

women's aid  
until women & children are safe

Start running for Women's Aid

WE PERSISTED



**The story of the fight to end domestic abuse is a story of persistence. It's a story of inspirational women resolving to build a world where we can all live free from fear.**

Since 1974, Women's Aid has created a national network supporting women and children escaping violence. Rooted in the women's movement, we're run by women, for women.

Over the years, we've achieved a huge amount: campaigning for better protection for survivors, and raising awareness of the sexism that allows domestic abuse to be minimised, ignored, and misunderstood.

**We have persisted in supporting women. But we can only do that thanks to you.**

Women's Aid is made up of 200 specialist organisations. That means when you fundraise for us, you are part of a powerful force for change. You're supporting services throughout England — and every one of our services has the needs of domestic abuse survivors at its heart.

**You help us persist by:**

- **empowering women to live independent lives free from violence**
- **challenging the causes of domestic abuse, and lobbying to improve women's services**
- **meeting the needs of women and children when they are at their most vulnerable**

Thanks to fundraisers like you, last year we helped thousands of women escape abuse and build independent lives free from fear.

Without Women's Aid supporters helping us to reach out to these women, many of them faced a stark choice of homelessness, or returning to their abuser. Many also risked losing their children.

**FOR OVER 40 YEA**

#### **DOMESTIC ABUSE IN THE UK TODAY**

- **On average two women are killed by their partner or ex-partner every week in England and Wales**
- **One in seven children and young people have lived with domestic abuse in their childhood**
- **On average the police receive a call relating to domestic abuse every 30 seconds**

**You helped Emma\* realise she wasn't alone**

Emma was abused by her husband for years. She repeatedly tried to escape, but was turned away from refuge. On one occasion she arrived for help with a fractured cheekbone, only to be told her case wasn't 'high risk' enough to get a refuge space.

Frightened and with nowhere else to turn, Emma





# RS, we've persisted

called us. Our specialist caseworkers found her and her children a place of safety.

*“Without the support of the Women’s Aid caseworker I would still be suffering in that place. She just listened to me. She didn’t judge me or jump to conclusions. I’m forever grateful to her.”*

## BECAUSE YOU PERSIST IN CHAMPIONING WOMEN, SO CAN WE

- £20** could help provide life-saving advice to women fleeing abuse
- £45** could help make sure women get the ongoing support they need to rebuild their lives
- £75** could help us to support more women like Emma to escape the torture of domestic abuse



**When you put on your running shoes for Women's Aid, you're joining a nationwide movement of runners dedicated to ending violence against women.**

## Here for you, every step of the way

Whether you're taking on the London Marathon, your local 10K race, or the Great North Run, we want you to feel supported from that first training run. We'll be by your side from the moment you sign up, to the moment you cross the finish line.

If you have any questions, need some advice, or want to talk about your fundraising, just give us a call on **0117 983 7132** or email on **[fundraising@womensaid.org.uk](mailto:fundraising@womensaid.org.uk)** We'd love to hear from you and help where we can.

## 'Running the Great North Run helped me feel close to Alice'

Sue's daughter, Alice, was only 24 when she was murdered by her ex-boyfriend. Struggling to come to terms with her daughter's death, Sue decided to run a half marathon to raise money for Women's Aid.

**'Alice was beautiful, kind, generous and clever. Women's Aid was a charity close to her heart. Their mission is inspirational - the more people know about them, the greater their impact.'**

## BY YOUR SIDE

- We offer you dedicated support from a member of our fundraising team — we'll be on hand to offer advice, fundraising tips and a bit of cheerleading encouragement
- Claim your free Women's Aid running vest — designed with your running comfort in mind
- We offer training plan that will help you get race-ready while avoiding any injuries
- On the day support — our team will be there cheering you on (although we can't promise pom-poms!)

Sue



**You want your run to raise as much money as you can to support women to live independent lives free from fear and violence.**

And we're here to help you. Our top tips will help you maximise your fundraising — and inspire others to give right along with you.

