

LOOK EAST - COMMUNITY FUNDRAISING



MEGA SWIMATHON ACTION

>>> LUTTERWORTH SPORTS CENTRE

The team at Lutterworth Sports Centre just couldn't help themselves getting some extra fundraising underway. They joined the 10,000 other swimmers across the country, who took part in the national Swimathon for Cancer Research UK and Marie Curie on 28 April.

Morgan Smith, Duty Manager, completed her 2.5km distance swim and reports that all of her colleagues also managed to complete their chosen distances, including Swim Manager, Lizzie, who swam 5km and her daughter, Mia, who completed a mile. Lizzie will be keeping her feet firmly on dry land shortly as she takes on an ultra marathon in aid of Dementia UK.



Lizzie and her daughter Mia and their medals.



Hello and welcome to your fundraising newsletter in which we showcase some of your amazing challenges and fabulous fundraising endeavours.

Inside this issue, we bring you the full story of Nick Fearnett's outstanding Double Ultra Challenge. The event ethos really brought his local community together in support of Dementia UK.

Plus, how cute is Opie, the pug dog featured on this page? It seems everyone loves fundraising!

We understand how hard fundraising can be. It's difficult asking people to donate, especially at the moment. If you aren't able to get involved directly in fundraising events, it can be worthwhile reaching out to friends and making them aware of the important work of different charities. Thanks to the Everyone Active Dementia UK partnership, we are all aware of the importance of activity in reducing cognitive decline and understand how exercise can offer emotional support to those managing the illness.

Remember, this newsletter is your chance to share your fundraising events and activities. We want to hear about them all - from the big once-in-a-lifetime challenges to the cake bakes and inflatable sessions.

Cake success

Jonathan Fear, Duty Manager, Whitwick & Coalville Leisure Centre reports their 8 March cake sale in aid of Dementia UK went well, raising £64, whilst the sale at Ashby Leisure Centre and Lido raised a further £137.55. Well done team! Fundraising is hard graft!



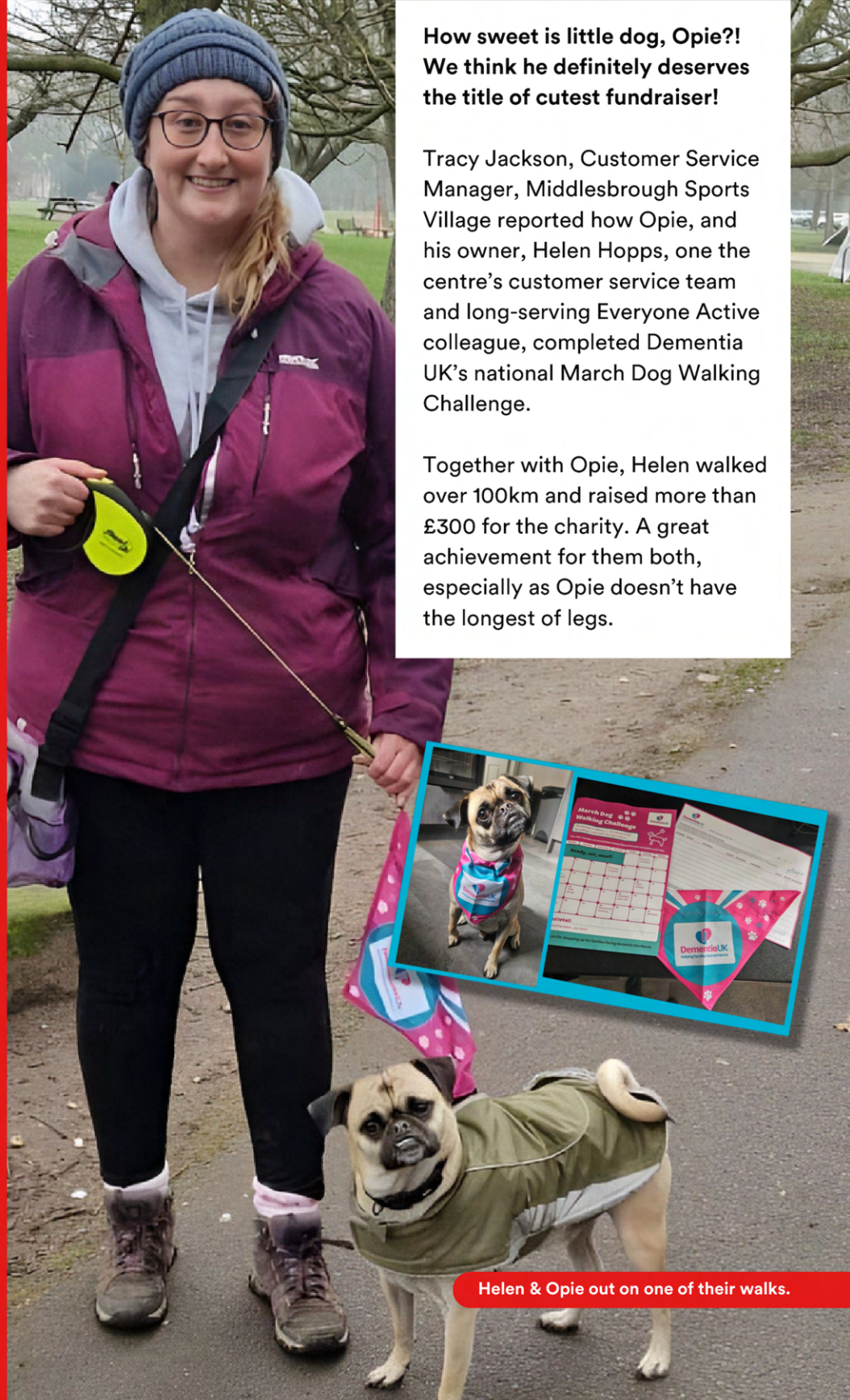
THE CUTEST FUNDRAISER!

