

YOUR TRAINING AND FUNDRAISING BOOKLET

EVERYTHING YOU NEED TO HELP YOU GO THE DISTANCE



“Oxfam has been such a brilliant charity to run for, helping us every step of the way on this whole crazy journey. I’m so proud to have done this for you and to have raised money for people who have to undertake endurance tests like that on a daily basis.”

SARAH PHILIPS, 2012 London Marathon
and 2013 Edinburgh Half Marathon



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Congratulations on signing up to run for Oxfam! We think everyone who runs as part of the team is amazing. If we can do anything to help as you train, fundraise and build up to race day, let us know. We hope you will find this booklet useful in getting your fundraising and training off to a great start. Here's what you'll find inside:

RUN OXFAM. FIGHT POVERTY WITH EVERY MILE 2

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A group of small children gather at a farmer's home in Cambodia. They are Yun Tak (blue t-shirt), age 6, Tun Ton, age 4, and Nang in front (laughing).



A health promotion workshop in Sri Lanka educates children through games so that they learn the importance of hygiene like washing hands and using toilets.

YOU'RE FIGHTING POVERTY - WITH EVERY MILE YOU RUN AND EVERY POUND YOU RAISE

In a world rich in resources, poverty isn't inevitable; it's an injustice which can, and must, be overcome. Oxfam is passionate about ending poverty and helping to rebuild the lives of people affected by it.

Our life-saving emergency responses, development projects and campaigns are only possible because of people like you who are running and raising the funds needed for our projects around the world. You can find more at www.oxfam.org.uk/what-we-do.



ZIMBABWE

Oxfam has supported the local community in Gutu to set up a piping system so they can get water from a nearby dam. Now, people like Ipaisha (above) no longer have to worry about the rains failing and crops dying. We've also provided farming training and seeds – and the results have been staggering.



HAITI

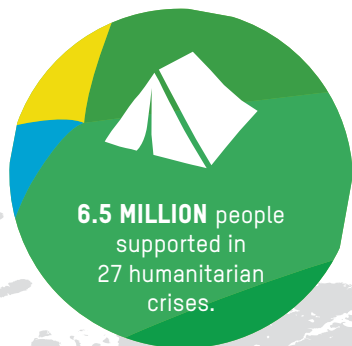
Oxfam responded to the devastating earthquake that struck Haiti in 2010 – and is still there, focusing on clean water, sanitation and food supplies. We're also doing long-term work to help communities grow enough food, prepare for disasters and take control of their lives.



ETHIOPIA

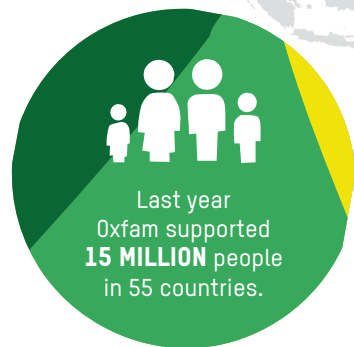
In Ethiopia, Oxfam is supporting the Zembaba Union, which is making it possible for women like Wubalem (left) to earn a living from beekeeping. With modern beehives they can produce good quality honey and receive a fair price for it.

£500 can keep children in Mali safe from disease by equipping a school with a hygiene promotion kit.



UNITED KINGDOM

Amazing Oxfam runners raise thousands of pounds each year – and that money helps people to overcome poverty, both overseas and right here in the UK. Our emergency warehouse in Bicester is staffed and ready at all times, so when disasters strike, Oxfam is able to respond quickly.



SRI LANKA

In Sri Lanka, decades of brutal conflict between rebel forces and the government have driven people from their homes and destroyed their livelihoods. Our work includes restoring water and irrigation systems and setting up farming cooperatives – making it possible for farmers like Rasmalar (above) to improve their status and income.

YOUR FIRST STEPS

What to do now you've got your race place.



