



Start **running** for
women's aid
until women & children are safe

Together we can **end** domestic abuse

Thank you for choosing to support Women's Aid. Every penny you raise, every mile you run, every event you host, helps us build a safer world for women and girls.

Right now, 1.7 million women are trapped in abusive relationships [1]. Alone and afraid, they desperately need help to escape. Our life-changing support can be the difference between staying or finding safety.

We want to be there for every woman who needs us. We want to end domestic abuse for good. And with your help we can make it happen.

Thanks to supporters like you, we help thousands of women every year to escape abuse and rebuild their lives.



[1] Office for National Statistics (ONS). (2020). Domestic abuse victim characteristics, England and Wales: year ending March 2020. Published online: ONS

You helped Emma* **find a refuge space**

Emma was abused by her husband for years. She repeatedly tried to escape but was turned away from refuges. 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 called us. Our specialist caseworkers worked tirelessly to find her and her children a place of safety.



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

Big or small, your donation will make a difference

£20

could help a woman using our Live Chat service to receive urgent, lifesaving support.

£90

could ensure a woman struggling to escape abuse is given ongoing support by one of our expert caseworkers to find safety.

£60

could help run our online community space for survivors for an hour.

£450

could help train professionals, from the police to the judiciary, to better understand and improve their response to domestic abuse.

£820

could keep our Live Chat running for half a day, helping hundreds of women get the support they need to escape abuse.

Here for you, every step of the way

When you put on your running shoes for **#TeamWomensAid**, you're joining a nationwide movement of runners dedicated to ending domestic abuse. 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.



If you have any questions, need some advice, or want to talk about your fundraising, get in touch with us at:

fundraising@womensaid.org.uk



We provide **dedicated support** and will be on hand to offer advice, fundraising tips and encouragement.



We'll kit you out in a **free Women's Aid running vest** - designed with your running comfort in mind.



We'll share **training plans** that will help you get race-ready, while avoiding any injuries.



We'll connect you with other Women's Aid runners through our **private Facebook group**. You'll be able to give each other moral support, meet up to train together or run together on the day.



If you're running through one of our Women's Aid charity places, we will be there **cheering you on in person** and making sure race-day is as fun and stress-free as possible.

"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 and the more people know about them, the greater their impact.

"I wanted to help others in the same situation"



Jade's ex-partner started abusing her when their daughter was a toddler. Even after she sought a restraining order, he continued to attack her.

“ When I crossed that finish line, I knew that the funds raised would help to stop the two women a week getting killed by their current or ex-partner.

Not sure where to start with fundraising?
Let us help.

Choose your perfect fundraiser

Are you a bookworm, a party animal, or is crafting and gaming more your thing? Whatever you love, choose your favourite activity and turn it into the ultimate fundraiser.

For **culinary kings** and **queens**



Make the perfect bake

A cake sale is a fun and tasty way to raise money.

Whether you get everyone in your workplace to bring in a bake 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. Our **free, downloadable posters** can help you advertise your event.



Donate your plate



Be a host with the most and turn your dinner party into a fundraiser!

Take it in turns with your friends to host a dinner party with guests scoring each meal to crown the ultimate dinner party champion. Each guest makes a donation equal to the amount they would pay for a meal out. We've got great **recipe ideas** from Michelin starred chefs Tom Aikens, Meera Sodha and Madeleine Shaw to get you started.



For **big thinkers**



Feminist film night

Raise money while watching films? What could be easier!

At work or from the comfort of your sofa, get together and choose from some phenomenal feminist films that tackle important issues from women's rights and female empowerment to sexual politics. Our **free pack** has lots of ideas and top tips to get started.



Get reading



Be inspired with stories of inspirational women by holding a feminist book club.

Love books? Us too. Bring friends or colleagues together each month and ask for a small donation to discuss iconic and thought-provoking books with strong female characters. Download our **free pack** with advice on how to set up a great book club and use platforms like Facebook, Discord or TikTok (search #BookTok) for your book club chats.



For **gamers** and **makers**



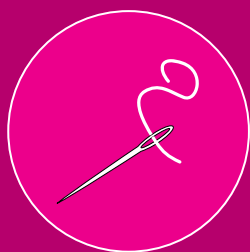
Play to win

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 a Monopoly marathon, or see yourself as having a good poker face, invite your friends to play and donate for Women's Aid. If you're planning an online gaming tournament, live stream it and get people to donate using Twitch or [Just Giving](#).



Get crafty



Share your love of crafting and making with others.

Set up a regular lunch hour session to teach your colleagues to knit, sew, paint or whatever your talent may be. Ask them to donate to take part. If your company has lots of offices across the country, you could host your session virtually.

Go 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 or make some purple accessories and get everyone at work or school who joins in to bring a donation.



For **challenge takers**



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, go for it. We've partnered with [UltraChallenge](#), who host long-distance endurance races and [ActionChallenge](#) who run challenges worldwide - from trekking across the Sahara to cycling from Vietnam to Cambodia. Whatever your dream adventure, we've got you covered.



