

# Team Age UK Training Day 2018

Saturday 24<sup>th</sup> Feb 2018



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## Key Dates

Training Day: 24<sup>th</sup> February

Marathon Expo: 18<sup>th</sup> – 21<sup>st</sup> April

Team Age UK Pasta Party : 21<sup>st</sup> April

Marathon Day : 22<sup>nd</sup> April

Fundraising Deadline: 22<sup>nd</sup> May



# Picking up your Running Number



Excel Centre - London Docklands  
E16 1XL

Take registration form and photographic  
ID

18<sup>th</sup> – 21<sup>st</sup> April

Wednesday: 11:00-20:00

Thursday: 10:00-20:00

Friday: 10:00-20:00

Saturday: 09:00-17:00

70,000 visitors

Kit Bag and Running Number

([changeofaddress@london-marathon.co.uk](mailto:changeofaddress@london-marathon.co.uk))

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# Team Age UK Pasta Party

Saturday 21<sup>st</sup> April, 6pm

Spaghetti House –  
Goodge Street

Friends and family  
welcome – cost per  
head per person



**SPAGHETTIHOUSE**  
cucina italiana • pizzeria

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# Marathon Morning



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# At the start

## **Marathon Start Time**

10am. We recommend arriving an hour early. Toilet queues are long. There's free tea and coffee.

## **Start Areas:**

**Red Zone-** Charity runners. Greenwich Park (Greenwich Station or Maze Hill)

**Blue Zone-** Ballot runners. Blackheath (Blackheath station)

## **Travel**

'Let the train take the strain'  
Free train, tube and DLR travel on display of your running number

## **What to bring**

Kit bag  
Running number, pins and timing chip attached to your shoe.  
Running vest with name on  
Disposable outer clothing to keep you warm  
Pre-race snacks

# On the route

- Starting Zone - keep warm and ditch clothes!
- Red and Blue Starts Merge at 3 miles
- Drink Stations - every mile
- Two gel stations
- Toilets - every two miles
- Showers - Optional
- Timing Mats - Every 5k
- Blue Line



# Spectators

- Secure cheering spot
- Avoid busy areas
- Track you via the London Marathon app
- Join Age UK Cheering Points:
  - Mile 9** - Canada Water
  - Mile 13/21** - Highway
  - Mile 18** - Canary Wharf
  - Mile 23** - Tower Hill
  - Mile 24** - Embankment



- Meet back at Post-Race reception

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# Finish Line

Keep Smiling!

Recovery Reception at Prince Phillip House

Alphabetised Meeting Points

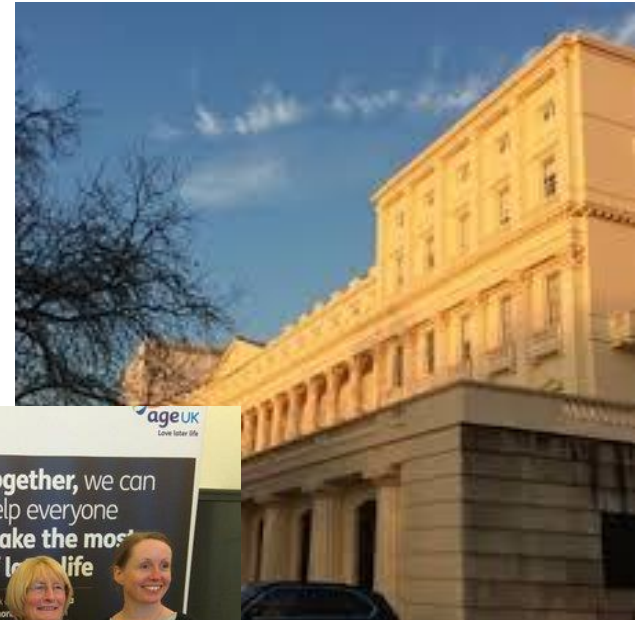
Don't rely on phone signal!



# Post-race Reception

## Prince Philip House

- Open from 12 midday till 5pm
- Hot buffet and a drink for runners
- Goody Bags
- Paid snack food options and bar for supporters
- Massage Room & photo area







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**Age UK**

**The Cause  
&**

**Your #ReasonToRun**

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# Facts and figures

- Almost a million older people in the UK are living desperately lonely lives.
- Loneliness can be as harmful for our health as smoking 15 cigarettes a day.
- 2.9 million older people in England feel that they have no one to turn to for help and support.
- Nearly 1.2 million people aged 65+ in England have an unmet care need.
- 3.9 million older people in the UK agree that the TV is their main form of company.



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# How we help

- Information and Advice  The Age UK network offered information and advice to 7.5 million older people in 16/17.
- Support to Local Age UKs  Local Age UKs in England received £19.8 million in funding from Age UK in 16/17
- Research and campaigning  Our no one should have no one at Christmas campaign reached 4.5 million people in 16/17
- And lots more...

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# 2016/2017 other highlights



- We identified £218 million in unclaimed benefits
- Over 57,000 campaigners and supporters
- 2,663 volunteers signed up for our ‘Call in Time’ telephone befriending service.

## Just Another Day



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# Fundraising

Training is only half of the journey. Some of you have already smashed your fundraising target but for those that have a way to go, there are some key things to consider:

1. Have you set up a fundraising page?
2. Have you mapped out a plan?
3. Have you set targets?
4. Have you used your imagination?



The last thing you want to do is leave all of your fundraising to the last minute, you are doing a marathon after all and don't need any added pressure!

# Ideas for events, a quick A-Z



- Auction
- Bingo
- BBQ
- Cake Stall
- Coffee Morning
- Easter Egg Hunt
- Film Evening
- Fancy Dress
- Guess2Give
- Head Shaving
- International Night
- Karaoke
- Marathon themed evening
- Murder Mystery themed Dinner party
- Nearly new sale
- Pub games night
- Quiz night
- Raffle
- Swear Box
- Sponsored silence
- Wine and cheese night

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# The countdown is on

## Focus on fundraising sooner rather than later

- Better to be focusing on fundraising now
- The last thing you want to do is leave all of your fundraising to the last minute, you are doing a marathon after all and don't need any added pressure!

## Yes you have a month after the marathon but....

- Don't rely on that time, marathon has been a big chunk of your life so afterwards you will begin to focus on other things again

## Be time effective

- Utilise your time
- Break it into little chunks
- Choose your time wisely

## Don't be afraid to give people a friendly reminder

- People do forget
- Send around an email with a bit more detail about the cause



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*My advice is to come up with as many ideas as possible, create awareness and be a bit cheeky! At first I was quite shy about the idea of approaching people for sponsorship but once I started fundraising I was absolutely amazed at how willing people were to help!*

*Leila-  
Total Raised: £4000*

*I contacted a local supermarket who agreed for me to host a bag pack on a weekend- I got a few friends together, branded ourselves with Age UK and managed to raise £500*

*-Kathryn*

*London Marathon Runner  
2014*

*Total raised: £2500*



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Thank you for choosing to  
run for Age UK

**Good Luck!**

