



# Welcome to the LandAid 10K

**TUESDAY 24 MAY | REGENTS PARK | 4PM**

Thank you so much for signing up to the LandAid 10K! This is our first in-person running event since 2019, and we are so excited to see so many of you coming together again to end youth homelessness! We're also excited that we'll be joined virtually by property professionals all around the country, including in Wolverhampton, Oxford and Harrogate!

No matter where you're running or what distance you're taking on, together you'll be making a huge difference to young people who are facing homelessness in the UK.



**Many thanks to Allsop, sponsors of the LandAid 10K 2022!**

**Scott Tyler, Senior Partner at Allsop, said:** *"In the aftermath of the pandemic, even more young people have found themselves in precarious circumstances, and the importance of work undertaken by charities, like LandAid has never been higher. As a long-standing partner of this charity, we look forward to helping it raise much-needed funds to tackle youth homelessness as part of the LandAid 10K initiative. We were delighted to witness and be part of the response received from our business partners, industry peers, clients and suppliers over the past couple of years, enabling LandAid to raise £1m for its Covid-19 Emergency Fund, and more, and hope to build on that success in 2022, in a joint effort to make lives better."*

## Top tips for race day!



### Rest!

Don't do a long run in the days leading up to the event.



### Eat!

A good carb heavy meal the night before, and some slow-release energy foods during the day – think oats, bananas, peanut butter, and pasta (though not all together!)



### Stretch!

Before and after every run.



### Music!

Make yourself a playlist of your favourite tunes to keep you motivated. Tell us your top track to run to and we'll add it to our race day playlist!

# Race day information

**Location:** Regents Park Hub, Regents Park, London, NW1 4NU (see map at the end of this document)

**Nearest Tube Station:** Baker Street, St Johns Wood, Regents Park or Great Portland Street

**Route:** An officially measured, and clearly marked, 5K loop within the park

## Key timings:

**4pm:** Registration opens

**5pm:** Registration closes

**5.05pm:** Group warm up session

**5.15pm:** 15K starts

**5.30pm:** 10K starts (waves)

**5.45pm:** 5K starts

**7.15pm:** Winners announced, and trophies presented

**8pm:** Event ends

**8pm onwards:** Networking at The Volunteer pub (see map on final page).



## What else will be happening?

**Charity village:** find out more about LandAid, our pro-bono work, and Ambassador programme

**One YMCA:** a chance to meet with One YMCA, to find out more about youth homelessness in the UK, and some of the work that is being undertaken thanks to a LandAid grant (raised by people like you!)

**Massage zone:** for runners only! Give those tired legs a bit of TLC!

**Bar:** Every runner will receive a token for one free drink.

**Food:** Food will be provided by Benugo, Regents Park. Charges apply.

**Garden games:** weather permitting!

**After party:** If you're not ready to go home at 8pm, we've reserved an area in The Volunteer Pub for more drinks and networking. Feel free to join us there!

## Kit list

**Trainers:** please wear proper running shoes, that you have ran in before!

**Water bottle:** let's keep waste to a minimum! Bring your own water bottle!

**Snacks:** there'll be some treats at the finish line, if you have a usual running or pre-race snack, bring it with you!

**Deodorant or baby wipes:** There'll be no showers at Regents Park, so if you want to freshen up at the finish line, plan ahead!

**A change of clothes (optional, recommended if it rains)**

**Sun lotion:** keep your skin protected while you're running outside

## What NOT to bring

**Valuables** – there will be a secure bag drop, but we'd recommend leaving any valuables or electronics at home or in the office.

## Fundraising

We've asked you to raise a minimum of £50 sponsorship – with an overall aim of raising £100,000 through the LandAid 10K. The more money you raise, the more young people we can help, and the more lives we can change – it's as simple as that! Here's an example of a recent project we've funded, to show you the difference the money you raise will make!

### One YMCA

One YMCA have recently received a grant of £108,900 from LandAid which will be used to refurbish two, currently empty, houses in Luton, to create two inspiring, energising and psychologically informed homes. With the support of One YMCA's dynamic pathway to independence and trained staff, young people will learn and develop the skills and knowledge necessary for them to sustainably manage their independence.

LandAid's funding will enable a cohort of eight young people leaving care access to safe, secure and supported accommodation so they can live life to the full and avoid a risk of homelessness or rough sleeping in the future.