Top tips to reach your target

1

Create an online giving hub

Whether you use JustGiving or another fundraising platform recommended by your race organiser, setting up an online giving hub is the simplest and easiest way to share what you're up to and to gather donations. Personalise your page and share why raising money for Women's Aid is so important to you. Fundraisers who donate to their own page **raise 120% more** than those who don't, so why not donate to your own page or ask a close family member or friend who may donate generously to donate to your page first? This will hopefully set the tone for other donations.

2

Keep sharing

Don't be shy, shout about the amazing fundraising you're doing. Let people know what you're up to and how they can donate. Why not connect your Just Giving page with the fitness app Strava*. Then you can share your training and ask for donations. Let us know what you're up to by tagging us in your posts. We're **@womensaid** on [Facebook](#) and [Twitter](#) and **@womens_aid** on [Instagram](#) and [TikTok](#). Use **#TeamWomensAid** in your posts too!

3

Make every penny count

Set a target - it can help keep you focused - and it's a good way to encourage more people to donate. Of course, if you exceed your fundraising total early on, you can always increase it! Also, use Gift Aid - Women's Aid receives an **extra 25p for every £1** you raise - at no extra cost to you or your donors.

If you want more fundraising inspiration take a look at our website: www.womensaid.org.uk/get-involved/fundraise/

* If using Strava or similar fitness apps to track any physical activities that are part of your fundraising, please familiarise yourself with the privacy settings on the app. It is important that you are aware of who can see your activities and what details they can see. You can change who can view your profile and how detailed your activities are. For example, you can adjust the map that shows your route to protect the exact details of our location.

Getting race ready

If you're ready to start running, **we can help**. [Download your free training plan on our website](#).

And we've got some handy tips to help get you ready for race day too.



Ten tips to avoid injury



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.



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.



Take a break

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



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.



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.



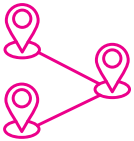
Stay strong!

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



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!



Go off-road

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



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.



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.



Get kitted out



You don't need to spend lots of money on a running outfit, and we'll provide you with a Women's Aid running vest, but some things are indispensable and will make you much more comfortable.



- **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.** For a high-impact sport like running, a good sports bra is a must – find one with maximum support.



You are what you eat



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

And don't forget - keep hydrated!

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.



When the going gets tough

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

Who are you running for?

You may have chosen to fundraise for us because a loved one, friend or colleague has been affected by domestic abuse. Perhaps you've experienced abuse yourself. Maybe you're simply passionate about helping build a world that's safer for women and girls. Whatever the reason, think of it every time you struggle to lace up those trainers.



The finish line is in sight

Think about how you'll feel when you burst through that finish line, having raised money to help women to escape domestic abuse. Euphoric, we reckon.

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 to 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.

Liven up your run

If you get in a rut, ask friends and family for recommendations of great things to listen to while you're training – a new podcast or uplifting music can be just the thing to get you up and out when the motivation is low.



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. Connect with other **#TeamWomensAid** runners via our [Facebook group](#).

"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.



*Some names have been changed to protect identities

Ready for race day

The day has finally come!



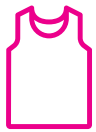
Be prepared

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



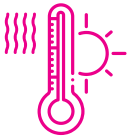
Check the weather forecast

If it's hot and sunny, wear a hat 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.

You did it!

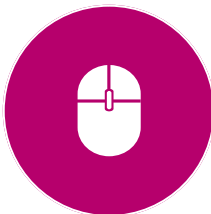
With your run complete, all you need to do is get your donation to us. As soon as it's sent, we'll put it straight to use supporting women experiencing abuse.

Here's how to do it. If you've used an online fundraising platform like a [Just Giving](#) page then it's easy. You won't need to do anything - the money will be automatically paid to us.



By bank transfer

If you would prefer to donate directly to our bank account, please contact a member of our team at fundraising@womensaid.org.uk and we'll send you our BACS details.



On our website

You can pay any donations that you have raised directly through our website by going to: www.womensaid.org.uk/give/donate/ Make sure you leave a comment, so we know about the amazing things you've been doing!



By post

Please don't send any cash through the post. Instead make your cheque or postal order to **Women's Aid, PO BOX 3245, Bristol, BS2 2EH**. Please include your sponsorship forms so that we are able to claim Gift Aid. Also, please fill in a donation form so that we can thank you properly for your amazing achievement. You can find them both on our website here: [Donation form](#) and [sponsorship form](#).

Get in touch

We're always here to help. If you've got a fundraising idea and need some support or advice to make it happen the get in touch at fundraising@womensaid.org.uk

Beyond fundraising, there are plenty of other ways to **get involved**

Become a regular giver.

Donating just £10 a month could help to provide a woman experiencing abuse with the support she needs to escape. Become a regular giver here:

www.womensaid.org.uk/regular-donation/

Become a Women's Aid campaigner.

Join our team of campaign champions and help us fight to end domestic abuse. Check out www.womensaid.org.uk/get-involved/campaign/ to find out more about how you can join the movement.

Become a voice for survivors.

The more people who know and understand about abuse, the better. Join us on social media and help spread the word, challenge myths and victim-blaming, and call out sexist behaviour.



[Twitter](#)



[Facebook](#)



[Instagram](#)



[TikTok](#)



[LinkedIn](#)