

Fundraising Pack

LACE UP FOR
LONDON

Saturday 11 October 2025

RunThrough 5K/10K | Regent's Park

#LaceUpForLondon



HOME
START
London

Welcome to the Home-Start Team!

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Thank you for joining us in our mission to support families facing challenging times.

Inside this pack, you'll find everything you need to prepare for a successful run and to maximise your fundraising efforts. From top fundraising tips to ideas for spreading the word and inspiring donations, we've got you covered.

Let's lace up our trainers, have fun, support local families, and make a difference that lasts a lifetime!

Top 10 Training Tips for a 5k/10k Run

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- 1 Start Slow:** Begin with shorter runs and gradually increase your distance.
- 2 Follow a Plan:** Use a structured training plan tailored to your goal distance to stay organized and ensure balanced progression (e.g. the Coach to 5k app).
- 3 Warm-Up Properly:** Always warm up with stretches and light jogging to prepare your muscles.
- 4 Mix Up Your Runs:** Incorporate long runs, speed work, recovery runs, and hill repeats to build endurance and strength.
- 5 Strength Train:** Add strength training exercises 2-3 times a week to improve overall running efficiency and reduce injury risk.
- 6 Stay Hydrated:** Drink plenty of water throughout the day and during runs to stay hydrated.
- 7 Listen to Your Body:** Pay attention to any signs of discomfort or pain and take rest days as needed to prevent injuries.
- 8 Proper Nutrition:** Eat a balanced diet rich in carbohydrates, proteins, and healthy fats to fuel your training and recovery.
- 9 Rest:** Ensure you get 7-9 hours of sleep per night and incorporate rest days into your training schedule.
- 10 Use Proper Gear:** Invest in a good pair of running shoes suited to your walking and running style, and wear comfortable clothing.



How to Set Up Your Online Fundraising Page

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1

Choose a Fundraising Platform

We recommend using popular platforms like: JustGiving or GoFundMe.

2

Sign Up or Log In

Create an account or log in if you already have one.

3

Create Your Fundraising Page

- Click on "Start Fundraising" (JustGiving) or "Start a GoFundMe" (GoFundMe).
- Select "Charity" and search for the name of the local 'Home-Start' you are running for.

4

Personalise Your Page

- Title: Choose a compelling title for your fundraising effort.
- Story: Share why you're running for Home-Start and why this cause matters to you. If you are short on time you can use the example on the next page.
- Photos: Add photos to make your page more engaging.

5

Set a Fundraising Goal

- Set a realistic and motivating fundraising target.

6

Share Your Page

- Use social media, email, and word of mouth to share your fundraising page with friends, family, and colleagues using the hashtag **#LaceUpForLondon**
- Provide regular updates and thank your supporters to keep them engaged.



Example copy for fundraising page

LACE UP FOR LONDON

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Support My Run and Help Change a Child's Life!

I am excited to share that I will be participating in RunThrough's 5k/10k in Regent's Park on Saturday, 11th October 2025, to raise vital funds for Home-Start XXX. I'm passionate about supporting Home-Start because I believe every child deserves the best start in life.

Why Home-Start Matters

Home-Start supports families facing challenging times in impactful ways. They walk alongside families, helping parents to get back on their feet during the crucial early years of raising a child. By providing both practical and emotional support, Home-Start helps create an environment where children can thrive. Last year, over 750 Home-Start volunteers transformed the lives of more than 6,000 families across the capital. With your help, we can ensure that more families receive the support they need.

How You Can Help

Your generous donation will go directly to Home-Start families, and every contribution, no matter how big or small, makes a difference. Here's how you can support:

- 1. Sponsor My Run:** Show your support by sponsoring my run to the finish line. Every donation makes a difference and helps create a lasting impact on the lives of families and children in need.
- 2. Spread the Word:** Help me smash my fundraising target by sharing this page with your friends, family, and colleagues. Share my social posts and keep an eye out for the #LaceUpForLondon hashtag!
- 3. Join Me on Race Day:** I'm going to need all the encouragement I can get, so I'd love to see you on race day! Cheer me on and be part of the excitement. If you're up for it, consider joining me and the Home-Start team and run alongside us!

Make a difference that lasts a lifetime and sponsor me today!

With heartfelt thanks,

<Name>



Sponsorship Form

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I am taking part in RunThrough's 5K/10K in Regent's Park on Saturday 11th October 2025 to raise vital funds for Home-Start XXX.

With your support, Home-Start can be there for even more families and children across London facing challenging times.

Donate today and change a child's life.

DATE	NAME	ADDRESS	EMAIL	DONATION

Thank you for your support! Together, we can make a difference.

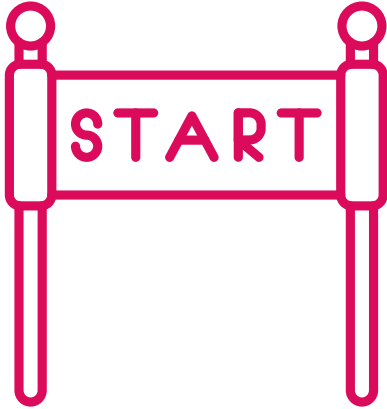


Top 10 Fundraising Tips

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1

Start
Fundraiser

2

Upload a
picture

3

Tell your
story

4

Explain how
donations will
help

5

Set a
target

6

Share,
share & share
some more!

Don't forget to use the
#LaceUpForLondon hashtag

7

Add video
updates

8

Keep
updating
& sharing

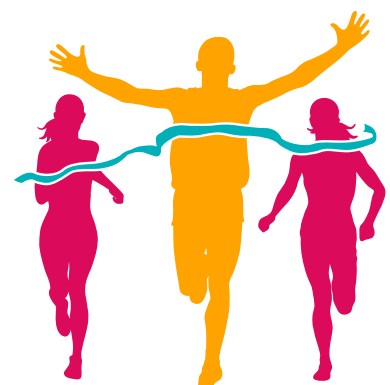
Don't forget to use the
#LaceUpForLondon hashtag

9

Say
thank you

10

Keep asking
even after
target is hit!



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**Good luck and thank
you for your dedication
and support!**

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