### 5 easy ways to give your fundraising a boost!

- 1 Self-donate – a self-donation shows how much you care about the cause, and encourages your contacts to care too!
- 2 Social media – share your fundraising link with your friends, family, and LinkedIn network, and tell them why this cause is important to you.
- 3 Matched fundraising – does your company offer matched funding? Be sure to ask them if you're not sure!
- 4 Guess my time – this gives your contacts the chance to win some money while you run – [download our Guess My Time sheet here](#)
- 5 Dare to donate! – to run in a rival football shirt, a fancy-dress outfit, or maybe with a shaved head or legs? Let your friends give you some dares, and when you smash your target, choose the winning one! Just keep it clean please!



*Thanks to LandAid's support we literally can now change the future! We can change the future and futures of those local young people who may otherwise suffer long lasting, potentially even for a lifetime, trauma and negative mental health impact of being homeless or having to rough sleep. We can now provide homes, support and a real opportunity for them to reach their full potential in life.*

*Mark Turner, Director of Operations, One YMCA*





# The LandAid 10K

Of course, the main reason to join the LandAid 10K is to make a difference to vulnerable young people in the UK. But if you need a bit more motivation than that, why not set your sights on one of our trophies. This year there are 11 up for grabs!

**Fastest Male: 5K / Fastest Female: 5K**

**Fastest Male: 10K / Fastest Female: 10K**

**Fastest Male: 15K / Fastest Female: 15K**

**Fastest CEO - 10K**

**Top Individual Fundraiser**

**Top Fundraising Team**

Make sure you hand in your timing chip at the finish line! You won't receive your time if you don't. Plus, for every timing chip that stays on a shoe, LandAid will be charged £2!

**Fastest team: 10K race only.**

Bring together your 4 fastest runners (2 male & 2 female) to compete to the Team 10K prize. Different to your fundraising team (which can include as many people as you want!) the running team prize will be awarded to the team with the fastest combined times. [Advance registration is essential – sign up on our website here](#)

**The Fun Runners Award**

Want to run in fancy dress? In your bare feet? Three-legged? This one's for those of you that just want to have fun! No advance registration is needed, and as long as your idea is safe and legal, you can run however you want! We can't wait to see how creative you can be!



## How we're being sustainable

We want to make our event as sustainable as possible.

Medals and trophies will all be made from sustainable and recycled materials

No small water bottles! Water will be provided, but only in cups, so please bring your own refillable – and reusable – water bottles. Small changes make a difference!

## FAQS

### Q. Will I receive anything in the post before the event?

A. No, you'll get your running bib, chip and bag drop tag at registration

### Q. Will it be easy to find you in Regents Park?

A. Yes, you'll see our flags by The Hub, and there will be some LandAid Stewards to help you if you get lost! There's also a helpful map on the next page of this document

### Q. Is there a bag drop?

A. Yes. But please do keep baggage to a minimum and please don't bring anything valuable

### Q. Is there somewhere to leave my bike?

A. Yes, there will be a secure bike area in the event village

### Q. Are there separate routes for each race?

A. No, everyone runs the same 5K loop- you'll run it multiple times if you enter the 10K or 15K distance

### Q: Can I change the distance I want to run on the day?

No, if you'd like to change your distance please email [events@landaid.org](mailto:events@landaid.org) before 12 noon on Wednesday 18<sup>th</sup> May

### Q. Do I need to register in advance for the team 10K race?

Yes! [Register your team here](#) before 12 noon on Wednesday 18<sup>th</sup> May

### Q. Can my friends and family come to cheer me on?

A. Of course. They can enter and run too if they want to!

### Q. What happens if I don't raise the minimum sponsorship amount?

A. If you're not able to raise the minimum amount of £50, you will still be able to run on the day, but we'd encourage you to try your very hardest to raise as much as possible. The more funds you raise, the more young people we'll be able to help – it's that simple. If you're worried about fundraising, get in touch and we'll give you lots of ideas and support. You could also download our [Guess My Time](#) sheet from our website now.

Hopefully this pack, alongside our email communications before the big day, give you all the information you need. If there's anything else you need to know, take a look at the [FAQs on our website](#), and if you still can't find the answer, please do drop us an email at [events@landaid.org](mailto:events@landaid.org)

## #LandAid10K

Are you following us on social media?

