

FREEDOM TICKET FOR LIFE

How to Run for Freedom

A guide to organising or taking part in a run to raise money for Freedom Ticket for Life.



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Getting started

Brilliant! You've decided you want to raise money for Freedom Ticket for Life. So, how do you get started?

Well, that's simple! First, decide whether you want to run, walk, jog, crawl, hobble or race around on wheels!

Around the world, STOP THE TRAFFIK supporters are being sponsored to **run for freedom**.

There are many different ways to run for freedom. It can be a kilometre, a mile, 5 km, 15 miles. It can be a relay, a race or a walk around your local park. You can do it on your own, in a group or advertise it to your whole town – we don't mind how you do it, we just want you to take part!

On the following pages you will find all the information you need to help you organise and advertise your run to raise as much money as possible to support and protect girls vulnerable to trafficking.



Running on your own / as a small group

If you are a lone runner or there are a few of you taking part, all you have to do is decide how far you are going to run, get your trainers ready and start collecting sponsorship!

You can run in a park, around a school field, through your city, around a lake, over a hill or around your town. As there are a few people taking part you do not need to think so much about contacting authorities or local emergency services! It might be a good idea however to just double check with your local authorities that what you plan to do will not break any laws.

Think carefully about your route - make sure it is safe, not too dark and within your ability – it's great to challenge yourself but remain realistic!


Even though it is not all relevant for you, there may be some information on the next few pages you find useful.

Don't forget to order your sporty wrist band from www.stopthetraffik.org/shop to help you promote the project and to keep you sweat free!



Join an organised / existing event

If there are local marathons, half marathons, fun runs or walks already planned, you can apply to take part in one of those and just raise money for Freedom Ticket for Life. To find out if there is something happening in a town near you, have a look on the internet by typing 'run marathon walk + appropriate area' into a search engine like Google.



Aiming high: Get your town / school / local community involved

Spend time planning your route. If you have friends at your disposal, bring them on board to help with the logistics!

Who are your runners and how can you get more people involved?

Think about who you know that you can ask to join in. This list can include friends, family, neighbours, work colleagues, school friends, people who you see on a regular basis at clubs or societies....

You could also think about advertising your run to people you don't yet know. There is a poster for you to use to help you advertise if you wish. You could put it up:

- in running / walking / rambling clubs
- on community notice boards (found in most supermarkets, town halls, gyms, churches, mosques etc)
- at Doctor surgeries
- in libraries
- on school notice boards
- in local magazines / newspapers

If you are organising the run then make sure participants register, as you probably need to tell your local authority how many people will be running and how far; and we'd like to know too!

Make sure you give a contact email on any poster you put up.

Send a map of the route to participants so they know which way to go, as well as, information on where the race starts and the date and time. It is also a good idea to include something to officially state that runners take place at their own risk.



Where will you run and how far?

Think about your local area, is there a track / sports hall / field / school yard you can use? Will you offer a choice of running distances (for example 1km, 5km or 10km) so everyone and anyone can take part?

If you want to use a sports hall or school contact them, explain why you are running and ask if you can use their facilities.

Think about terrain - check the course isn't too difficult remembering that runners will not all be in the same shape. **It might be a good idea to run or walk around a course before you decide to use it.**

The route you choose should be appropriate for those taking part. For example, if you have a lot of elderly people taking part you may want to avoid too many hills and if you are planning to have lots of runners, you will need somewhere with a wider path. Also, some paths are better suited for walking than running.

If you are in a city, take extra care and don't use streets that have a lot of traffic. You will need to notify local police of your planned route and date – maybe if you ask nicely they could even close down a street or two!

Whether you are in the country or city, there will be thousands of pre-planned walking routes, as well as unmarked walking territories. **Contact local walking, rambling or hiking clubs for tips and suggestions.**



Health, safety and the Law

This section largely depends on how many runners you have and where you will be running. It is a good idea to tell your local authority what you are planning to do. They could have some practical tips for you – or if there are hundreds of runners they may suggest shutting down the roads and actually stopping the traffic! Local authorities will vary depending on where you are. Don't forget to explain what you're doing and why.

It might be a good idea to contact charity organisations such as St John's Ambulance or your regional equivalent so they can offer advice or services if necessary.

Depending on the number of people taking part and where you do it, it may be a good idea to have people along the route making sure things are going according to plan and handing out water if required / necessary. Work out how many people you will need and at which points of the course you want them to stand. They could all wear the same badge or hat so they are recognizable.

You can try contacting local shops / supermarkets to ask if they will sponsor the run and provide first aid kits and water to hand out along the way / at the end. If you are not going to provide water stops, make sure people know in advance to bring their own refreshments.



