MukAway × St Rocco's HOSPICE

CASE STUDY

CSR · WARRINGTON

Out of a plane, up Snowdon and **£10,000 for St Rocco's.**

In the first year of a three-year partnership, Warrington construction tech business MukAway has raised more than £10,000 for the town's hospice, and put its people, its values and its name in front of the region while doing it.



Young fundraisers fly the St Rocco's flag. Image: MukAway

£10,000+
raised for the hospice in year one

£60,000
pledged over the three-year partnership

4
big challenges: sky, mountain, water and road

Top 10%
of St Rocco's corporate donors

THE CHARITY
St Rocco's Hospice, Warrington

CSR LEAD
Gemma Linaker, CSR Director

THE PLEDGE
£60,000 and three major events a year

THE TERM
Three years from January 2026

01 The **partnership**

St Rocco's Hospice cares for people with life-limiting illnesses, and their families, across Warrington. It costs £5.2 million a year to run, and most of that has to be raised.

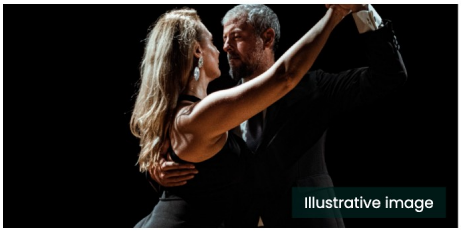
MukAway signed up as a partner in October 2025, only months after it started trading. It was one of the first commitments CEO Fraser Linaker made when he set the business up. He is from the town, and he has seen what the hospice does for families at first hand.

The deal was written down, not waved about: raise and donate at least £60,000 over three years, take on at least three major fundraising events every year and give directly on top. That put a business still in its first year among the top 10% of the hospice's corporate donors.

CSR Director Gemma Linaker leads the work, working hand in hand with the hospice's corporate partnerships team.

02 A year of **challenges**

The pledge said at least three major events a year. In year one the team jumped, climbed, paddled and ran, and turned out for the hospice's biggest night of the year as well.



DECEMBER 2025

Strictly St Rocco's

Fraser and Gemma Linaker backed the hospice's 40th anniversary dance night at Haydock Park. The evening raised £74,931 for St Rocco's, and MukAway will be back this December.



APRIL 2026

The skydive

The first challenge of the year was the CEO's. Fraser Linaker jumped from 10,000ft at Skydive Tilstock, made the Warrington Guardian, and set the tone for everything that followed.



JUNE 2026

The Snowdon walk

The Carry Me Crew, ten-year-olds from St Peter's School, beat strong winds and freezing cold to summit Snowdon, backed by MukAway, raising £1,335.



JULY 2026

The Dragon Boat Race

Team "We Don't MukAboat" finished fifth overall and first mixed crew at Warrington Rowing Club, raising £4,745 against a £1,000 target.



COMMUNITY

Beyond the platform

Gemma Linaker's ice lolly sale at St Peter's Catholic Primary School went through the roof, with every penny going to the hospice.



SEPTEMBER 2026

Warrington Half Marathon

Ryan Higgins, Laura, Gemma Linaker and Kathryn ran 13.1 miles on a warm day at the Warrington Festival Half Marathon.

03 The half marathon **in numbers**

Target: £600 171% of target

£600 target

£1,025 raised from 48 donors

1:51	2:01	2:07	2:07
Ryan Higgins	Laura	Gemma Linaker	Kathryn

In simple terms: the run beat its target by £425 and took the year's total to £9,861. Further giving has since taken Team MukAway past £10,000.



04 Why it **matters**

Social value is no longer a nice extra in construction. Housebuilders, main contractors and public clients score it in tenders, and they want evidence rather than promises.

MukAway can show it: a named charity, a written pledge, money banked and people who turned up in trainers, harnesses and life jackets. That is a record a procurement team can check.

And it stays local.