START

It's the easiest thing to say, and the hardest thing to do. But once you've got the first few training runs under your belt and the first donations coming in, everything will seem a whole lot easier and far more enjoyable. Go on, get your trainers on and get out the door!



LEARN A BIT ABOUT OXFAM

You've already signed up to run for Oxfam, so there's a good chance you already know a thing or two about our work. If not, learn a bit about what we do, share it with friends and family, and use it to keep you motivated. Do you know how many countries we work in? Do you know what we do in emergencies? It's pretty interesting – and inspiring stuff.



CREATE A BUZZ

Running a race is a great thing to do – it takes a lot of commitment and it's an amazing experience. Make sure you tell people all about it – and don't leave out any of the gory training details; that type of thing will get the sponsorship rolling in! Use email, Facebook, Twitter – anything to get the word out there.



MAKE THE MOST OF BEING PART OF A TEAM

The Oxfam Running Team, here in Oxfam House, loves to hear about the training and events being organised by our runners – so keep us posted. Tweet us @OxfamRunning and use the 'We're Running for Oxfam' Facebook group so your teammates can spur you on – and vice versa.



USE YOUR RUNNING CALENDAR

You'll find this in your running pack and using it will help make everything feel a lot more manageable, which means you'll have a lot more fun doing it. Add your training runs to it – as well as your fundraising events – and it will help keep you on track. Use the ideas in this booklet – and keep an eye out for our emails – to help build up your plan.

TRAINING PLAN

If you're completely new to running, this plan will help you get to 5K in six weeks. Once you can comfortably run that far, you'll be ready to start one of our training plans, which can be downloaded from www.oxfam.org.uk/running/training.

TOP TIP

Make sure you stick to your rest days. It can be tempting to go for a run, but your rest days are an important part of your training.

WEEK 1	Day	Exercise	✓	WEEK 3	Day	Exercise	✓	WEEK 5	Day	Exercise	✓
	Monday	10 mins: walk 1 min, jog 2 min	☐		Monday	20 mins: walk 1 min, jog 2 min	☐		Monday	20 mins jog	☐
	Tuesday	Rest	☐		Tuesday	Rest	☐		Tuesday	Rest	☐
	Wednesday	10 mins: walk 1 min, jog 2 min	☐		Wednesday	10 mins jog then 10 mins walk	☐		Wednesday	5 mins run, 1 min walk twice	☐
	Thursday	Rest	☐		Thursday	Rest	☐		Thursday	Rest	☐
	Friday	10 mins: walk 1 min, jog 2 min	☐		Friday	5 mins jog, 3 mins walk twice	☐		Friday	25 mins jog	☐
	Saturday	Rest	☐		Saturday	Rest	☐		Saturday	Rest	☐
	Sunday	30 mins walking	☐		Sunday	40 mins: jog 2 min, walk 1 min	☐		Sunday	25 mins run	☐
WEEK 2	Day	Exercise	✓	WEEK 4	Day	Exercise	✓	WEEK 6	Day	Exercise	✓
	Monday	15 mins: walk 1 min, jog 2 min	☐		Monday	12 mins jog, 12 mins walk	☐		Monday	20 mins jog	☐
	Tuesday	Rest	☐		Tuesday	Rest	☐		Tuesday	Rest	☐
	Wednesday	15 mins: walk 1 min, jog 2 min	☐		Wednesday	8 mins jog, 1 min walk twice	☐		Wednesday	5 mins run, 3 mins walk 3 times	☐
	Thursday	Rest	☐		Thursday	Rest	☐		Thursday	Rest	☐
	Friday	20 mins: walk 1 min, jog 2 min	☐		Friday	15 mins jog	☐		Friday	25 mins jog	☐
	Saturday	Rest	☐		Saturday	Rest	☐		Saturday	Rest	☐
	Sunday	30 mins walking	☐		Sunday	40 mins: jog 2 mins, walk 1 min	☐		Sunday	Measure a flat 5k route, run it	☐

KIT AND NUTRITION

WHAT KIT DO I NEED?