Raising money

The reason you will be sweating for freedom is to help keep vulnerable girls safe. To do this you have to collect sponsorship, big bucks, hard cash! We have provided you with a sponsorship form so you can ask as many people as possible. Make sure you tell everyone why you are doing it and what you hope to achieve.

SPONSOR FORMS: the UK sponsor form has all relevant gift aid information already on it. The global one has an extra column for you to use for any tax credit your government may offer. If you don't need it, you can delete the extra column by highlighting, right clicking on your mouse and selecting the 'delete column' option.

Make sure you tell your donors which project you are going to support by ticking the relevant bit on the sponsor form.

Try to collect money when people sign up to sponsor you – it saves a lot of time and means you don't have to chase people after you have finished.

Remember to send STOP THE TRAFFIK your sponsor forms when you have finished so we can keep those who sponsored you up to date with our campaigns and tell everybody involved how Freedom Ticket for Life is changing lives.



Other things to think about

If it is a race, do you want someone to be at the finish line?

Do you want any pictures of the day to show and inspire others to get involved?

Do you want people to wear a number? If so, can you give them a number when they register and ask them to wear it or would you rather print professional looking ones?



We all love a bit of attention

Try and get coverage in the local media before, during and after you run for freedom.


Before: Phone any local media outlet you can think of and tell them about the race and why you are doing it. Invite journalists to come along to take photos / video it / interview someone.

Read the 'how to use your press release' guide and then adapt and send the press release we have drafted for you.

During: It would be great to have some pictures to show people afterwards so make sure someone with a camera is on stand-by!

After: Send the press release again with a few alterations telling them what you did, how far you ran, how many people took part and how much you raised, remember to include a picture.

All the time: Freedom runs are an excellent opportunity for you to tell your community about human trafficking and how it affects them on a local and global scale.



Race day! On your marks, get set, go.....

Depending on your age, availability and how brave you are, you could even stop in a few cafes and pubs along the way to raise awareness and tell people how they can donate. In any private property, it is important to get permission before you start.

If you want to raise awareness amongst onlookers, have information leaflets to hand out and information on how they can donate. You may want to deploy a few stealth spies along the route to assist in this bit! You can download resources from www.stopthetraffik.org/resources.



Money: donating

After you have ran for freedom and you have collected your sponsorship - you are a few steps away from making the vital donations that will give girls their freedom tickets!

Send your money to us either by:

- logging on to www.stopthetraffik.org/donate or
- send us a cheque payable to STOP THE TRAFFIK, 75 Westminster Bridge, London, SE1 7HS

You can find out more about the four projects on our website. Please let us know if you would like your money to go towards a specific project.



Additional info for event organisers

Licensing

If you are planning on holding an event that includes “regulated entertainment”, or is in a public area or if you are planning to sell alcohol you may require a license. Please contact your local authorities for guidance. Do this with plenty of time to ensure that you get it completed in time.

If you do not apply for a license and you should have done so, you are operating outside of the law.

Health and safety

Every event organiser has a legal responsibility to ensure the health, safety and welfare of those working at, attending or affected by the event. As an organiser, you will need to look at what you are planning and consider how you will manage H&S aspects. Your local authority may want to see some documentation before allowing you to use public spaces.

Central to H&S planning will be a Risk Assessment. This does not need to be complicated. You will need to look at the hazards posed by what you are doing, who could be harmed and how, and what you will do to reduce the risk. If you are in the UK, see <http://www.hse.gov.uk/pubns/indg163.pdf> for a simple guide on Risk Assessment.

You may need to create an Event Safety Plan which details how you will implement everything highlighted in the Risk Assessment. It covers organisational structures as well as procedures for fire, evacuations, first aid, stewarding, traffic management and so on. Again, this does not need to be reams of paper but it does need to reflect the nature of the event.

Insurance

Any activity should have appropriate insurance. If you are part of a school, club, society, church etc, you may be covered under existing policies. If not, consider using a specialised broker like www.events-insurance.co.uk. It is also important to specify to your runners that they are responsible for taking part and neither organiser nor STOP THE TRAFFIK accepts responsibility for events or consequences.

Money

To collect money in the street or public place, you will need to obtain a licence from your local authority. As public collections are popular it is a good idea to get permission in advance. Think about how you will store, transport and pay-in significant sums of money.

STOP THE TRAFFIK does not authorise fundraisers to act as agents on our behalf and will not assume responsibility for organising, supervising or hosting fundraising activities.

All activities and participation in them are at the organisers and participants own risk. STOP THE TRAFFIK does not accept any responsibility or liability for any loss or damage to property or for death or personal injury arising from any fundraising activity relating to STOP THE TRAFFIK, except death or personal injury caused by our negligence.