MukAway is based at Chadwick House in Birchwood. Its founder grew up in the town. Money raised in Warrington is spent caring for Warrington families.

05 The publicity it **earned**

Every challenge became a story, and every story went out under the MukAway name. For a young business selling to housebuilders and contractors, that is reach and reputation it would otherwise have had to pay for.

£3,800

what the same LinkedIn reach and engagement would have cost in paid ads, before any press coverage

PRESS RELEASES

Partnership launch (Oct 2025), Strictly St Rocco's (Dec 2025), ice lolly sale (June 2026), Dragon Boat Race (July 2026) and half marathon (Sept 2026)

LINKEDIN

12 charity posts: 13,600+ impressions, 1,250 video views, 400+ reactions, 84 comments and 26 reposts

ADVERTISING

"Proud to support St Rocco's" carried on MukAway's own ads

REGIONAL PRESS

Warrington Guardian: "Warrington CEO completes 10,000ft skydive for St Rocco's"

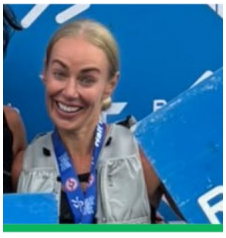
Among the page's strongest posts of the year: the Dragon Boat Race result reached 3,308 people and the half marathon result 2,742. Value based on UK LinkedIn ad benchmarks: £18–£35 per 1,000 impressions and cost-per-click rates for each engagement.

06 In their **words**



"St Rocco's was one of the first commitments I made when I set MukAway up. I'm from Warrington and I've seen first-hand what the hospice does for families. **We've passed £10,000 in year one, and the team did it by putting their bodies on the line.** Year two, we go again."

Fraser Linaker
CEO, MA EnviroTech Group



"Every event, every sale, every donation brings us closer to our £60,000 target for St Rocco's and reminds us why we committed to this partnership in the first place. **St Rocco's does extraordinary work for families in Warrington at the hardest moments of their lives.** If MukAway can play even a small part in supporting that, we will."

Gemma Linaker
CSR Director, MukAway

THE MONEY, EVENT BY EVENT

£4,745
Dragon Boat Race, against a £1,000 target

£1,335
The Carry Me Crew's Snowdon climb

£1,025
Warrington Half Marathon, 171% of target

£10,000+
year-one total, with the skydive, school sales and donations

07 Year two **starts now**

The pledge is £60,000 over three years. Year one has banked more than £10,000 and two years remain to deliver the rest. First up: **Strictly St Rocco's 2026 this December**, and MukAway will be in the room.

The partnership is not a footnote. On MukA-Talk, the podcast with more than 300 hours of listens across the industry, the team has called St Rocco's **one of MukAway's biggest signings**, alongside the housebuilders and contractors on the platform.

A business that has sat in more than 180 boardrooms in its first year now wants some of those boardrooms in running gear.



Get **involved.**

01 · GIVE

Back Team MukAway

Every pound goes straight to St Rocco's and the families it cares for.

→ stroccoshospice.enthuse.com/pf/team-mukaway

02 · JOIN

Put a team in for 2027

Clients, contractors and supply chain partners: take on next year's challenges with us.

→ Talk to Gemma Linaker, CSR Director

03 · MATCH

See the matches near your sites

Surplus soil or a hole to fill? We'll demo the platform and show you live matches.

→ Book a demo at mukaway.com

ABOUT ST ROCCO'S HOSPICE

St Rocco's Hospice provides care and support to people with life-limiting illnesses and their families across Warrington. It has served the town for more than 40 years and costs £5.2 million a year to run, relying on donations and community fundraising to keep its doors open.

ABOUT MUKAWAY

MukAway is part of MA EnviroTech Group, based at Chadwick House, Birchwood, Warrington. Launched in October 2025, its platform matches developers and contractors who have surplus soil and aggregates with those who need them, with compliance records and ESG reporting built in. More than 130 companies and 1,300 sites now use it across the UK.