

# The ASICS London 10K

Support for EducAid Sierra  
Leone Runners



# THANK YOU!

Thank you for signing up to run the London 10K for EducAid Sierra Leone! We are looking forward to cheering you on and to congratulating you at the finish line.

We are so thankful that you have chosen to run for us, your support means so much to the entire EducAid family. As a small charity every little really does help, so please do not feel daunted by the idea of raising money. We believe that EducAid is a worthy cause and that when you tell your friends and family why you are running the London 10K they will be more than happy to support you.

In this pack you will find fundraising ideas, social media resources and information about the day.



# 01 FUNDRAISING

Fundraising can be hard. We know that it doesn't come naturally to everyone but that doesn't mean it's impossible! We hope that you will try to raise as much money as possible to empower education in Sierra Leone. Below you will find some fundraising tips and tools.

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## FUNDRAISING PLATFORM

EducAid have joined Wonderful, a fundraising platform that truly is wonderful. They believe that charities should receive every penny raised by supporters and volunteers. We love their commitment to honour the fundraising efforts of all of you!

Setting up a Wonderful fundraising page is the quickest and easiest way to collect your sponsorship donations. It is very easy to set up a fundraising page on Wonderful, but if you would like help then please read our guidance document, which has step-by-step instructions. If you need more support please feel free to contact us.

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## SPONSORSHIP

This is the most commonly used fundraising technique, and it requires very little from you! Simply set up a fundraising page, ask your family and friends to sponsor your run and tell them you're running for EducAid Sierra Leone. Easy.

## MARKET YOUR TRAINING

Take your sponsorship further and ask people to pledge money for each mile you run in training! Friends and family could pledge as little as 10p for each kilometre you run before the 21st of July.

The possibilities are endless - get training!

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## TAKE YOUR FUNDRAISING TO THE NEXT LEVEL

It's not over when it's over! Host a fun event to tell your friends, family and sponsors how well you did in the race all whilst raising more money for EducAid. Garden parties, coffee mornings, bake sales and quiz nights have all proven to be fun ways of raising money.

Of course you could host any kind of event that takes your fancy!



# 02 SOCIAL MEDIA RESOURCES

Included in this pack you will find some social media graphics that you can share to let people know that you are running the London 10K for EducAid Sierra Leone. There are separate images optimised for Facebook, Instagram and Twitter.

Don't know what to say? Don't worry we can help you there too. Find a blurb about who we are and what we do below, as well as some text about why we are taking part in the London 10K for our 25th Anniversary.



## WHO WE ARE AND WHAT WE DO

EducAid have been working to restore and strengthen education in Sierra Leone over the last 25 years. Post-civil war, during the Ebola epidemic and recent mudslides, EducAid has remained a constant presence in the communities they serve.

Running 7 schools that serve over 1,200 children, EducAid is able to reach the most vulnerable and marginalised, helping them to access quality education for free. EducAid's teacher training programme currently partners with over 100 schools to raise the standard and quality of education for as many Sierra Leoneans as possible.

This year we are celebrating all EducAid has achieved in the last 25 years, as well as all it can achieve in the years to come!



## RUNNING THE LONDON 10K

I am running the London 10K to support EducAid Sierra Leone. This year is their 25th Anniversary! I want to be part of their celebrations and their future, which is why I am raising money as part of my London 10K challenge.

Please support me by donating to my fundraising page and support quality education in Sierra Leone! Together we can help EducAid to change lives and improve education for another 25 years.

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## YOUR SOCIAL MEDIA RESOURCES

Please click here to access the social media resources we have prepared for your use. There is a folder each with optimised images for Twitter, Facebook and Instagram. This simply means that the image will look its best on each platform!

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## TAG US!

We'd love to give you some love on social media, so please tag us in your posts!

Facebook: EducAidSL  
Twitter: @EducAidSL\_LDN  
Instagram: @educaidsl  
LinkedIn: EducAid Sierra Leone

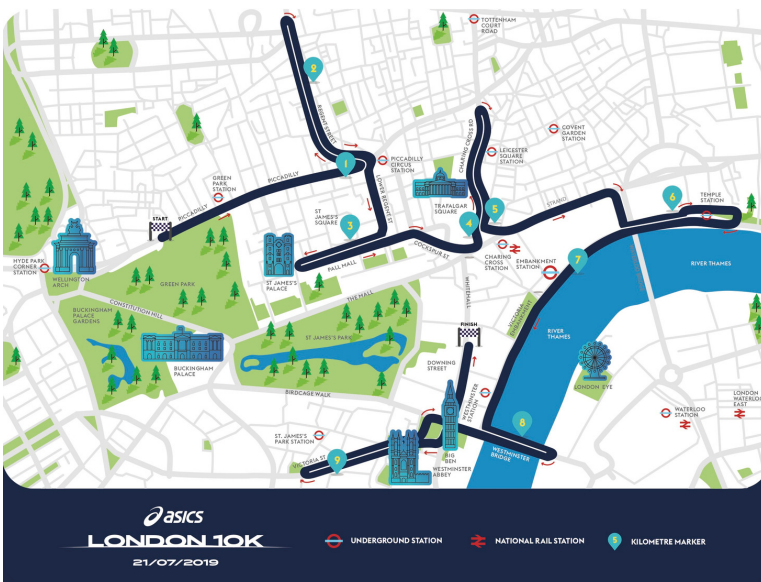
# 03 RUNNING THE ASICS LONDON 10K

When: 21 July 2019

Meeting point: Bomber Command Memorial, Green Park, Piccadilly, London, W1J 7JZ

How to get there: the closest stations are Green Park and Hyde Park Corner station

How to get home: the closest station to the finish line are Westminster station, Embankment station and Charing Cross station



The ASICS London 10K is being hosted by Virgin Sport. This year you will run through Central London and see many of London's most famous landmarks. The route map is below!

When you arrive please find us at the Bomber Command Memorial, we will be the ones wearing EducAid t-shirts. Here we will sign you in, and provide you with your race pack and t-shirt (if you've ordered one).

We will be cheering you on throughout the race and will be waiting for you at the finish line (with treats!). The race will finish near Downing street, we will be waiting to direct you to our cake stand. Please do come over and say hello, we are so looking forward to congratulating you!

We are hoping to organise something for the friends and family of runners after the marathon, so do get in contact if you'd like to be part of that!

# 04 CONTACT AND SUPPORT

Once again, we'd like to thank you for signing up to run the London 10K in support of EducAid. We want to make sure that you receive all the support you need so please do not hesitate to contact us if you have any questions or need some help. We would be happy to chat with you!

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## CONTACT DETAILS

Please contact either Farah Lungay or Roxanne Tibbert for help and support.

Farah Lungay, Fundraising Manager  
farah@educaid.org.uk

Roxanne Tibbert, Fundraising and Administrative Assistant  
roxanne@educaid.org

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**THANK  
YOU!**