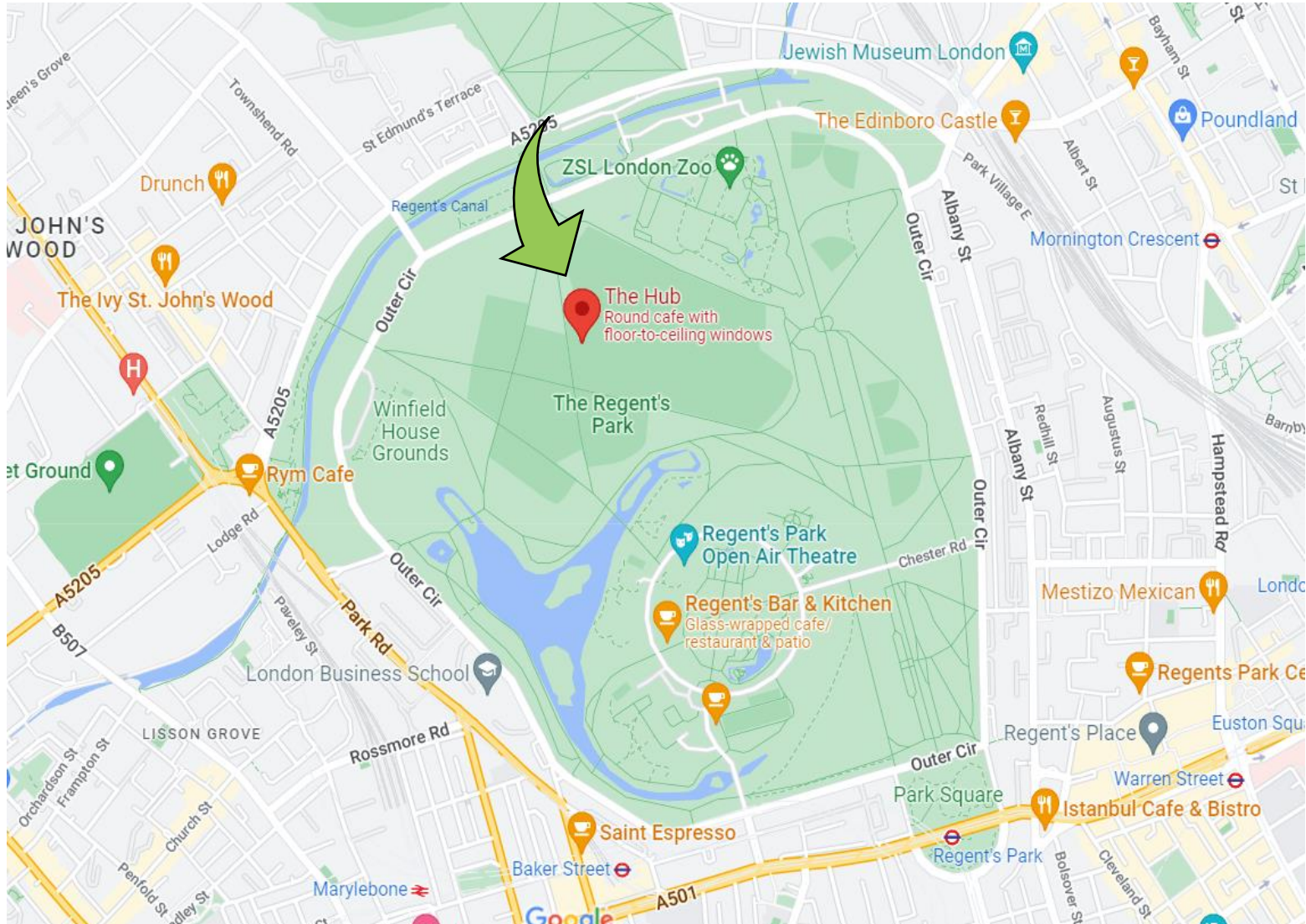
Follow us on [Instagram](#) and [Twitter](#), and tag us into your posts and photos using [#LandAid10K](#). We'd love to see where you're running before the event – and of course we can't wait to see your race day snaps!





**Q: Whereabouts in Regents Park will the event start?**

**A: Right there, by The Hub!**



Join us for more drinks  
and networking from 8pm  
onwards in:

**The Volunteer**

245 – 247 Baker Street,  
NW1 6XE