

Run 31 Miles in Memory in May

Your fundraising pack



Get ready to run 31 Miles in May

Thank you for choosing to run 31 miles this May in memory of your loved one. Your challenge will help Macmillan continue to do whatever it takes for people affected by cancer – and we couldn't be more grateful.

You've already taken the first step towards making a big difference and we want your challenge to be a huge success, so we have included a few ideas in this pack to help you feel prepared to start running.

The challenge

To challenge yourself and run 31 miles throughout the month of May.

Why?

In memory of your loved one, and to make an incredible difference to other people affected by cancer.

How to sign up

It's simple:

- Join the Run 31 Miles in May [Facebook group](#).
- [Complete your registration](#), you can also do this via the pinned post in the group.
- Your fundraising page will automatically be created.
- Receive your FREE Macmillan vest.

Kick off your fundraising

Registering to get your fundraising page is the easiest way to start collecting donations from your friends and family.

We're asking supporters to pledge a £150 fundraising target to help us continue to provide vital support to people affected by cancer.

Your FREE Macmillan vest

It's time to get prepared and look the part with your Macmillan vest! Once you've filled out your registration form and set up your fundraising page, look out for your vest in the post ahead of the challenge. We'll also send an in memory bib that you can pin to your vest to keep your loved one close.



You're going the extra mile for people affected by cancer

At Macmillan, we do whatever it takes to support people affected by cancer.

When you lose a loved one, you may wish to think of different ways to remember them. Taking on this challenge in their memory will make a huge difference by helping us continue to support people who have been affected by cancer.

Thank you for doing whatever it takes as well.

Share the below statistics with your supporters and let them know what their donation could do for other people affected by cancer.

£4

could pay for 10 copies of the new edition of **Preparing a Child for Loss**, a resource we've produced in partnership with Winston's Wish.

£10

could pay for 10 copies of our **Looking after Someone with Cancer** booklet, helping carers to look after themselves while supporting and looking after someone with cancer.

£19

could pay for a Macmillan Information and Support Assistant for 1 hour.

£34

could pay for a Macmillan nurse for 1 hour, helping people affected by cancer and their families receive essential medical, practical, and emotional support.

Karen's story

“

Diagnosis

I was diagnosed with endometrial cancer in January 2020 and I had a hysterectomy a month later, exactly a month before the first national covid lockdown.

I wasn't well after the surgery and I really struggled. My mum died three years earlier from the same cancer and I thought I would be next.

I also have two neurological conditions. One is Dystonia Syndrome...a movement disorder and I struggled mobility-wise. It took me a while to get back up on my feet as I would struggle to move sometimes anyway.

I was trying to deal with all of this alone as I don't have any family since my mum died. Making things even harder, I had four beloved pets who all died over the course of a few months as well. I couldn't take all the negativity anymore and I just broke down.

I was speaking with the social prescriber at my GP practice and Macmillan was mentioned. I was lost, isolated and alone. I was at the end of the road when I came to Macmillan.

Macmillan's Buddy Service

The Buddy service showed me that Macmillan has got time for me as a person. It made me feel like a person again and not like I am a hassle to others.

My Buddy was very encouraging and... helped me realise that there are reasons to smile. It is somewhere to offload, to talk, to share a laugh, to talk about cancer. To be a human being. You're also able to share things that you might not want to share with others. They listen, they talk, it's conversation. It's made a real difference.

It made me feel like a somebody and not a nobody.

My cancer treatment is finished and although I have some other health problems, I am in a cancer rehab programme which is all about health and wellbeing. I feel now that there is a lot of living to do, and I'm going to do it.



”

Your fundraising guide



There's no better time than now to get fundraising, so here are some of our top tips on how to get your fundraising over the start line

Back yourself

One of the best ways to show your friends and family that you are serious about your challenge is backing yourself first! Take the first step and donate £10 to your page. If you can make your first donation, others might be inspired to give as generously.

Share your story

Update your fundraising page, post on social media, and tell people who you are running for and why the money you're raising is vital in providing financial, emotional and medical support when people need it most.

Update your socials

Facebook, Instagram, LinkedIn, Twitter... you name it. Read our [top 5 tips for fundraising on social media](#).

Look the part

Go green - make the most of your Macmillan vest while completing your miles. Make sure to capture some photos to share on social media, to let people know you're taking on a challenge for Macmillan Cancer Support in memory of a loved one.