There's a lot of information about kit around so it's easy to start feeling a bit confused and bombarded. Remember, you don't need the perfect kit to get out there and start running.

The one thing we would recommend you get right from the start is finding comfortable trainers. They'll make a world of difference and help you to avoid injury. Shops like Up & Running offer free gait analysis to help you find shoes that fit properly – and you won't be under any

obligation to buy. Oh, and ladies, make sure you invest in a sports bra. Running will be a whole lot more enjoyable when you've got one.

As you become a more regular runner, there will be things you want and things that will make your runs more comfortable – but invest in them then, when you know what you want! Most importantly, come race day, make sure you're wearing your green Oxfam running top so we can spot you and give you a huge cheer.



TOP TIP

Put your name on the front of your running vest. People in the crowd will cheer you on and call your name when you take part in the race, and you'll find it really motivating!

WHAT SHOULD I BE EATING?

BEFORE A RUN

Aim to eat a meal and drink 500ml of water two hours before the run and then sip small amounts until 30 minutes before setting off. Your meal should be mainly carbohydrate based, low in fat with some vegetables and fruit. If you're running in a race, you should aim to eat an extra 300-400 calories per day up to three days before the race.



DURING A RUN



If you're well hydrated before your run, you should be fine without water for up to 45 minutes and without fuel for up to 60 minutes, as long as you're running in normal conditions. On longer runs take water with you and if you're going to be out for 1-1.5 hours, you could try a sports drink instead. Energy gels are excellent source of fuel for longer runs; as a general guide, take one energy gel after 45 minutes and then another every 30-40 minutes. Not everyone gets on with gels, so you might find sports beans or shot blocks more appealing.

AFTER A RUN

Straight after running eat something high in carbohydrates to replenish glucose stores – a sports drink, toast or a banana are good choices. Eating something small as soon as you get in will help to reduce muscle soreness the following day and then within two hours of training aim to eat a proper meal. Your meal should have a good balance of carbohydrates and protein – e.g. tuna fish and avocado sandwich, jacket potato with cheese and beans, scrambled eggs on toast.



DIG DEEP, AIM HIGH

The reason taking part in a run is so worthy of sponsorship is that it's not only a physical challenge – you also need to be pretty strong minded to go out for a run when freezing temperatures await you outside or your friends are trying to persuade you to miss a training session in favour of the pub. But, we know that you can do it.

These guys have all done it for Oxfam, and this is what kept them motivated:



“ It’s interesting, how fear pushes you from behind while the crowds pull you forward from the front. It felt that way for me. And it’s a bit off topic, but post-marathon, my views on my own limitations have been raised significantly. Barriers now seem less of a...barrier ”

Chris Foreman



“ I wanted to be able to look my kids in the eye and say that I ran a marathon. ”

Malcolm Stone



“ There was a huge element of proving to people that I could do it...but also proving to myself that I could. The Facebook group was great too; I wouldn’t have got through it without everyone else’s support and hearing about their adventures in running! ”

Hannah Fox



“ In the winter, dreaming of how nice a delicious hot bath would be after running in the cold got me out of the door – and joining a running club was helpful too. It made the madness seem a bit more normal, as everyone else there was at it too! ”

