

# Sands #challenge 15

15 miles, you decide how to take part



**Do something amazing this year**

You choose how to take part – take on 15 miles and support Sands to make a difference.



# Take on #challenge15

Walk, jog, run, swim or cycle 15 miles to help save a baby's life.



15 babies die before, during or shortly after birth every day in the UK. We need your help to save families from this tragedy.

Whether you are a cyclist or runner, jogger or a plodder, you can help us provide the support and services needed for anyone affected by the death of a baby.

#### But to do that, we really need your help.

The type of challenge you choose can be as unique as you are – serious or fun, high profile or low key, it's up to you.

#challenge15 allows you the freedom to take part in your own style and we look forward to seeing a wide variety of different events taking place all over the country.

Sands is asking everyone to get involved to commit to raising £150 – so if you ask 10 people to sponsor you just £1 a mile you've already reached your target.

The money you raise will help Sands to continue to meet the need for our bereavement support services, improve bereavement care throughout the UK, and fund and promote research that could save babies' lives.

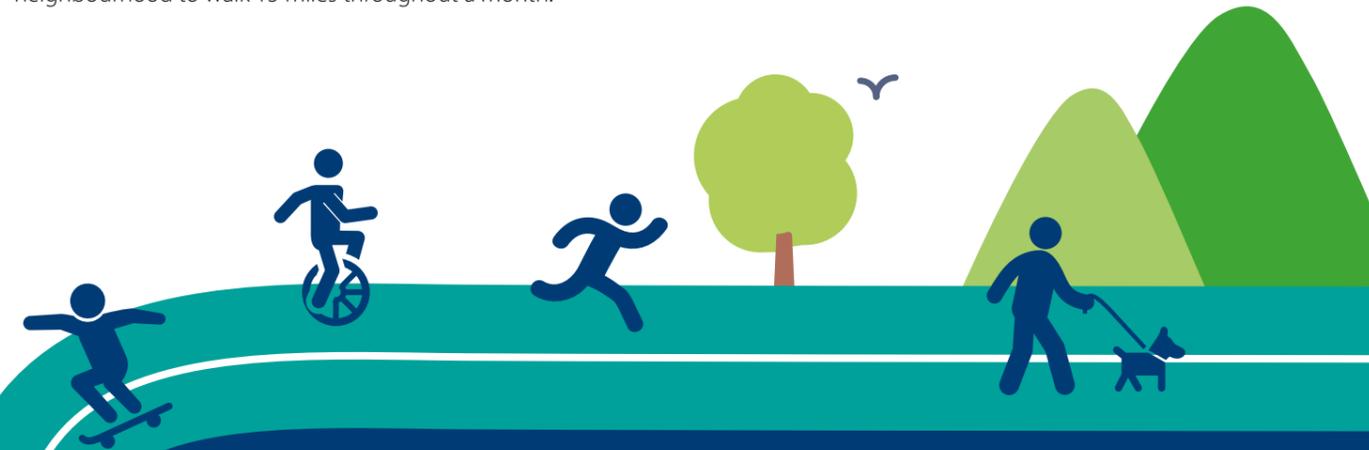
Together we can make a difference.



## Planning your #challenge15

- ▶ If you're running, why not use the **Good Run Guide**, **Running Routes** or **MapMyRun** to find the best route for you.
- ▶ If you'd rather do 5 x 5ks throughout the month, why not get in touch with your local **Park Run** for free routes. Or clock up the miles on the treadmill by using **Virtual Runner**. We even have a brand new club set up on **Strava** where you can log all your training and interact with your fellow Sands runners! Simply download the free app and search for **Team Sands Runners** and join other amazing people like you.
- ▶ If you're walking, check out **WalkIt** or **RouteYou** – or just make the most of your local neighbourhood to walk 15 miles throughout a month.

[www.strava.com/clubs/teamsands](http://www.strava.com/clubs/teamsands)



## You decide how

Whether you prefer to #challenge15 by dancing, crawling, skipping or swimming across 15 miles – you decide on your way.

- ▶ Turn your last mile into an organised **sponsored walk** around your local park – something all the family can take part in, young and old. You could even include a party at the end with finger food and a raffle.
- ▶ **Mix up your miles.** However you choose to split your lengths, mix it with different people, different locations, different footwear or methods. Be as creative as you want.
- ▶ Turn it into a **triathlon:** 5 mile run, 5 mile cycle, 5 mile swim.
- ▶ Did somebody say Walkies? Don't leave out your four legged friend and remember to **strut your mutt.**
- ▶ **Walk** between two places that have special meaning to you.
- ▶ **Hike in heels** – challenge your local football or rugby club to walk a mile with you in high heels.
- ▶ Hold a **treadmill challenge** in your local gym.
- ▶ Don't forget, you don't have to just stick to trainers and hiking boots, how about a **wellie walk**, a **sandal stroll**, **striding in stilts** or **sauntering in slippers?**





## Why we're taking part

James Trenchard



### What will you be doing to take part in #challenge15?

I'm going to attempt to cycle 15 miles every day for 15 days.

