

Sands 15

#challenge

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.

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.

[strava.com/
clubs/teamsands](https://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**?

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.





Why we're taking part

Chloe Fletcher, Hannah Dorrity & Jenna Veron



We decided to take on #challenge15 by walking 15 miles around the Island of Guernsey in memory of our children, Jake, Daphne & Oliver, in celebration of their upcoming 2nd birthdays as Sands has and continues to support us though our life changing experience of losing our children.

Top tip for fundraising?

Share your JustGiving page via Facebook and Instagram - we are completely overwhelmed with the generosity!

Grace Banham

I will be completing #challenge15 by walking around the Lake District & Up The Old Man of Coniston over a couple of days in memory of our daughter Violet Esme who was born sleeping whilst in labour in October 2017.

I never realised what support was out there for us bereaved parents until I came across Sands who have now become a charity very close to mine and my husband's heart; who supported us throughout and made us feel that we are not alone. I want to help others going through a similar situation therefore I decided to complete #challenge15 to give something back and make my daughter proud.

Top tip for fundraising?

Stay focused whatever you decide to do, every penny counts!



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/challenge15](https://www.justgiving.com/campaign/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 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 for further advice.



“ I am taking 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 so 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 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

Build memories – £150 could provide hospitals in need 7 Sands memory boxes. These 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/challenge15 and register to be part of #TeamSands via 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
- ▶ Be featured in our Challenge 15 Hall of Fame
- ▶ Free Challenge 15 Champion sweatband
- ▶ Challenge 15 Champion medal when you raise £150

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!

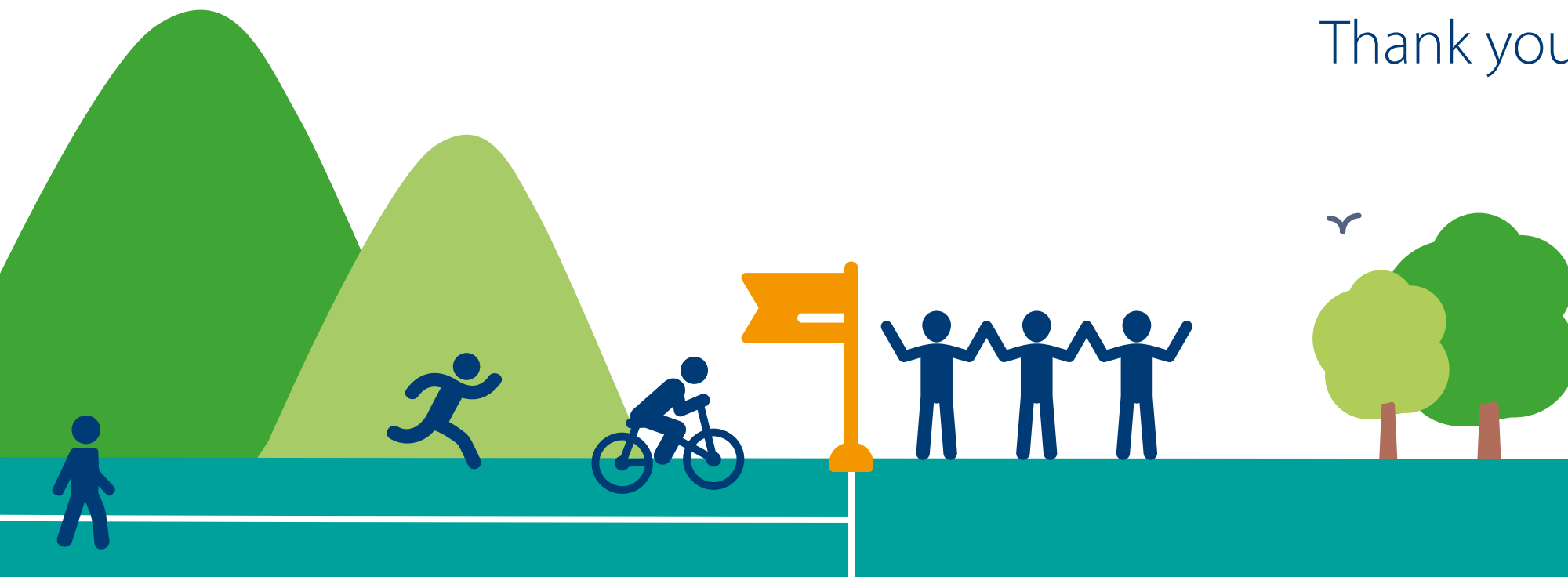
If you do have any questions, contact Maddie or Vicky at e: teamsands@sands.org.uk or t: **020 3897 6092**.

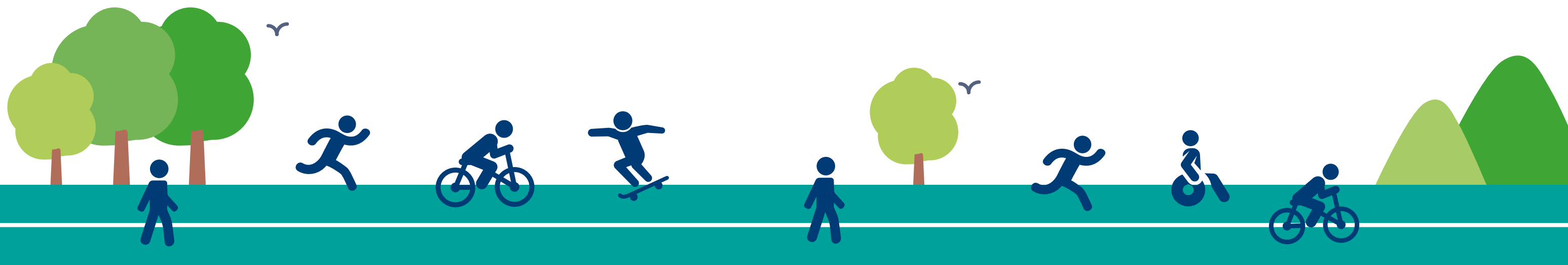
Thank you

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.

sands.org.uk/challenge15





t **020 3897 6092**
e **teamsands@sands.org.uk**
w **sands.org.uk**



© Sands 2019. Registered as a charity in England and Wales (299679) and Scotland (SC042789). Company limited by guarantee number 2212082.