»» MIDDLESBROUGH SPORTS VILLAGE

How sweet is little dog, Opie?! We think he definitely deserves the title of cutest fundraiser!

Tracy Jackson, Customer Service Manager, Middlesbrough Sports Village reported how Opie, and his owner, Helen Hopps, one the centre's customer service team and long-serving Everyone Active colleague, completed Dementia UK's national March Dog Walking Challenge.

Together with Opie, Helen walked over 100km and raised more than £300 for the charity. A great achievement for them both, especially as Opie doesn't have the longest of legs.



Helen & Opie out on one of their walks.

24-HOUR CHALLENGE SUCCESS



A massive congratulations goes to Nick Fearnett, Contract Manager, South Derbyshire, who successfully completed his self-styled 24-hour Double Ultra Challenge raising an incredible £2,265 (at time of writing) for Dementia UK.

Completing a 4km loop every hour on the hour with his good friends Emily Merrison and Tom Greatrix, the challenge started at 5pm on Friday 26 April.

Nick takes up the story: “As we built up towards the start time the vibe was just amazing. We all knew it was going to be difficult, but we were eager to get going.

Fundraising goals

“The day before, we saw that we were up to £900 on our JustGiving page and thought ‘wouldn’t it be great if we could hit £1,000?’... Which we did on the Friday morning! This set a really positive tone. We agreed to up the target to £1,500, and then to £1,750 as we progressed through the event and smashed the previous fundraising goal.

“Seeing the amount increase as we ran, whilst receiving so many comments on JustGiving, phone calls and messages really helped to keep us going. Some friends made funny comments, which made us laugh, and other messages were motivational.”

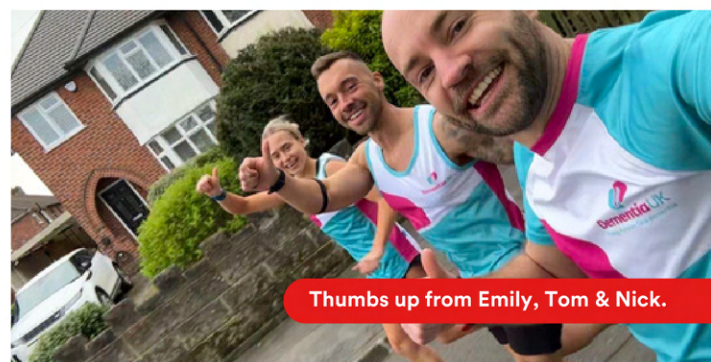
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Ready to start the second loop with friends.



Nick with daughters, Arla & Lois.



Thumbs up from Emily, Tom & Nick.

Community spirit

From the second loop, the team were joined by other people – friends, family and ex-colleagues - including the captain of the Uttoxeter Road Runners. Nick thinks the busiest loop was probably the 9pm loop with 13 out on the lap in total. Numbers then gradually dwindled.