### Why are you taking part in #challenge15?

I believe that Sands do such great work in the research that they do as well as supporting those who've lost a child during or shortly after birth.

### What would you say to anyone considering taking part in #challenge15?

I think if you're considering doing it you should stop considering it and just do it because the money that you raise will fund and promote work that could help reduce the number of babies dying.

Maria Gormley

### What will you be doing to take part in #challenge15?

I am going to be walking my dog 1 mile a day for 15 days in January, it will be a great way to raise money and awareness for Sands.

### Why are you taking part in #challenge15?

It's great to have a challenge to focus on after the Christmas break, it will help to get myself and Brad (the dog) a little fitter after all the Christmas treats. We will be taking part in #challenge15 in memory of my daughter Laura, who was sadly stillborn, Laura would have been celebrating her 30th birthday in 2018.

### What would you say to anyone considering taking part in #challenge15?

Go for it, you can set your own challenge and make it as fun or challenging as you wish, it's a great way to support Sands, you can get friends involved too and come up with inspiring ways to get involved. #challenge15 can be tailored to you, so from the toughest of challenges to the not so tough challenges, it really is for anyone. Anything you want to do is possible.



## Simple steps to fundraise

### Step 1 – set up an online donation page!

This is a great way to raise funds and awareness – and even better when shared on your social media! Visit [www.justgiving.com/campaigns/charity/sands/challenge15](http://www.justgiving.com/campaigns/charity/sands/challenge15) and become part of **#TeamSands**

### Step 2 – share, share, share!

Tell everyone about your **#challenge15** event via social, and don't forget your local news, community and workplace newsletters. Contact Sands' Press Office, e: [media@sands.org.uk](mailto:media@sands.org.uk) if you'd like further support.

### Step 3 – ask your employer to match what you raise

Many organisations offer match funding – make sure to ask your employer if your company offers this to help top up your donations. Contact Sands' Corporate Partnerships team e: [corporate.partnerships@sands.org.uk](mailto:corporate.partnerships@sands.org.uk) for further advice.

“ Having a memory box for our little girl meant that in the hardest time ever, someone was there helping us. And they are always there for you. There were guidance booklets, that helped us realise although everyone's story is unique and we grieve in different ways, we were not alone. ”

**Bereaved Mum, Facebook**



# Where does your money go?

Here are just some of the ways your fundraising will help:

£15

could provide a **Family Support Pack** for bereaved parents in need of information and advice. This could also provide a midwife with the leaflets and resources needed to provide support to bereaved parents.

£150

could provide Sands **memory boxes** to hospitals in need to give to 7 bereaved parents. These memory boxes help parents to create memories and collect keepsakes in a very special way.

£1500

could help fund the costs of a **medical research project** to identify babies most at risk of stillbirth and neonatal death and to develop new treatments and better care to reduce the loss of babies' lives.

# Sign up today

Visit [www.sands.org.uk/challenge15](http://www.sands.org.uk/challenge15) and register to be part of #TeamSands via [www.justgiving.com/campaigns/charity/sands/challenge15](http://www.justgiving.com/campaigns/charity/sands/challenge15)

In return for signing up to **#challenge15** and joining #TeamSands you will receive:

- ▶ Sands fundraising pack
- ▶ Free Sands t-shirt/running vest (or both!)
- ▶ Social media profile pics
- ▶ Pre-event support from our lovely Challenge Events Team
- ▶ Friday shout-out on Facebook
- ▶ Sands cheer sticks and collection tins (should you need them)
- ▶ Be featured in our #challenge15 Photo Album
- ▶ Retweets of your online donation page
- ▶ Sands Superstar Thank You

Once you've registered your **#challenge15** event we'll send you a personalised fundraising pack to welcome you to the team and help kick-start your fundraising.

With **#challenge15** information, posters, sponsorship forms, balloons, t-shirts and a money return form – you'll have everything you need to help make your event a cracking success!

If you do have any questions, contact Maddie or Vicky at e: [teamsands@sands.org.uk](mailto:teamsands@sands.org.uk) or t: **020 3897 6092**.

