



Virgin Money London Marathon
Application



Virgin Money London Marathon – 26 April 2020
APPLICATION FORM



Sponsorship: £2,750 Registration Fee: £100 (required within 2 weeks of place offered)		Sponsorship Milestones: January 31st = £700 ♦ April 1st = £2400 ♦ May 1st = £2750	
Name:		Male / Female / Prefer Not To Say:	
Date of birth:		Age on race day:	
Runners will receive a Young Epilepsy running vest. Please indicate which size you require. Small <input type="checkbox"/> Medium <input type="checkbox"/> Large <input type="checkbox"/> XLarge <input type="checkbox"/>			
What is your <u>current</u> predicted finishing time? (We understand this may change) Hours: Minutes:			
Home Address: _____ _____ _____		Mobile number: _____	
Employer: _____		Does your employer offer matched giving?	
Position: _____		Yes <input type="checkbox"/> No <input type="checkbox"/>	
Have you fundraised for charity before? If Yes, please give brief details _____ _____ _____			
Now tell us about you! Do you have a connection with epilepsy or is this a purely a personal challenge? _____ _____ _____			
Can you commit to achieve the important fundraising milestones? Yes <input type="checkbox"/> No <input type="checkbox"/>		What is your personal fundraising target? £ _____	
DUE TO NEW LEGISLATION; WE CANNOT MAKE CONTACT WITH YOU WITHOUT YOUR PERMISSION. WOULD YOU LIKE TO OPT IN TO RECEIVE COMMUNICATIONS FROM YOUNG EPILEPSY ? Yes <input type="checkbox"/> No <input type="checkbox"/>		WE ONLY WISH TO MAKE CONTACT WITH THINGS OF INTEREST. WHAT WOULD YOU LIKE TO HEAR FROM US ABOUT? <input type="checkbox"/> FUNDRAISING AND EVENTS <input type="checkbox"/> NEWS & CAMPAIGNS <input type="checkbox"/> JOBS & VOLUNTEERING <input type="checkbox"/> RESEARCH	
Signature: _____		Date: _____	

WE TAKE DATA PROTECTION VERY SERIOUSLY AND WILL NOT SHARE YOUR INFORMATION WITH ANYONE OUTSIDE OF THE ORGANISATION

PLEASE RETURN YOUR COMPLETED FORM TO: EVENTS@YOUNGEPILEPSY.ORG.UK

Young Epilepsy. Registered office: St Piers Lane, Lingfield, Surrey RH7 6PW. Charity No. 311877 (England and Wales)

Thank you for applying to run for Young Epilepsy in the Virgin London Marathon 2020.

We are really looking forward to the biggest and most rewarding challenge in our events calendar and we are excited that you are interested in being a part of that! Many of you have shared your reasons for wanting to get involved and it is great that you feel so inspired. From many of the applications and emails we have seen you all have genuine connections and we love that you are keen to be 'part of the solution' and do something. It is people like you that enable us to do what we do.

Our London Marathon places

We have 10 places with a couple that have rolled over from last year so these places are very precious to us and come at a financial cost so we have to maximise the return we get. This event is crucial to our annual fundraising projects up and down the country working with young people and their families in navigating their way through an epilepsy diagnosis.

Sponsorship

We ask for £2,750 **as a minimum** which is not a small amount of money! We need to be clear from the start that it is crucial this target is achieved. That said – it is very rare that anyone fails to exceed target and, on average, runners raise well above the minimum. If you have the time, resources, determination and dedication – you'll make it... no question.

The attached Fundraising Information document will supply you with information to get your ideas flowing and you are welcome to contact us to discuss what we know has worked for others. However, you know your networks, your contacts, your resources and so ultimately you are best placed to determine what will be successful. Vest sponsorship has worked well for years, check out the details which are at the back of the fundraising document.

How the application works

We get many applications for our places, so we need to ensure we select those that can deliver on the fundraising. On that basis we ask for a **fundraising plan**. This plan needs to clearly show **where, when** and **how** you are able to raise the sponsorship we are asking. We don't expect you to be experts and have all the answers but to share with us your approach and timeline is crucial. We can then discuss further with you once we have your plan.

As you think about your plan think who you can ask to help you fundraise? Do you have business connections, contact through your family? Who might have some great ideas (and be willing to help you with them!?).

Fundraising is so much more fun when you have people working on it with you.

There is an example of a fundraising document on the last page. You can present your plan however you choose, but please remember to include as much detail as possible.

Things that are helpful for us to know

- What resources (anything that will be used to help generate sponsorship) you have available and how you plan to use them
- When you plan to undertake activities
- How much you expect an activity to raise (make sure it justifies the effort)
- What you might do if an activity fails to raise what you expect (What's the Plan B?)
- If you are planning to self-fund / make up the difference
- If your employer has a charity matched funding scheme or similar

We plan on confirming places before October to extend the opportunity to fundraise.

What happens if I get injured or fail to hit target?