### **1. Shout about Women's Aid**

Show people why you care about supporting women escape domestic abuse, and they'll be inspired to support you. We can help you with resources to bring your fundraising to life.

### **2. Set a target**

Having a fundraising target can help keep you focused — and it's a good way to encourage more people to donate. Of course, if you smash your fundraising total early on, you can always increase it!

### **3. Create an online giving hub**

Everyday Hero is a free platform that allows your friends to donate securely, and provides you with an online fundraising hub where people can help you reach your target. Find out more on [www.everydayhero.com](http://www.everydayhero.com)

### **4. Gift Aid it**

When you use Gift Aid, Women's Aid receives an extra 25p for every £1 you raise — at no extra cost to you or your donors.

### **5. Talk to the boss**

Employers like to see their staff getting involved in charity, and might even offer corporate support themselves — from matched giving, sponsorship, or letting you display fundraising materials in the office.

### **6. Go social**

Social media is a great way to tell the world about your fundraising and inspire support — as well as a handy tool for organising events.



**WE'LL PERSIST  
with you**



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until women & children are safe





Thank you for deciding to run for Women's Aid. Your incredible and inspiring support will help us persist with our work to end domestic abuse, and create a world where everyone lives in safety.

# YOU PERSISTED

If you want to top-up your fundraising, or if you need to reach a minimum fundraising target in order to take part in your running challenge, these fun fundraising ideas can help you tot up your total.

## Make the perfect cake

**A cake sale is a tasty way to raise money**

Whether you get everyone in your workplace to bring in a cake and a donation, choose to set up a stall on your street, or organise your own Bake-Off with friends, sharing sweet treats is a yummy way to fundraise.

## Persistent purple

**Get your college, workplace, or community to dress up in suffragette purple for the day**

The colour of the suffragettes and the colour of Domestic Violence Awareness too. Raid your wardrobe for some purple outfits and accessories, and get everyone who joins in to bring a donation.

## Play to win

**A games night with friends is a fun and competitive - way to fundraise**

Whether you fancy a spot of Snakes and Ladders, want to challenge your friends to Monopoly, or see yourself as having a good poker face, invite your friends to play and donate for Women's Aid.

## Your biggest challenge yet

**Will you jump out of a plane for Women's Aid?**

Or do a sponsored bungee jump... or climb a mountain... whatever daring, crazy, awe-inspiring, breathtaking challenge you want to take on for Women's Aid, persist in your ambition!

**A WORLD WHERE WE CAN ALL LIVE  
IN SAFETY AND FREE FROM VIOLENCE  
TAKES PERSISTENCE**

If you want more fundraising inspiration then take a look at our website:

**[www.womensaid.org.uk/fundraise](http://www.womensaid.org.uk/fundraise)**

You can also talk to our team on:

**0117 983 7132**

- we'll be with you every step of the way.

**If you're ready to start running, we can help you. Your free training plan is available to download on our website, [womensaid.org.uk/trainingplan](https://www.womensaid.org.uk/trainingplan)**

And we've put together some handy ideas to help get you ready for race day while avoiding injury and keeping up your enthusiasm.

## **Ten tips to avoid injury**

### **1. Ease in gently**

Aim to run on non-consecutive days of the week to begin with. Run at a pace that gets you a little breathless and warm, and start off by mixing up bouts of walking and running.

### **2. Up the pace**

Don't worry about intensity. Just start to increase the time and frequency you run. The general rule is to increase your weekly mileage by no more than 10% a week.

### **3. Take a break**

Make sure you stick to your rest days. Rest days are actually when your muscles build up — it's when your body adapts to training, and becomes fitter and stronger.

### **4. Run well**

Maintain good posture and stay relaxed and fluid. Keep your rhythm fast and light, and use your elbows and knees to drive you forward.

### **5. Get on your bike**

Bring in cross training such as cycling, rowing or gym training — especially if you're new to running. You could replace a long run with a bike ride, a

recovery run with a gentle swim or a hill session on the step machine.