Angela McClelland



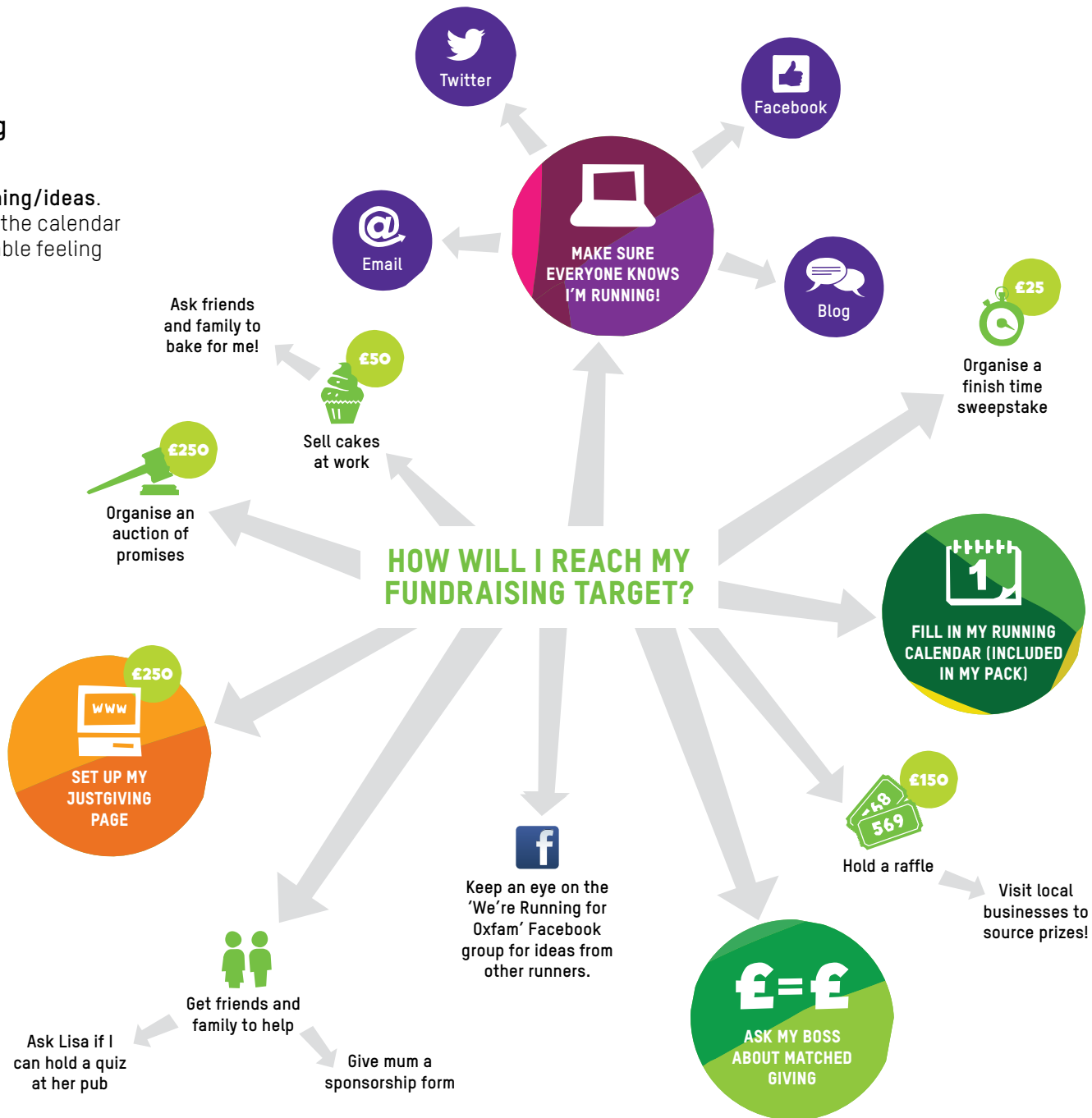
“ During my training, being able to eat more, the buzz of running and achieving my goals. On race day, the crowds, the other Oxfam runners and the Oxfam cheer points all kept me going. ”

Rich Warne

FUNDRAISING

You might find it useful to kick off your fundraising with a brainstorm, a little bit like this one.

You'll find more ideas to help you at www.oxfam.org.uk/running/ideas. Once you've brainstormed, organise your ideas, add them to the calendar included in your pack – and then get started! It's an unbeatable feeling when you start receiving your first donations.

[illegible]

STEP-BY-STEP FUNDRAISING IDEAS



RAFFLE

1. SOURCE SOME PRIZES

To hold a successful raffle, you have to have prizes that people really want to win. Visit local businesses and see what you can get – and don't be afraid to ask. You'll be surprised how many places will be willing to support you.