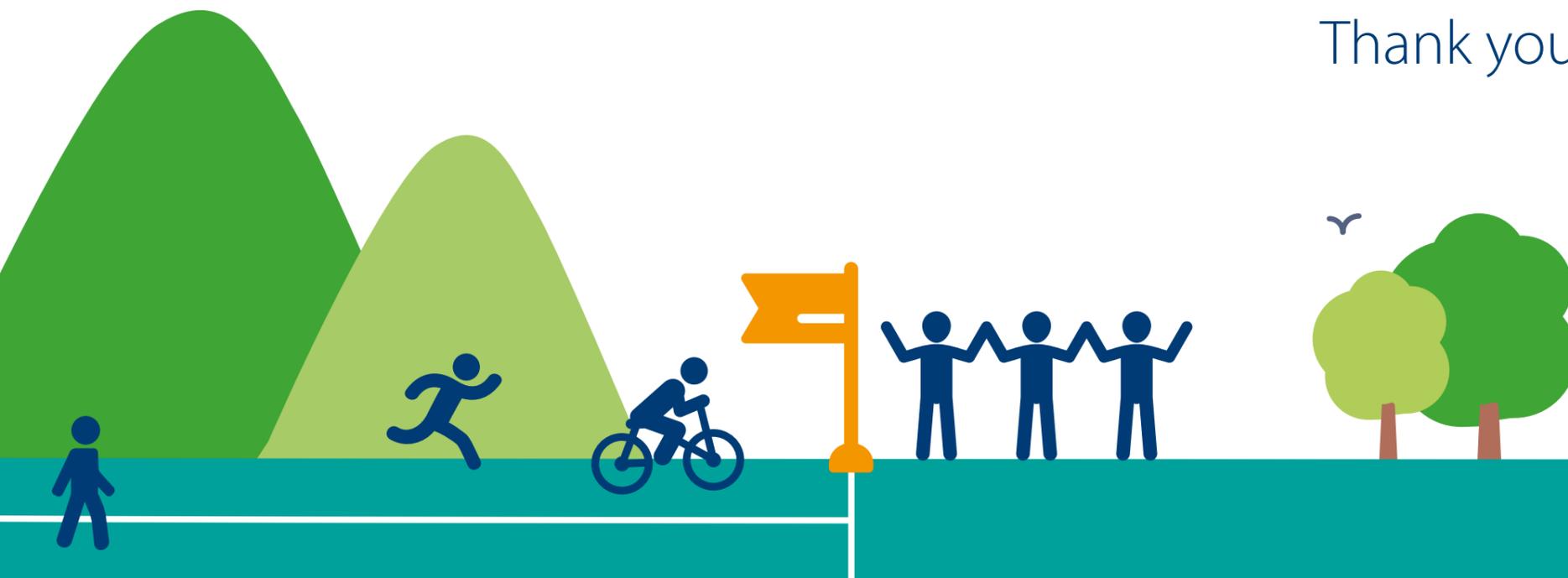
## Thank you

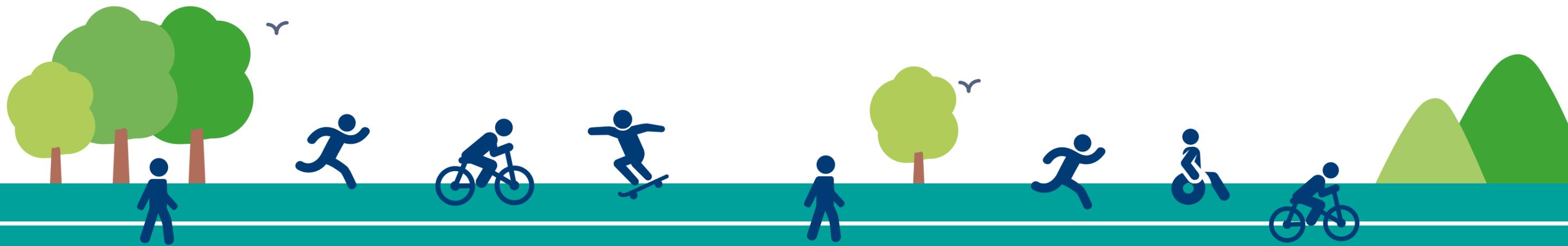
Your #challenge15 event would enable us to provide more support, improve bereavement care and fund research to save more babies' lives.

**Fundraisers like you are vital. Thank you so much for your tremendous support.**

[www.sands.org.uk/challenge15](http://www.sands.org.uk/challenge15)

f [sandscharity](#) t [@sandsuk](#) i [@sandscharity](#)





t **020 3897 6092**  
e **teamsands@sands.org.uk**  
w **www.sands.org.uk**  
f **sandscharity**  
t **@sandsuk**  
i **@sandscharity**

© Sands 2018. Registered as a charity in England and Wales (299679) and Scotland (SC042789). Company limited by guarantee number 2212082.