“By 1am we were on our own, just the three of us, not much was said, but we were there for each other. We knew what we needed to do; get in at the end of each lap, stretch out, refuel, hydrate, rest a little and then go again. At 4am we turned to some healthy distraction and listened to some music as we ran!” Nick explained.

He'd arranged for his best mate - an old school friend - to come along at 5am, who spontaneously cooked the team pancakes. “It was not expected but we were really grateful for the change in nutrition and it really perked us up,” Nick said.

Into the second day...

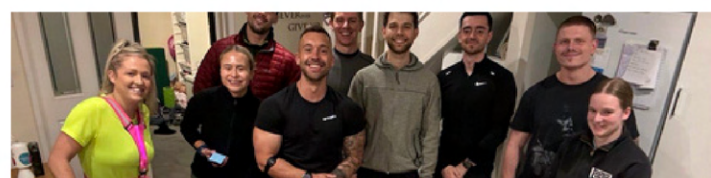
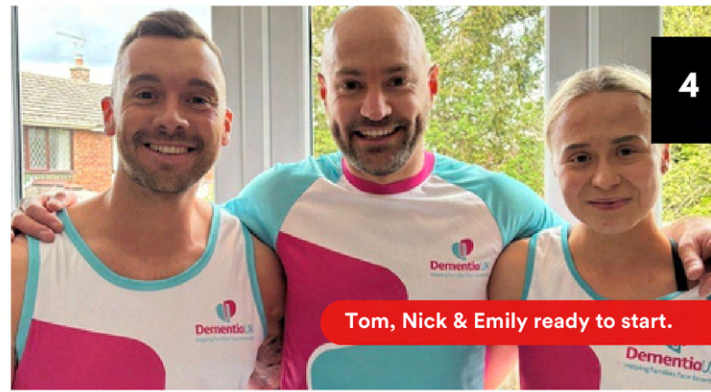
More runners started to join again from 7am. Nick's mum and her husband joined for three or four laps on their bikes and his daughters, who'd just finished their Saturday morning dance and swim sessions, got dropped off about 1km from the end of the loop to run along. Emily had arranged for a sport's masseuse friend to come along and set up her therapy table in the living room to help keep the runners moving.

“The last lap came around which we knew would be a double loop to hit the 100km - Emily and Tom had asked if we could maybe add a kilometre on to some of the other laps but I said ‘no’ this is what we've signed up to do and we'll get through it. Five or six other runners joined and they kept on our heels, pushing us on to the finish. As we finished there must have been 25 or 30 people gathered outside the house. It was a very emotional moment as I turned to Tom, thinking about what I'd achieved for my grandma.

“Whether people joined to run or simply came along in support, the community vibe was amazing and being joined by people who ran farther than they ever had done before, like Emily's other half who clocked up 40km during the event, was very special.”

And of course there are other challenges in the pipeline, but for now Nick is recovering and preparing to accompany the Moorways Tough Mudder team on 6 July for Dementia UK, at the Midlands Tough Mudder, at Belvoir Castle.

“I have a few fundraising ideas, but I don't think it will involve running loops again. I need to try something different!” he added.



WALKING NETBALL CHARITY SALUTE



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DAVENTRY LEISURE CENTRE

In celebration of International Women's Day 2024 on 8 March, the team at Daventry Leisure Centre organised a Walking Netball 'Net and Natter' morning with Daventry Walking Netball group for Dementia UK.

Alongside the walking netball tournament, which saw four teams competing from Towcester, Brackley, and the hosting group at Daventry Leisure Centre, extra funds were raised from a book swap and refreshments' sale.

Araina Thompson, Activity & Wellbeing Manager, at the centre said: "We had a very good turnout for this event with over 50 people in attendance. All session fees were contributed to charity and we raised over £250 for Dementia UK."



SWEET TREAT SELL-OUT!

WIGSTON POOL & FITNESS CENTRE

There was not a crumb left after Wigston Pool & Fitness Centre's Dementia UK cake bake fundraiser on 16 April.


Members and colleagues cooked up a storm in the kitchen, baking (or generously buying and donating) sweet treats to contribute to the sale which raised a

fabulous £206.90 for the charity.

Stand out bakes included oat and raisin cookies, lemon drizzle cake, and raspberry and white chocolate blondies, kindly baked by Georgina Crofts, General Manager, Dawn Yorston, Swim Teacher and Jane Envis, Aqua Instructor.

EVERYONE CAN MAKE A DIFFERENCE

Share your community fundraising stories.

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Sarah

Add your story to the next newsletter... email: pr@spud-media.com