

# Sands 14

## #challenge

Challenge the numbers, challenge yourself



Do something amazing this year



You choose how to take part –  
take on 14 and support Sands to make a difference.

# Take on #challenge14

It's your 14, your way. Help save babies' lives.



14 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.

**#challenge14** allows you the freedom to take on 14 in your own way. Whether that's cycling 14km, running 14 miles, choosing a new fitness class to take on 14 days in a row, or choose to walk a mile every lunchtime for 14 days in January. We look forward to seeing a wide variety of different events taking place all over the UK

Sands is asking everyone to get involved to commit to raising £140 – 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 #challenge14

- ▶ 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 14 5kms to start off your new year, why not get in touch with your local **Park Run** for free routes to keep you going over your 14 runs.

If you're walking, check out **WalkIt** or **RouteYou** – or just make the most of your local neighbourhood to walk 14 miles throughout a month.

[strava.com/clubs/teamsands](https://strava.com/clubs/teamsands)



## You decide how

Whether you prefer to **#challenge14** by dancing, crawling, skipping or swimming 14 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**: 3 mile run, 8 mile cycle, 3 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

Marc Harder,  
National Bereavement Care Pathway  
Project Lead

I am so excited for the challenge I've taken on. It's an amazing privilege to work for Sands, and in particular to lead the National Bereavement Care Pathway project which seeks to improve the quality and consistency in standards for bereavement care across the UK.

In order to raise awareness and funds for Sands, I've taken on the challenge of 15 marathons in 15 months. I will be doing this as part of #Challenge14 2020!

I started my challenge before the news that the number of babies' dying each day has been reduced from 15 to 14. So whilst I'm doing one extra marathon, I am even more inspired to continue my goal to complete 15 marathons in 2020. Let's hope that by the time I finish in November 2020 the figure will have gone down again.

I've run 3 marathons previously, but over a 6 year period – so I know the body can do 26 miles, and hopefully it can do so on a monthly basis. You can read these stories on the blog I've written, [www.marcathon.blogspot.com](http://www.marcathon.blogspot.com)

As a keen runner who is part of the #NHS1000miles community online I see the benefits of running regularly. It has helped me lose weight over the years (though there is more to go!), improve emotional well-being and mental health, and helps to provide balance to a busy family and work life.



So along with challenging myself in 2020 I'll be raising funds for a charity which I know does incredible work to help reduce the number of babies who die each day and improve care and support for families who need it most.

It would be great to see you at one of the events giving us a cheer (upcoming events in Portsmouth 22 December, Gloucester 19 January, Deal 26 February, Manchester 5 April). The schedule and fundraising information can be found at [www.justgiving.com/fundraising/marc-harder4](http://www.justgiving.com/fundraising/marc-harder4) or follow the fun at @marcharder on Twitter.

### Top tip for fundraising?

In 2018 our children took on board a series of challenges – cycling, running and hiking, and raised almost £500 for Sands in the process. The two things that helped most were sharing the online fundraising page via social media, and organising our own events, such as a bake sale at the children's school. I'm running 15 marathons before, during and after January 2020's Challenge 14 event, and am hoping to raise £2,500 for Sands by Christmas 2020.

## 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 [justgiving.com/campaign/challenge14](http://justgiving.com/campaign/challenge14) and become part of **#TeamSands**

### Step 2 – share, share, share!

Tell everyone about your **#challenge14** 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.



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I took on #challenge15 by doing a triathlon - 5 miles on the treadmill, 5 miles on the bike and 5 miles swimming at my gym because my niece was stillborn in August 2007. We have been in contact with Sands ever since and wish to keep helping other families by raising money to help Sands provide support.

”

**Ebonie Gravenell, bereaved aunt and Sands fundraiser**



# Where does your money go?

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

## £15

**Empower families** – £15 could pay for essential support materials 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

**Build memories** – £150 could provide seven bereaved families with a Sands memory box. Our memory boxes help parents to create memories and collect keepsakes in a very special way.