Show your progress

You're taking on an incredible challenge and people should know about it! Each time you complete a mile take a photo or video to share on social media. If you use Strava or another fitness tracker, take a screenshot of your progress to share your achievement.

Host a quiz or a bake sale

Boost your fundraising by hosting a quiz night or bake sale with your friends and family to raise extra funds.

Make it work

Talk to your HR department and find out if your employer offers a matched funding scheme. If they don't, ask them if they can set one up or make a one-off donation.

Social media templates to help you spread the word

Wondering what to say on your fundraising page? We've put together some examples on what to say when sharing your page on social media. Feel free to use these templates and put your own personal touch on things if you wish

Before your challenge

Example 1

I'm just [1/2/3] weeks away from starting my Run 31 Miles in May challenge for Macmillan Cancer Support in memory of [insert who you are running for]! Please help me kickstart my fundraising by supporting me.

Thank you ❤️

Example 2

Support me as I take part in the Run 31 Miles in May challenge for Macmillan. I'll be running 31 miles in 31 days in memory of [insert who you are running for] to support people affected by cancer. Please help me make a big difference by donating to my fundraiser.

Thank you ❤️

During your challenge

Example 1

Today is the day that I officially begin my month-long running challenge for Macmillan Cancer Support in memory of [insert who you are running for]. I'm so excited to get running and share the journey with you! Please help me get off to the best start by donating to my fundraising page and make a huge difference to people living with cancer.

Thank you ❤️

Example 2

I'm officially halfway through my Run 31 miles in May challenge for Macmillan Cancer Support! Why not donate the price of your takeout coffee to my fundraiser? £4 could fund 10 copies of 'The Cancer Guide'. This Macmillan booklet can help someone recently diagnosed with cancer and their families, understand more about cancer, its treatment, and the help available.

Thank you ❤️

After your challenge

Example 1

A huge thank you for supporting me during my Run 31 Miles in May challenge for Macmillan Cancer Support in memory of [insert who you are running for]. There's still time to help me reach my target! £34 could pay for a Macmillan Nurse for 1 hour, helping people living with cancer and their families receive essential medical, practical and emotional support.

My fundraising page is:

Thank you ❤️

Sponsorship form

My name _____ My address _____

My event _____

I'm fundraising with _____

Make every £1 worth 25p more. Gift Aid boosts donations and you won't miss out on sponsors who don't use online donations like JustGiving. After the event, send us this completed sponsorship form to:

Supporter Donations, Macmillan Cancer Support, PO Box 791, York House, YORK, YO1 0NJ

Title	Forename	Surname	First line of address (Please don't give your work address as it'll stop Macmillan claiming Gift Aid)	Postcode	Date paid	Your donation	Gift Aid (please tick)
Mrs	Jane	Smith	321A	CR1 3FG	26.04.22	£10.00	☒

Good news! If you pay tax in the UK, you can Gift Aid your donation. Just make sure you ask each sponsor to fill in their name, address and donation amount in their own writing – otherwise, we can't claim Gift Aid. *All fields are mandatory.



Registered with
**FUNDRAISING
REGULATOR**

MACP22364

Do you pay tax? If so, by simply completing this form you can boost the value of your gift by 25p for every £1 without costing you a penny. If I have ticked the box headed 'Gift Aid' on this form, that means I am a UK resident and a taxpayer. I have read this statement and want Macmillan Cancer Support to reclaim tax on the donation detailed below, given on the date shown. I understand that if I pay less Income Tax / or Capital Gains tax in the current tax year than the amount of Gift Aid claimed on all of my donations it is my responsibility to pay any difference. I understand the charity will reclaim 25p of tax on every £1 that I have given.

MACMILLAN
CANCER SUPPORT

Run 31 Miles in May

My Daily Tracker May 2024

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
		1	2	3	4	5
6	7	8 Week 1 complete 	9	10	11	12
13	14	15 Week 2 complete 	16	17	18	19
20	21	22 Week 3 complete 	23	24	25	26
27	28	29	30	31 Challenge complete 		

- ☐ I have ordered my free Macmillan vest
- ☐ I have set up my Facebook fundraiser or Macmillan page.

Macmillan Cancer Support, registered charity in England and Wales (261017), Scotland (SCO39907) and the Isle of Man (604). Also operating in Northern Ireland. Please recycle.



MACMILLAN
CANCER SUPPORT

I'm running for...



Name

**completed 31 miles
in memory of**

Name of the person you were running for

and raised

Fundraising total

for Macmillan Cancer Support

The donations you've raised mean that we can continue to be there when we're needed most and do whatever it takes for people living with cancer.