2. SOURCE SERVICES

You might find it easier to source services, rather than products, so think about things like day spa passes, meals for two and something else.

3. LETTER OF AUTHORISATION

If you're asked to provide one, contact the Oxfam Running Team and we can send you a letter to confirm you're running for Oxfam.

4. DECIDE ON THE TICKET PRICE

5. START PROMOTING YOUR RAFFLE!



QUIZ NIGHT

1. FIND A VENUE

Pubs will often consider hosting fundraising quizzes free-of-charge because it means they'll get lots of customers through the door!

2. CREATE YOUR QUIZ

You can put the questions together yourself, get friends to help, or download them from an internet quiz site.

3. FIND A GOOD QUIZMASTER

If you can get someone that is able to really engage with the crowds, your quiz will go off with a bang.

4. DECIDE ON THE TICKET PRICE

5. PROMOTE YOUR QUIZ

Use posters, email, and social media – and if you're thinking big, advertise in the local media.

6. RAISE EXTRA MONEY

Think about how you can make extra money on the night. Maybe you could sell snacks or hold a raffle?

GET DIGITAL

FACEBOOK

Don't worry too much about boring people with lots of running posts – that's exactly how you'll keep your challenge in the forefront of people's minds. However, try to think outside the box a bit so you're not just posting the same thing all the time. Here are some of our ideas:

- Tell people how hard it is. Training for a long-distance race is no picnic, so share your stories with your Facebook friends.
- Post photos from Race Day and tag in it anyone that has already sponsored you. It will show up in the newsfeeds of other friends and remind them they need to donate!
- Take advantage of the JustGiving Facebook app to make it even easier for friends to sponsor you.

TWITTER

Twitter is the perfect way to make people feel involved and you can keep them updated on your progress. You can even sync most running apps so that they automatically update your newsfeed with your running activity – then everyone will be able to see how hard you're training.

Swap advice and keep in touch with other Oxfam runners online.



@OxfamRunning



We're running for Oxfam

START A BLOG

If you have the time to keep a blog up-to-date, it can be a great way to create a buzz about your run – and it will help to keep you motivated. There are lots of free blogging sites out there but we particularly like WordPress.

KEEP A VIDEO BLOG

Keep a video blog and update all your friends with your training stories and fundraising activities. They will be more likely to sponsor you if they can see a video of you in training and it's a great way to celebrate some of your successful fundraising events.

EMAIL SIGNATURE

Simple and effective. Add a little message to the bottom of all your emails, alongside a link to your JustGiving page.

JustGiving™

Setting up a JustGiving page should be one of the first things you do when you get a race place. Your friends and family will be able to visit the page and make a donation online. That money will come straight to Oxfam and get added to your fundraising total, making the process nice and easy for you, your friends and Oxfam!

1. CREATE YOUR PAGE

Go to www.justgiving.com/oxfam, click on 'Make your page' and follow the on-screen instructions.

2. PERSONALISE YOUR PAGE

Add a photo of yourself, ideally in your Oxfam running top, and write a blurb about why you're running for Oxfam.

3. ADD A FUNDRAISING TARGET

Pages with a target raise almost 10% more than those without one.

4. PROMOTE YOUR PAGE

Use word of mouth, posters – and all the ideas on this page – to get the word out there.

5. THANK PEOPLE

Make sure you thank friends and family that sponsor you. If you do it through social media, it will act as a reminder to anyone that hasn't sponsored you yet!



JUSTTEXTGIVING

Once you've set up a JustGiving page, an SMS code will automatically be set up for you so your friends and family can sponsor you simply by sending a text message. There's a donation limit of £10 so it's a good one to hold back for people that aren't likely to sponsor you more.

MEET LUCY, MARATHON RUNNER

It's good to hear from other runners about how they've fundraised in the past. Lucy Fenner raised £2500 when she ran the London Marathon for Oxfam and this is how she did it.