If the worse should happen and you are unable to take part we will discuss the best way forward. If you are a little behind on fundraising we can discuss a few options which might include rolling your place over to the following year to increase the opportunity to hit target (although that would be a last resort). If you get injured we would like to ensure you also have the opportunity to participate the following year unless you choose another event.

What you can expect from us:

- A Young Epilepsy running vest
- Help every step of the way with fundraising tips and advice from YE fundraisers
- Fundraising pack with tips and ideas to help you smash your target!
- A tour of Young Epilepsy's campus to see first-hand where the money you raise goes and meet some of the young people who'll benefit from all of your hard work
- Advice on how to engage local media to maximise publicity of your challenge
- T-shirts / purple props for your friends and family who come along to cheer you on
- The enthusiastic and incredibly loud cheers of encouragement from the Young Epilepsy team to give you the push you need to cross the finish line

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What happens next...



What we expect from you:

- ➔ To achieve the sponsorship milestones (see below)
- ➔ Notify your doctor that you are taking on this challenge
- ➔ To clearly outline how you expect to achieve your target
- ➔ Highlight at the earliest possible opportunity if you have concerns that you will not hit your target – We help many people with ideas and ways to maximise events

Sponsorship milestones

The reason we need to hit these targets is so we can continue with our amazing projects working with young people up and down the country providing the best services and support that we can. These milestones allow us to review and discuss your progress and offer help as necessary.

We need you to achieve:

- ➔ £700 by 31st January 2020
- ➔ £2,300 by 1st April 2020
- ➔ £2,750 by 1st May 2020

If these milestones immediately feel unachievable, or you are not selected for the London Marathon, please consider supporting us at Brighton marathon or perhaps join us at our most popular running event – Royal Parks Half Marathon with Norman Cook (Fatboy Slim). Why not have a look at our events page for a complete listing of challenge and sporting events. We really do value your motivation to support us and we would be very sad to lose you completely.

Thank you again for your interest in supporting us. It is only with the support of people like you that we are able to continue our work with young people that need the services we provide.

Good luck with your application. Look forward to hearing from you! **DO** contact us if we can help, we'd be very happy to speak to you. events@youngepilepsy.org.uk / 01342 831245

Example of Fundraising Plan – This is what will set your application apart from others!!!

Please don't feel you have to present your plan in this way. I hope you get a sense of the specific information that we are looking for to understand that you have some good ideas and have thought about when you could do them. Detail is king! Word doc, pen and paper... whatever works for you! **Go for it...!**

Example of Fundraising Plan

ACTIVITY	DATE	MIGHT RAISE	HOW IS RAISED	RESOURCES NEEDED	WHO IS INVOLVED	NOTES
Fundraising Page and Social Networks	now - April	£750	Donations to fundraising page	None	Friends, Family, Corporates	Sent via social media
Sponsored event at gym	November 3rd	£300	Sponsored 24h cycle, get local newspaper to cover story	Permission and two exercise bikes. Charity banners.	Club Manager and gym friends.	We try to get sponsored 20p per mile. If we achieve 180 miles £36 per supporter. With 10 supporters this = £360 each
Quiz Night	November 15th	£500	Tickets for each team and raffle tickets at the end.	Questions, Venue (The Royal Oak pub), Raffle Prizes	Inviting friends, family and locals from my village. Need raffle prizes from local businesses.	Will ask local chip van to attend and ask for a donation from them to top up the money.
Christmas 80's Disco	December 12th	£1,000	Friend is a DJ (free), selling tickets, margin on donation bar and high end raffle.	Venue (Village Hall) drinks from Macro, tickets and help on the night. Raffle prizes.	Friends that can offer high-end prizes/experiences - holiday cottages, cars / prestigious opportunities, or other fantastic raffle prizes.	Tickets will cost about £20. I have 150 capacity. Can use money from ticket sales for expenses but expect to make £1000 profit (ticket sales £800, raffle £200)
Charity Car wash	March 19th	£200	Washing commuters cars. 40 cars @ £5 with 8 people = 8 cars each. Likely to get a few donations too.	Access to water and some basic car washing equipment. Few charity banners.	Friends willing to help.	Will ask Station Manager if this is possible - if not I will ask a local Fire Station to assist with a venue.
Sponsored Walk	April 2nd	£500	Sponsorship from participants	None	20 friends	If each friend raises a minimum of £25 I will achieve my target.
'Come Dine With Me'	April 15th	£200	Cook a meal for 3/4 carefully chosen couples. Show YE video between courses to highlight the cause - ask couples to donate what they feel the meal was worth / what they feel a restaurant would charge.	Kitchen and ability to cook up a really tasty meal! Nice bottle or two of wine.	Some supportive and generous contacts to invite.	Will research what low cost quality food I can buy and turn into something high end. Will think how to add value and bring the cause to life during the meal. Tell my own story and why I am running the marathon.
TOTAL		£3,450				