



Running with Heads Together

Get Ahead with our
Virgin Money London Marathon 2017
Information Pack



contact



YOUNGMINDS



best beginnings



Anna Freud
National Centre for
Children and Families



Charity
Partners

Welcome to the team

Thank you for supporting the Heads Together Campaign by joining with our team in the Virgin Money London Marathon 2017. By taking on this challenge, you are not only raising funds to support those facing mental health challenges, but also playing an important part in ending the fear and shame that still surrounds mental health.

We want everyone to feel comfortable with their everyday wellbeing and be able to support their friends and families through difficult times.

As well as tackling the stigma and fear of prejudice that prevents people talking, Heads Together also aims to provide access to information and

practical tools people need as a first response for themselves and others.

On behalf of our charity partners and Heads Together, we wanted to thank you for making this commitment to fundraise and help tackle stigma by running the marathon next year.

About Heads Together

Through their work with young people, emergency response, homeless charities, and with veterans, The Duke and Duchess of Cambridge and Prince Harry have seen time and time again that unresolved mental health problems lie at the heart of some of our greatest social challenges.

Too often, people feel afraid to admit that they are struggling with their mental health. This fear of prejudice and judgement stops people from getting help and can destroy families and end lives. Heads Together wants to help people feel much more comfortable with their everyday mental health and have the practical tools to support their friends and family.

The Heads Together campaign will build on the great work being done by our partner charities so that prejudice and fear no longer stand in the way of people getting the help they need.



Being the 2017 Virgin Money London Marathon Charity of the Year is the perfect springboard for the campaign. The Heads Together team cannot wait to cheer on hundreds of runners hitting the streets of London next April to end the stigma and change the conversation on mental health once and for all.



Heads Together is a campaign coordinated by The Royal Foundation of The Duke and Duchess of Cambridge and Prince Harry, registered charity no. 1132048

Get Ahead with the conversation

“CHALLENGE YOURSELF. DO THE UNIMAGINABLE. MAKE A CHANGE. TALK.”



Heads Together wants to get people talking and sharing stories to change the conversation on mental health.

There are times in everyone's life when we all need support not just for our own mental health, but also for others.



Friends and family can be a great first response and we will be demonstrating throughout the Heads Together campaign some of the ways you can provide this support.

However, sometimes we feel alone, or those closest to us don't know how to help. The good news is that the Heads Together partner charities have already achieved so much in tackling stigma, raising awareness, and providing vital help for people with mental health challenges who need additional support.

Building on this great work, Heads Together wants everyone to feel comfortable with their everyday mental health, and feel able to support their families and friends through difficult times.

"There are so many people out there who care about raising awareness of mental health, and so many people fighting for a better system so people get the support they need. If you feel alone, please remember there is a whole army out there fighting for you, and that things can get better."



Nikki, YoungMinds Campaigner

Talking can make us realise we are not alone.

Conversations about mental health and wellbeing are happening, not just all over the UK, but throughout our society. So help us spread the word, you never know who might need to speak to someone right now. Look out for ways you can help change the conversation in your runner newsletters over the next few months.

Heads Together is already making a difference



Get Ahead with your preparation

Training

Whether you are new to running or a seasoned marathon expert, the right training is essential in getting the most out of the London Marathon. From getting started to advice on pacing; from hill-running skills to motivation and recovery tips, the training advice pages on the Virgin Money London Marathon website are indispensable in your preparation for the big day.

www.virginmoneylondonmarathon.com



Nutrition

Eating the right food at the right time is the key to running a successful marathon and can make the world of difference to your training. Remember to eat regular meals and keep your fluid levels up. To find out more about your training nutrition and for healthy and tasty marathon recipes from chefs such as Michel Roux Jr, head online to the London Marathon website.



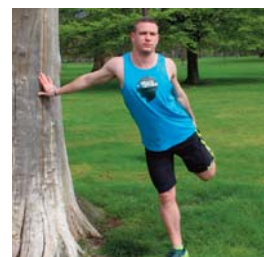
Kit

Investing in a good pair of running shoes can help prevent injuries and making sure you're prepared for the Great British weather can help you train longer and harder. There is some great advice online on anything from the latest gadgets to the essential kit which can make a real difference to your performance.



Preventing Injury

Warming up, cooling down and knowing what to do after every run are essential to preventing injuries. Find more training tips and advice from experts online and remember to look out for an invitation to the Heads Together Training Day in the coming months.