## £1500

**Save babies' lives** - £1500 could help fund the cost of medical research projects 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 [sands.org.uk/challenge14](https://sands.org.uk/challenge14) and register to be part of #TeamSands via [justgiving.com/campaign/challenge14](https://justgiving.com/campaign/challenge14)

In return for signing up to **#challenge14** and joining #TeamSands you will receive:

- ▶ Sands fundraising pack
- ▶ Free Sands t-shirt/running vest
- ▶ Social media profile pics
- ▶ Pre-event support from our lovely challenge events team
- ▶ Friday shout-out on Facebook
- ▶ Be featured in our #challenge14 photo album
- ▶ Retweets of your online donation page
- ▶ #Challenge14 Thank You
- ▶ Be featured in our Hall of Fame
- ▶ Free #ChallengeChampion sweatband

Once you've registered your **#challenge14** event we'll send you a personalised fundraising pack to welcome you to the team and help kick-start your fundraising.

With **#challenge14** information, posters, sponsorship forms, balloons, t-shirts and branded social media images to share - you'll have everything you need to help make your event a cracking success!

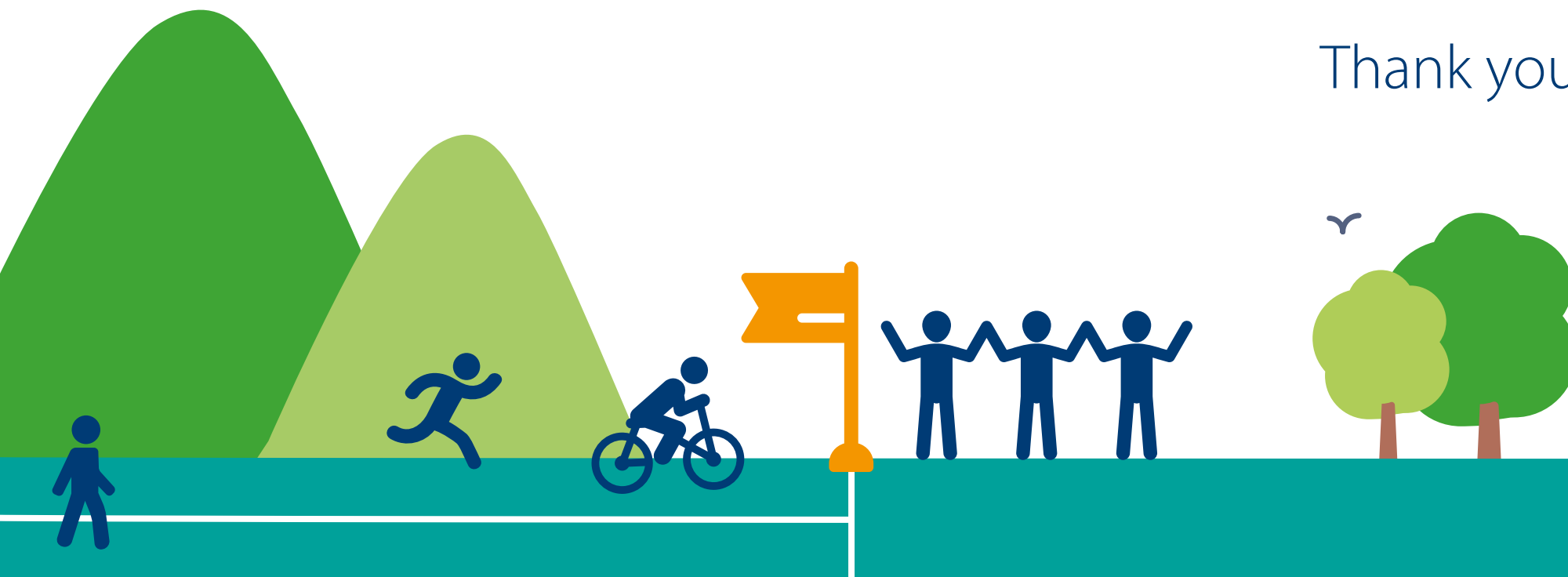
If you do have any questions, contact Nicola or Natalie at e: [teamsands@sands.org.uk](mailto:teamsands@sands.org.uk) or t: **020 3897 6092**.

## Thank you

Your #challenge14 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.**

[sands.org.uk/challenge14](https://sands.org.uk/challenge14)





t **020 3897 6092**  
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