

A woman with dark hair, wearing large black headphones and a dark zip-up hoodie, is laughing joyfully. She is looking towards a man who is leaning in towards her, also smiling broadly. The background is a blurred outdoor setting with a railing, suggesting a park or a running path. The lighting is warm, with a pinkish-purple hue on the left and a blueish hue on the right.

**RUN
YOUR
AGE**

**JADE, 28.
RUNNING
28 MILES.**

**Run Your Age.
Your welcome guide.**

#RunYourAge

 **age UK**

What's Run Your Age all about?

Ready to kickstart 2022 with a challenge?

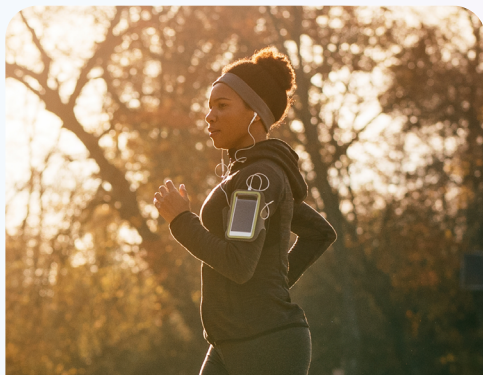


The funds you raise will help Age UK give older people the support they need. From 1 January you'll have one month to run – or walk – your age wherever and whenever you want. If you're 20, why not run 20 miles? If you're 12, how about running laps of the park with your friends? If you're 80, how about climbing 80 steps? Whatever you do and however you do it, you'll help us make the next year a better one for those who need us most.

Last year our supporters raised almost £75,000 taking part in **#RunYourAge** – a phenomenal achievement given COVID restrictions and lockdown, not to mention the weather!

This year, we'd like to raise even more money so we can reach even more older people. They're counting on us.

Can we count on you?



The best thing about taking part in Run Your Age was being able to create a challenge that worked for me. I'm proud to say I ran 2.6 miles a day and raised £428 for a cause I feel passionate about.

– Chanelle



Join the **#RunYourAge** community on Facebook for tips, inspiration and motivation. Remember, we'll be with you (literally) every step of the way.

www.ageuk.org.uk/Facebookgroup

It's time to start fundraising

Once you've signed up, tell everyone you can think of – friends, family, colleagues, teachers, the postman... you get the idea. The more the merrier. Remember to use **#RunYourAge** whenever you post on social. Shout about it on WhatsApp, Facebook, email – even carrier pigeon if you have one (unlikely, but you never know!)

Fundraising tips if you signed up through Facebook



Now you're all set on Facebook it's time to get sharing! Remember to personalise your fundraiser (you can put your **#RunYourAge** T-shirt on for your profile pic, once you receive it) and tell your supporters what you're doing, when you're doing it and most importantly, why you're doing it – to raise funds for Age UK so that we can help older people get the support they need.

Share your fundraiser directly via the **'share' button on Facebook or send the URL via WhatsApp, email or text message, too.**

Fundraising Impact

£80 could help make Telephone Friendship calls to the loneliest older people when they have no one else to turn to.

£200 could help answer calls to the Age UK Advice Line from some of the most vulnerable older people in times of crisis.

£600 could help train an advisor to give information and support to an older person who needs help and reassurance when they have no one to turn to.

Fundraising tips if you signed up through JustGiving



If you signed up through the Age UK website, you will have been directed to set up a Just Giving page by visiting www.justgiving.com/campaign/runyourage and clicking on **'Fundraise for us'**.

Once you're all set up on JustGiving it's time to get sharing! Remember to personalise your page (you can put your **#RunYourAge T-shirt** on for your profile pic, once you receive it) and tell your supporters what you're doing, when you're doing it and most importantly, why you're doing it – to raise funds for Age UK so that we can help older people get the support they need. **Share a link to your page via WhatsApp, email or text message, too.**

'Run Your Age was the perfect New Year activity for me. I ran 30 miles by doing a 5 mile run each week through January'

- Andrew, who raised £473



Get your FREE T-shirt

Raise £50 and receive a **#RunYourAge** T-shirt. And remember, you don't need to save your T-shirt for your challenge, feel free to wear it whenever the fancy takes you. After all, the more people see it, the more they're likely to sponsor you!



Plan your challenge

Start with your age, then think about your fitness level. Are you so fit that a marathon is a walk in the park for you? Or is a walk in the park... well, a walk in the park? Whatever your level, there's a challenge for you. What's more, you get to set it, so there's no pressure. Here are some ideas to get you started:

- **Carl, 25, ran 25 miles** over two weekends in January
- **Janine, 48, walked 48 kilometres** over two weekend hikes with her best friend, Alison (also 48, thereby completing the same level challenge at the same time and keeping each other motivated even when it rained for four hours straight!)
- **Andy, 35, ran 35 miles to work** and back over the month
- **Samuel, 10, ran 10 laps of the local park** with his friend, Connor (also 10) and Connor's dad, Jamie (who being 35, did another 25 laps on his own challenge)

Join forces

You don't have to **#RunYourAge** alone. You can if you want to (who doesn't like a bit of 'me' time?), but it's more fun to do it with someone else. Plus, if you get one or two friends or family members involved, you'll raise even more money. You can even compete to see who raises the most. There's nothing like a bit of healthy competition!

Join in with the **#RunYourAge Facebook group**

Let's face it, everyone you know and even those you don't are on Facebook, so spread the word, share your challenge on your Facebook page and stay involved in the **#RunYourAge Facebook group** too. It's a supportive community of people just like you, who want to help older people get the support they need. You'll find hints and tips to motivate and inspire and you can ask us and other participants questions. We'll also send you regular emails with information and inspiration. Help spread the word.