“ The best thing about fundraising was the buzz it created amongst my friends, family and colleagues - everyone kept asking me about my training and that kept me motivated. It was also great to know that I was making a difference to other people's lives through Oxfam.

If I did it again, I would organise an auction of promises. A friend of mine did one of these - he got lots of people to donate promises like 'I'll give you four Spanish lessons' or 'I'll make you a made-to-measure dress' and then people placed bids on them. It cost next to nothing to put on but raised a lot.

My best bit of advice for other runners is definitely to start early. Everyone says it, but if I had left my fundraising to the last minute, when I was doing all my long runs, I would've struggled to fit everything in! ”

BLOG

I decided to keep a blog when I ran the London Marathon so people could read about the ups and downs I had during training. It inspired lots of people I hadn't seen for a while to sponsor me.

JUSTGIVING

Everyone should set up an online fundraising page - it makes everything so much easier. I also used my JustTextGiving code so friends could simply send a text message to sponsor me.

HANDBAG SALE

A friend of mine works for a company that donates sample stock to good causes, so she gave me lots of handbags and I held a sale at work on payday. It's a good idea to think about how different friends can help.



CAKE SALE

Friends, family and colleagues baked for me and I held a sale during the lunch break at work. I'm lucky to work in a big organisation so I raised £200! I did smaller sales that raised £20-£50 too.



TREADMILL MARATHON

I ran on a treadmill in my local supermarket while my friends asked passers-by for donations. We raised about £400 - everyone was really generous, so don't be afraid to ask!



KEY INFORMATION

A lot of your sponsorship will probably come through your JustGiving page, but you're bound to collect offline sponsorship too. There are two ways to get that money to Oxfam – whichever one you choose, please make sure you also send us your sponsorship forms because without them, we won't be able to claim Gift Aid.



YOUR JUSTGIVING PAGE

You can pay offline sponsorship in through your online fundraising page too. It's the easiest way to do it, because the money will come straight to Oxfam and, as long as your page is set up correctly, we'll know that the money is part of your fundraising and we'll know which race you're taking part in. While we recommend JustGiving, we are also happy to accept payments through other sites such as Virgin Money Giving.



THROUGH THE POST

You can send cheques made payable to 'Oxfam', and sponsorship forms, to:

**Oxfam Running Team, Oxfam House,
John Smith Drive, Oxford, OX4 2JY**

When sending us cheques, please make sure you include a covering letter telling us your name, address and running event. We need that information to make sure the money gets added to your fundraising total.



OVER THE PHONE

You can pay by credit or debit card with our Supporter Relations team on **0300 200 1244**.

Please don't send cash through the post, or pay your fundraising money into an Oxfam shop, as we will not know the money has come from you and it won't be added to your fundraising total.

giftaid it

REMEMBER GIFT AID!

When someone Gift Aids their donation, it means Oxfam receive 25% more. So, if someone donates £10, and Gift Aids it, we'll receive £12.50. The person sponsoring you just needs to be a UK taxpayer, and then the government will give us the extra little bit without any extra cost for your friend or family. Unfortunately we can't add Gift Aid to your individual fundraising total as it is claimed monthly as part of our organisation wide audit process. We might not be able to add it to your fundraising target, but we can assure you – that extra 25% will go a very long way.

GOOD LUCK! WE HOPE THIS BOOKLET HAS LEFT YOU FEELING INSPIRED AND READY TO FIGHT POVERTY WITH EVERY MILE.



In 2012, Oxfam drilled six boreholes and installed suitable hand pumps to provide clean water to the largely nomadic population of Turkana. By running for Oxfam, you're changing the lives of people like Etirae Nakali, 8 years old (above), who lives in the village of Nawoyatir in the Lapur district of Lokitaung in Turkana and now has a reliable source of safe water.



 **recycle 100% recycled**



Oxfam is a registered charity in England and Wales no.202918 and Scotland SC039042. Oxfam GB is a member of Oxfam International.