### **6. Stay strong!**

Every runner needs to include strength training in their programme, class based activities like Pilates, circuit training and Body Pump fit the bill.

### **7. Warm up...and cool down**

Start your run with an easy jog or brisk walk to get your muscles and joints warmed up. Stretch after your run — holding each stretch for 20-30 seconds until it feels mildly uncomfortable. Don't forget to breathe!

### **8. Go off-road**

Add variety to your training terrains. Try running on a playing field, gravel path, treadmill or athletics track.

### **9. Meet your sole-mate**

You need the right kit and that starts with shoes. Go to a specialist store where the staff can advise you on your perfect fit.

### **10. Listen to your body**

Learn to distinguish between muscle soreness and pain. If the pain changes your running style, lingers for more than a day or two, or goes away between runs but comes back every time you run you need to take a couple of days off. If there is no improvement consult your doctor or a sports-injuries specialist such as a physiotherapist or osteopath.





# KEEP ON PERSISTING

## You are what you eat

A good and healthy diet is important all the time, especially when you're running. Eat a balanced and nutritious diet that includes carbs, protein, fats, vitamins and minerals.

## And don't forget — keep hydrated!

### Kitted out

You don't need to spend lots of money on a running outfit, but some things are indispensable

- **The right shoes**

Go to a specialist shop and the assistant will help you find your perfect fit

- **The right socks**

Socks with Climacool fabric will keep your feet cool and prevent blistering

- **The right shorts**

Again, Climacool or other wicking fabric can help keep you cool as you run

- **The right bra**

Okay, so you guys don't need to worry about this one, but for women a good sports bra is a must.

### Before training:

Carbohydrate rich foods and snacks will ensure your body has adequate fuel to train. Aim to eat 1.5 grams of protein for every kilogram of your body weight each day. As you get closer to race day, increase your carb intake with foods such as rice, pasta, bread and bananas.

### After training:

Aim to eat a proper meal within two hours of your training — and try to keep a balance of carbs and protein.

### Talk to your doctor

If you are making a big lifestyle change, or just have any concerns or questions about nutrition, your doctor can help.

## How do you stay motivated when you've got a distant finish line to cross? We can help...

### Who are you running for?

You probably already know quite a bit about Women's Aid. But learning more about the need to tackle domestic abuse, and the women you're helping, can spur you on.

### The finish line is in sight

Think about how you'll feel when you burst through that finish line, having raised money to empower women to live independent lives free from domestic abuse. Euphoric, we reckon.

WHEN THE GOING GETS

### Getting stronger

Training is tough, but remember how much stronger you are getting with every step. Running is a great way to deal with stress, and get fitter.

### In the routine

If you're struggling to fit training in, try setting your alarm earlier and heading out in the morning. Or swap your commute home for a run, or take a running lunch break. You'll quickly find your rhythm.

### Together we're stronger

Most towns and cities have running clubs you can join. Running with other people can help with your motivation, as well as be a great place to make friends and share tips.

**'He shouted to me: incredible charity mate, they saved my mum!'**

Darren ran the London Marathon for his sister, who endured years of abuse that turned her from a fun-loving woman to a shell of her former self.

**'I was running past Big Ben when a man started cheering me as if he knew me. It turned out Women's Aid had helped his family, just as they helped mine.'**





# 9 TOUGH - PERSIST

## **Ready for race day**

On the day, Women's Aid will be right there with you — cheering you on and making sure you have all the support you need.

## **Be prepared**

Make sure you leave yourself plenty of time to get to the start line, and pack your kit bag the night before.

## **Check the weather forecast**

If it's hot and sunny, wear a cap to avoid sunstroke and sunburn, as well as applying sun cream. If it's cold, invest in a pair of Climacool gloves — cold hands can be distracting and have an effect on your body temperature.

## **Wear your vest with pride**

Make sure everyone can see you're running for Women's Aid by wearing your free vest. Add your name to your vest so people can cheer you on.

## **Stay warm**

It sounds odd, but wrap a bin bag around you at the start line to keep your muscles warm and dry. You can put it in the bin once you've started running.