**MACMILLAN
CANCER SUPPORT**

A Registered Charity

 Registered with
FUNDRAISING
REGULATOR

Add your own challenge photo here

Name

**completed 31 miles
in memory of**

Name of the person you were running for

and raised

Fundraising total

for Macmillan Cancer Support

The donations you've raised mean that we can continue to be there when we're needed most and do whatever it takes for people living with cancer.

**MACMILLAN
CANCER SUPPORT**

A Registered Charity

 Registered with
**FUNDRAISING
REGULATOR**

Key FAQ's

How to take part

How do I sign up?

To take part in the challenge, join the Facebook group to meet other people taking on the challenge in memory of a loved one. Fill in the form linked in the group and complete your registration by setting up your fundraising page and ordering your vest. We'll then send it to you so that you're ready to go on 1 May!

[Facebook group](#)
[Registration form](#)

Can I complete the miles at my own pace during the month of the challenge?

The challenge is to run 31 miles during the month of May. You can complete your miles at a time that suits you. This could even be in the morning, at night, in your local park or at the gym!

Can I start the challenge late or early? What if I miss a day?

We will be encouraging everyone to start their challenge on 1 May and continue for 31 days. However, if you are joining the challenge later or you have missed a few days, you can continue into June.

How can I keep track of the number of miles I am doing throughout the month?

You can find a daily tracker in this pack which you can print off and mark each day that you complete your miles.

Do I need to provide evidence to the charity that I have done the challenge?

No, however we do love to see your photos so make sure to share them on our Facebook group using #Run31Crew or tagging us @MacmillanCancer.

What level of fitness do I need to have?

A reasonable level of fitness is required to complete this challenge, but it should be accessible to most. That said, each participant should go at their own pace that's comfortable for them and seek the advice of their GP if they have any concerns.

How can I get friends and family involved?

Your friends and family will love to see your progress throughout the challenge and will look forward to seeing how well you're doing. Keep them updated with Facebook posts and pictures showing how far you have come. You can also ask them to take part themselves by sharing the registration link on the previous page.

We're here if you need support.

Bereavement looks different for everyone, but Macmillan is here if you need support during this challenge. Find our support online:

<https://www.macmillan.org.uk/cancer-information-and-support/supporting-someone/coping-with-bereavement>

Key FAQ's (continued)

Your Macmillan vest

How long will my free Macmillan vest take to arrive?

You should expect your vest to arrive around 2 weeks after you have completed the [registration form](#).

What do I do if my Macmillan vest doesn't arrive after two weeks?

Contact fundraising@macmillan.org.uk and the support team will investigate this for you and order a new one if needed.

How to fundraise

Why have I been sent a second fundraiser? (Macmillan branded)

After your Facebook fundraiser is created, we automatically create a Macmillan Cancer Support branded fundraiser for you as well. Your Macmillan Cancer Support fundraiser is set up so that you can collect donations from friends and family who don't use Facebook.

This Macmillan fundraiser displays your total amount raised across both of your fundraising pages. Please note, your Facebook fundraiser will only show donations made via Facebook donate.

You can also use your Macmillan fundraiser to track your miles in May. Simply log in via Facebook here and open up the Activity tab:

[Run 31 Miles in May \(socialsync.app\)](#)

How much of the donations go directly to Macmillan?

For donations made in Great British Pounds (GBP), the payment processing fee on Facebook is 1.4% + 20p. The rest of your donation goes straight to Macmillan. When you donate, Facebook asks if you'd like to cover these fees. If you choose to do so, 100% of your donation will go to Macmillan.

I don't have Facebook, can I still take part?

This challenge is designed for people to participate through Facebook so you will need to set up a Facebook account to sign up.

How can I delete my Facebook Fundraiser?

If you wish to delete your fundraiser or hide it from your personal timeline on Facebook, this can be done in your personal settings. For help or technical support please contact Facebook directly. As with all Facebook posts, a 'Donate' button in status / live content can be deleted.

Can we fundraise as a group?

Yes, but each group member will need to register and set up their own fundraising page to be able to get a vest and in memory bib for this challenge.

Is there a minimum fundraising target?

There is no minimum fundraising amount but we are asking everyone taking part in the running challenge to aim for £155 to fund our vital services for people living with cancer.



**Good luck, and
thank you for
going the above and
beyond for people
affected by cancer**