting other charities, bereavement organisations and funeral directors to use their website service at no cost and with no other obligations.

This offer entitles the partner organisation to have their own customised version of the MuchLoved website, including their own logo, information, website links and photographic designs. This customised site will then provide the partners' clients or supporters with a unique and special way of remembering loved ones and fundraising for a chosen charity.

MuchLoved has created a specific website [www.muchlovedpartners.com](http://www.muchlovedpartners.com) to explain all the details about becoming a partner. The site outlines

all the benefits, including profile raising, and explains how easy it is to make it happen.

Many organisations who are currently working in partnership with [www.muchloved.com](http://www.muchloved.com) are already feeling the benefit. James Sargeant, Individual Giving Assistant, at leading charity Diabetes UK, said: "We have just joined up with MuchLoved. Their memorial service to bereaved people is a valuable tool and is also a way that we can improve our relationships and contact with potential donors and supporters."

Sally Swann, Charity Developer for MuchLoved said, "We are delighted Diabetes UK and a number of other organisations have decided to partner with us. The more that join, the more people that will benefit from using our memorial service and the more money that will be raised for charity."

If you would like to find out more about MuchLoved, please visit [www.muchloved.com](http://www.muchloved.com) or visit their partner's website at [www.muchlovedpartners.com](http://www.muchlovedpartners.com)

You can contact the trustees of MuchLoved at [trustees@muchloved.com](mailto:trustees@muchloved.com) or their Charity Developer Sally Swann at [sally.swann@muchloved.com](mailto:sally.swann@muchloved.com)

Diabetes UK is the charity that cares about people with diabetes. Diabetes is a serious condition that affects over 2.2 million people in the UK

For support and more information, call Diabetes UK Careline on 0845 120 2960  
[www.muchloved.com](http://www.muchloved.com)