## **Start slow**

Don't be tempted to sprint off at the start. A slower first half is proven to lead to a faster finish.

## **Stay hydrated**

If you trained with water, then just drink water on the day. Drink little and often, and take a snack in your bag for when you cross the finish line.

## Don't forget...

Once you've done your fundraising, you'll want to collect the money you've raised as quickly as possible and really see your hard work make a difference straight away.

There are a lot of ways you can send your money into Women's Aid, where it will be put straight to work supporting women to live independent lives free from violence and fear.

### On the website

You can pay any donations that you have raised directly through our website by going to:  
**[www.womensaid.org.uk/donate](http://www.womensaid.org.uk/donate)**

If you've used an Everyday Hero or Just Giving page then it's easy. You won't need to do anything — the money will be automatically paid to us.

### By post

Send your cheque or postal order to:  
**Women's Aid, PO BOX 3245,  
Bristol, BS2 2EH.**

Please include any sponsorship forms so that we are able to claim Gift Aid. Also please fill in the donation form so that we can thank you properly for your amazing achievement. You can find additional donation form and sponsorship forms on our website at:

**[www.womensaid.org.uk/forms](http://www.womensaid.org.uk/forms)**

### By phone

Give us a call on:  
**0117 983 7132**

# "NEVERTHELESS, SHE PERSISTED"

## There are other ways you can support us.

**You can send us a one-off gift** that will help us do even more to empower women to live independent lives free from violence.

**You can also set up a regular gift.** Your monthly or quarterly donations will help us continue our life-saving work for women and children around the country who are affected by domestic abuse.

To find out more about supporting Women's Aid,  
**visit: [www.womensaid.org.uk/donate](http://www.womensaid.org.uk/donate)**

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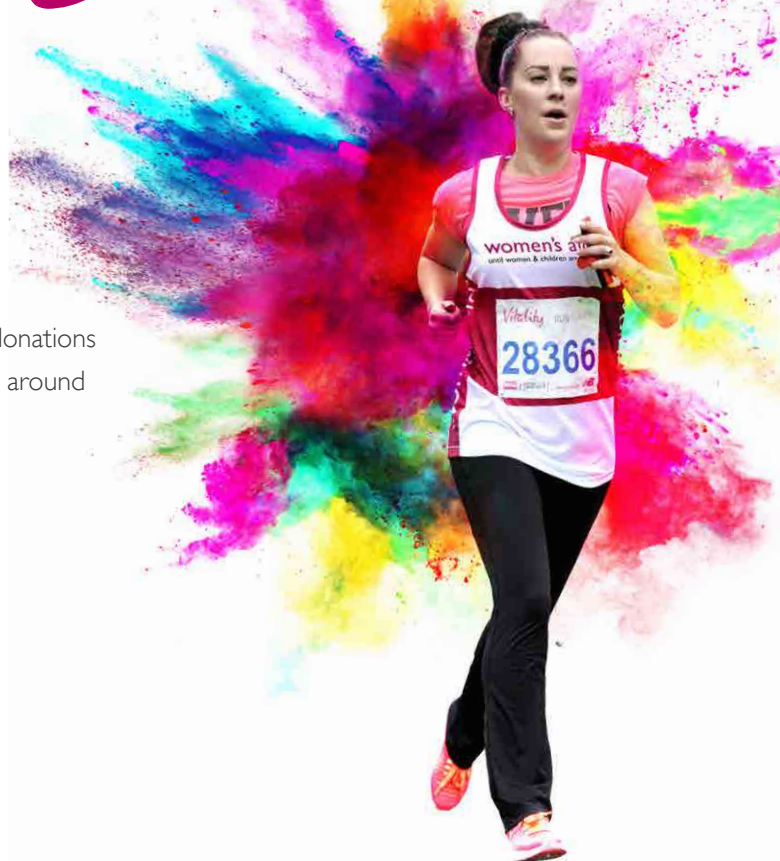
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