Get Ahead with fundraising

Follow these top tips to get the most out of your online and off-line fundraising. Don't forget we're here to support you to reach your target, so make sure you look online for more great ideas.

Running the London Marathon is a great opportunity to raise funds for our inspiring partner charities and the vital support and services they provide. Here are some tips and hints to help you get the most out of your fundraising:

Build an online fundraising page. Virgin Money Giving makes donating money easy. Follow the instructions on the website (see URL at the bottom of the page) and share your unique web address with your supporters. An invaluable tool, your online page is the first step to maximising your fundraising.

Make it personal. Share your running and fundraising tips, add photos, videos and link your page to facebook and twitter to reach as many people as possible.

Be inspiring. Add a target on your page to motivate supporters to donate more money, share your story and show your passion for the campaign.

Send an email to everyone in your address book. Simple.

Most donations happen on a Monday morning, so Sunday evening is a great time to ask.

Don't be embarrassed to ask – it's for charity!

Fundraise positively – let people know they have an amazing opportunity to help others.

Ask for a donation on payday!



“ HEADS TOGETHER MARKS A LANDMARK MOMENT FOR MENTAL HEALTH AND WE ARE PROUD TO BE PART OF THE COLLABORATION. THIS IS ALSO THE FIRST TIME THAT THE LONDON MARATHON HAS CHOSEN MENTAL HEALTH AS A CAUSE AND WE CAN'T WAIT TO SEE THE EXCITEMENT BUILD THROUGHOUT THE YEAR. ”

Paul Farmer CBE, Chief Executive at Mind

Share the load. Get friends, family and colleagues to help organise fundraising events. Cake sales, fancy dress days, a pub quiz, coffee mornings, or organise a sweep-stake, collection or raffle. To find out how to keep your fundraising legal and safe, how to send in sponsorship money and order materials get in touch with your chosen charity representative who's details will be on the insert at the back of this pack, or if you are running for Heads Together, contact Poppy on poppy.bostock@headstogether.org.uk





Spread the word. The more people who know about your amazing effort, the more money you will raise. Put up posters, send photos, give interviews. You can download our media guide for some top tips here: <http://tinyurl.com/informationforrunners>

Maximise your donations. Gift Aid and matched giving are ways your fundraising will go further. Gift Aid is a scheme where the Government allows charities to claim tax back on donations, so more money can be raised at no extra cost to donors. For example, if you donate £100, you are actually giving £125 with Gift Aid. Fundraising through Virgin Money Giving is a great way to easily claim on all applicable donations. If you are employed, don't forget to ask if your employer offers a matching programme for your donations.

<http://uk.virginmoneygiving.com/giving/headstogether/>

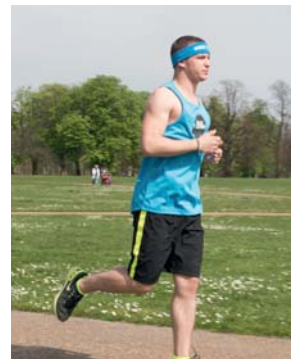
Looking Ahead

Heads Together and your chosen partner charity are on hand to support you every step of the way, so look out for the following events and activities to help you reach the finishing line:

-  You'll receive regular Heads Together emails and newsletters filled with news and updates on the campaign, and ongoing support for your training and fundraising.
-  Fundraising materials from both Heads Together and your chosen partner charity to help you reach your target. Details on what materials you can order from your chosen charity will be within the A5 leaflet at the back of this pack.
-  Your Heads Together running vest will be sent in the New Year.
-  Invites to exclusive Heads Together events, including a training day and post-race reception.

In addition take the opportunity to join the Heads Together and your chosen charity online communities:

-  Facebook www.facebook.com/groups/HeadsTogetherLMrunners2017/
-  Twitter [@heads_together](https://twitter.com/heads_together)
-  Instagram [@heads_together](https://www.instagram.com/heads_together)



On behalf of Heads Together and your chosen charity a massive **thank you** for supporting us and running the Virgin Money London Marathon.

“GOOD LUCK AND WE’LL SEE YOU AT THE FINISH LINE!”



“I KNEW SOMETHING WAS WRONG, BUT THOUGHT THAT I SHOULD BE ABLE TO COPE BETTER.”

– Kavita, Mind

#HEADSTOGETHER

Heads Together charity partners



contact



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best
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“RUNNING CAN REALLY HELP YOUR MENTAL WELLBEING.”

– Lucy, The Mix



**HEADS
TOGETHER**

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Thank you for your support!

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