Get sponsorship

It's up to you how much you want to raise. Try £200 as a starting target – you might even beat it. But no matter what you raise, every penny will help Age UK provide support for older people.

See it, done it, got the T-Shirt

Don't just do it, show it – it's time to get your **#RunYourAge** T-shirt. Remember to wear it when you're doing your challenge, but just like the challenge itself, you can also wear it whenever and wherever you fancy. The more people that ask you about it, the more sponsorship money you'll get. Find out more here www.ageuk.org.uk/runyourage

We'll be sending you regular emails with information and inspiration, so watch out for those. In the meantime, help spread the word and share this link www.ageuk.org.uk/runyourage

Remember!

Always use **#RunYourAge** when posting on social!



Got a question?

Contact us via our Facebook page or via email at

runyourage@ageuk.org.uk



Your distance tracker

My age

My distance

My fundraising target is: £ _____

| Monday | Tuesday | Wednesday | Thursday | Friday | Saturday | Sunday |
|---|--|--|--|--|--|--|
|  | | | | | 01. Distance covered _____ Total distance _____ | 02. Distance covered _____ Total distance _____ |
| 03. Distance covered _____ Total distance _____ | 04. Distance covered _____ Total distance _____ | 05. Distance covered _____ Total distance _____ | 06. Distance covered _____ Total distance _____ | 07. Distance covered _____ Total distance _____ | 08. Distance covered _____ Total distance _____ | 09. Distance covered _____ Total distance _____ |
| 10. Distance covered _____ Total distance _____ | 11. Distance covered _____ Total distance _____ | 12. Distance covered _____ Total distance _____ | 13. Distance covered _____ Total distance _____ | 14. Distance covered _____ Total distance _____ | 15. Distance covered _____ Total distance _____ | 16. Distance covered _____ Total distance _____ |
| 17. Distance covered _____ Total distance _____ | 18. Distance covered _____ Total distance _____ | 19. Distance covered _____ Total distance _____ | 20. Distance covered _____ Total distance _____ | 21. Distance covered _____ Total distance _____ | 22. Distance covered _____ Total distance _____ | 23. Distance covered _____ Total distance _____ |
| 24. Distance covered _____ Total distance _____ | 25. Distance covered _____ Total distance _____ | 26. Distance covered _____ Total distance _____ | 27. Distance covered _____ Total distance _____ | 28. Distance covered _____ Total distance _____ | 29. Distance covered _____ Total distance _____ | 30. Distance covered _____ Total distance _____ |
| 31. Distance covered _____ Total distance _____ | My fundraising total is: £ _____ | | | | |  |

Keep Going!

Final Stretch!

Where your money goes

Why we need you to #RunYourAge

Age UK believe that no older person should have to struggle on their own. We are here to provide vital information, support, friendship and advice to those who need us, and who often have no one else to turn to when times get tough.

We're here to support older people in the UK with services like our free, confidential Advice Line, a dedicated helpline providing expert information and advice that's open 365 days a year. Or our Telephone Friendship Service that provides regular friendship calls to thousands of older people and is often the only friendly voice or meaningful conversation a lonely older person will have all week. We also campaign on the issues that older people tell us matter most to them, from health and social care to unequal or unfair legislation.

By taking part in RunYourAge, every pound you raise will help us to continue to provide the vital support, advice and friendship millions of older people rely on, and deserve.



Syd's case study

Syd was named after the Sydney Harbour Bridge, which was completed in 1932, the year he was born. As a younger man, Syd liked to keep busy, working as a door-to-door salesman during the week and as a football referee at weekends. He was rather partial to playing darts, too, winning more than 100 trophies.

Now 89, Syd has experienced the loss of his son and later his wife, resulting in a deterioration in his health and a dark period of loneliness, which he describes as "a killer". Thankfully, with the help of Age UK and his telephone befriender Lisa, he's re-embraced his status as 'Rock and Roll Syd', a nickname earned years ago for his love of dancing with his late wife. "Suddenly life has spring back into me and it's lovely," Syd says of the difference having someone to speak to regularly has made. "I can't believe how improved I am."

For further proof of the positive change to Syd's life, simply ask him his plans for when he turns 90.

"I'm going to do the London Marathon next year!"

Top tips

You don't need to be super fit to take part in the **#RunYourAge** challenge. It's not a marathon, and it's not a race - although if you want it to be, don't let us stop you! You can run when and where you want. If you don't want to run, you can walk. No pressure, no rules. It's your challenge, so do it your way.

January's weather isn't the best, so make sure you wrap up warm, wear reflective gear where possible if you're out in the dark and always tell someone where you're going. Make sure your phone is fully charged and you have planned your route. Wear gloves and a hat and remember to hydrate if you're running. A hot bath with Epsom salts when you get in will help relax your muscles.

In need of inspiration?



Leave the car at home and walk to work, or hop off the bus a stop early.



Borrow a neighbour's dog and take them for a walk after school or work. They'll love the extra exercise. Everything's better with a dog!



Don't sit at your desk at lunchtime, clock up a mile or two instead (you'll clear your head and raise money at the same time).



Get together with friends at the weekend and hike your age - think how much you could raise as a collective. Not only that, but you'll motivate each other along the way.



I just want to say a huge thank you for choosing to Run Your Age in aid of Age UK.

Whatever your age and however you decide to take on your challenge throughout January, you'll be part of a team that will be helping Age UK to be there for older people.

Remember to join the Facebook group and get involved in the chats that will be going on. I'll be in there too, on hand to answer any questions you have and keep you updated with how my own Run Your Age challenge is going.

The money you're raising will help Age UK provide essential advice, support and friendship to vulnerable older people.

Once again, thank you so much for being part of Age UK's Run Your Age.

Good luck and enjoy your challenge.

Dan
Community Fundraising Manager,
Age UK