

Ribbon Run Champion Role Description



Volunteering Role title: *Ribbon Run Champion*

Team: *Income and Engagement*

Commitment: *up to 4 hours on 14 October 2023. Available for contact from August 1 onwards*

Supervisor: *Community Engagement & Events Officer and Fundraising Events Manager*

About Sands

Sands exists to reduce the number of babies dying and to support anyone affected by the death of a baby, before, during or shortly after birth, whenever this has happened and for as long as they need support.

Babies are dying every day. Currently in the UK, 13 families a day suffer the heartbreak of losing their baby before, during or shortly after birth. That's around 4,500 babies a year. These numbers are shocking and show the scale of the problem.

Currently, far too many babies die without scientists, doctors, midwives, or their own parents understanding why. That's why we believe research is vital in improving our understanding of how to save babies' lives and using that evidence to drive changes in maternity policy and practice.

For more than 40 years, Sands has been there for anyone affected by pregnancy and baby loss to offer understanding and comfort through its Freephone helpline, mobile app, online community and resources, and locally through a UK-wide network of around 100 regional support groups.

Sands works in partnership with health care professionals, trusts and health boards and offers a range of training programmes and bereavement care resources to ensure that every bereaved parent and family receives the best possible care wherever they are in the UK.

Sands supports and promotes research to better understand the causes of baby deaths, improve maternity safety and save babies' lives. The charity also raises awareness of baby loss and works with governments, key influencers and other stakeholders to make reducing the number of babies dying a priority nationally and locally.

About Ribbon Run

Ribbon Run is in its third year and has historically been a virtual 5k run on the final Saturday of Baby Loss Awareness Week (8-15 October). This year, this falls on Saturday 14 October and there will be 5k, 10k and 15k distance options. Supporters take part alone, or alongside their friends and family in memory of their babies. This is followed by the global Wave of Light on the final day of Baby Loss Awareness Week – Sunday 15 October. More information around Baby Loss Awareness Week can be found here: <https://babyloss-awareness.org/>

Role Description

This year, we would like to encourage supporters to get together in person (should they wish) to take on their Ribbon Runs in their local area. We are looking for Ribbon Run Champions who would like to set up a 5km Ribbon Run in their local area which other runners can attend. As a Ribbon Run Champion, you would be the main point of contact for your local event.

What is the purpose of this role?

- To be a point of contact in your local community for those taking part in Ribbon Run 2023
- To represent Sands on the day
- To encourage and motivate those who are taking part
- To do what you can to promote Ribbon Run in your local area
- To direct people with any queries or issues to a member of the events team

To enable you to do this role you will be provided with a Ribbon Run Champion pack which includes:

- A ribbon Run T-shirt with 'Champion' on the reverse so that you can be easily identified
- Pink and blue laces
- A host of marketing materials (flyers, posters, a PR template, copy for social media posts, top tips)

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- Finish line tape
- Photo props (I'm taking part/I've completed)
- Event checklist
- Runners feedback cards
- About Sands cards to hand out so that those know where to turn to for support

What skills and experience will I develop from this role?

- Organisational skills
- Working as part of a team
- Build confidence in talking to members of the public
- Knowledge of Sands work and Ribbon Run/Baby Loss Awareness Week
- How to signpost individuals to sources of emotional support
- Relationship building in your local community

What does the role involve?

Responsibilities

- To be responsible for organising a meeting point (this could be at your [local Park Run](#))
- To represent Sands on the day
- To direct participants to a member of the events team if they have any questions or concerns prior to the event day
- To take photographs on the day
- To encourage and motivate those taking part
- To be a point of contact within our Facebook community for those taking part in your local area

Hours

- An informal call with Sands after application to discuss the role and ask any questions you may have
- A secondary informal call in the lead up to the event to discuss plans for the day
- Up to 4 hours on event day
- An informal feedback call post-event to find out how it went and if there's anything we can do to improve going forward

What skills and attributes do I require for this role?

- Confidence in talking to new people
- Friendly and approachable
- Awareness of potential situations where participants may feel emotional on their run. We will equip you with details on how to respond and signpost anybody who might need support during the day
- Team player, working together to create a positive experience for event participants

What support will Sands give me in this role?

- A Ribbon Run champion pack which includes everything you need in the lead up to and on the day
- A Sands point of contact you can be in touch with during the lead up to and on event day
- An event briefing in advance of event day so you know what's required of you, what to bring and any other information that might be helpful

Thank you so much for considering volunteering as a Ribbon Run champion for 2023. Your support means that we will be able to connect more people in their local communities, with other like-minded Sands supporters who want to make a difference by helping us to continue our work in saving babies' lives and ensuring we are there for bereaved families when they need us the most.