

Ribbon Run Champion Role Description



Team: *Income and Engagement*

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

Commitment: Minimum of 4 hours on 11 October 2025 along with a minimum of 3 hours of preparations of the route and promoting locally. Available for contact from June onwards

About Sands

Sands is the leading stillbirth and neonatal death charity and 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.

To learn more about our work, visit www.sands.org.uk

About Ribbon Run

Ribbon Run is in its fourth year and has historically been a virtual 5km run on the Saturday of Baby Loss Awareness Week (9-15 October). This year, this falls on Saturday 11 October and there will be a 5, 10 and 15km distance option. 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 – Wednesday 15 October. More information around Baby Loss Awareness Week can be found here: <https://babyloss-awareness.org/>

Role Description

We want our Ribbon Run event to have the widest reach possible and we can only do this with the support of our Ribbon Run Champions. Ribbon Run Champions are responsible for hosting an in-person 5k 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.

Please note this is not a role for someone who wants to set up a private team. This is a role for someone who is happy for other supporters, they may not have met before, to attend their Ribbon Run. If you would prefer to register as a team, this option will be available when registrations go live in August.

What will I get out of this role?

- The opportunity to be a part of an exciting fundraising event during Baby Loss Awareness Week
- To join our volunteer community and meet other Ribbon Run Champions online
- A chance to grow your local network and connect with the baby loss community in your area
- The opportunity to coordinate an in-person event and develop your event and marketing skills

Support provided by Sands

- You will receive 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
- Access to a Ribbon Run Champion WhatsApp group where you can chat with other champions and share ideas
- You will be invited to attend a webinar in June so you fully understand the role and can ask

Ribbon Run Champion Role Description



any questions

What does the role involve?

- As a Ribbon Run Champion you will host a 5k Ribbon Run in your local area which is open to other Sands supporters to join
- You will be a point of contact in your local community for those taking part in Ribbon Run 2025
- With support from Sands, you will represent Sands in the lead up to and on the day of your run
- You will encourage and motivate those who are taking part
- With support from Sands, you will do what you can to promote Ribbon Run in your local area
- You will be able to commit 4 hours of your time on Saturday 11 October and be available for informal calls and emails in the lead up to your event

Where is the role located?

This is a home-based role. We are recruiting Ribbon Run Champions to host events in their local area. All you need to do is decide where you would like your Ribbon Run to be.

What kind of person are we looking for?

- You will be confident in talking to new people
- You will be friendly and approachable
- You understand that participants may feel emotional on their run and are comfortable to signpost them to Sands support services. We will equip you with details on how to respond and signpost anybody who might need support during the day.
- You will be a team player and want to work alongside the Sands team to create a positive experience for all participants.

Thank you so much for considering volunteering as a Ribbon Run champion for 2025. 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.

Ribbon Run Champion Role Description

