

LOOK EAST - COMMUNITY FUNDRAISING



LOCAL SINGER STARS AT FUN DAY

WIGSTON POOL & FITNESS CENTRE

Local Leicestershire singer-songwriter, Grace Florence starred at Wigston Pool and Fitness Centre's Family Fun Day on Saturday 27 July which raised funds for Dementia UK.

Alongside Grace, the team hosted a number of attractions for the whole family including Sweet Treats by Emily, Donna's Wonderful World of Books, and Oadby & Wigston Swimming Club and their Olympic fitness challenges.

Lucy Thorne, Fitness Manager, said: "The day was a success considering it was quiet at site due to the holidays and members being on away. We had live music which created a lovely atmosphere for all and sold loads of sweet treats. We raised a total of £302.32."



Some of the Wigston team, from front, Lucy, Hannah and Elise.



Hannah and the bake sale.



Josh and the fitness challenge.



Local singer songwriter, Grace Florence.

LET'S DO THIS!

About your partner charity...

Breast Cancer Now is a research and support charity. They're dedicated to giving support for today and hope for the future, to everyone affected by breast cancer.

Their vision is that by 2050, everyone diagnosed with breast cancer will live, and be supported to live well. But to make that vision a reality, we need to act now.

Challenge accepted!

Once you've come up with your fundraising plan, remember to keep Michelle Hendry updated of what you have planned. Michelle has a stock of awareness leaflets from Breast Cancer Now which may be useful for you to share at your events.

Duncan Gibb also keeps a running tally of the fundraising total and what events sites have coming up in the south area of the East Region. He has already updated the One Stop Shop document to reflect the new charity partner. If you need a copy, please drop him an email to DuncanGibb@everyoneactive.com (He's happy to share this with anyone in the East Region.)

You can create your own JustGiving page or simply ask your supporters to donate to the Everyone Active page - <https://www.justgiving.com/page/everyoneactive-breastcancernow>



RAISE 75K FOR

BREAST CANCER NOW

The research & support charity

EAST REGION

Share your news

Keeping sharing the inspirational stories about your fundraisers in Look East.

Every penny counts towards that £75,000 target for an amazing charity. It doesn't matter if you raise £5 or £5,000; it all adds up so please keep sending details about your events and personal challenges to sarah@spud-media.com and celebrate your achievements.

Using centre socials

You are encouraged to tag Breast Cancer Now with details of your fundraising activities. This helps the charity to spot and interact with your posts. This means even more people see what you're up to and are encouraged to either come along to your events or donate.

- Breast Cancer Now Facebook: www.facebook.com/breastcancernow
- Breast Cancer Now IG and Threads: [@breastcancernow](https://www.instagram.com/breastcancernow)
- Breast Cancer Now Twitter (X): [@BreastCancerNow](https://twitter.com/BreastCancerNow)
- TikTok: [@breastcancernow](https://www.tiktok.com/@breastcancernow)

Need advice?

The charity has set up a dedicated email address in case you have any questions: everyone.active@breastcancernow.org

HOST AFTERNOON TEA FOR BREAST CANCER NOW!

The Everyone Active partner charity is organising a national Afternoon Tea fundraising campaign this month. Here's everything you need to know to get your event underway.

This summer, thousands of people will dust off their whisks, stick the kettle on and hold an Afternoon Tea to raise money for Breast Cancer Now. Will you be one of them?

It could be scones in the studio, a cream tea with your customers, iced buns on your break, or tea and biscuits at the team meeting. Whatever you choose to do, we'll be right there to support you. So, whether you need fundraising goodies, promotional materials or fun-filled games to play, we'll help make your tea happen.

It doesn't have to be big. It doesn't have to be fancy. Whether you bake or buy, just give it a try – because every single Afternoon Tea will help to give support for today and hope for the future to people affected by breast cancer.

Ready? Order your fundraising pack today! www.breastcancernow.org/active-tea



We've created some fantastic posters for you to print off and display around your centres to encourage your colleagues and customers to sign up or advertise your own Afternoon Tea.

For customers, please use the collection tin we send you or ask them to donate at the till points in reception or on JustGiving. Due to security reasons, the cardboard collection boxes you receive in the Afternoon Tea pack should not be used in public spaces at your sites and we advise these are used for fundraising in staff only spaces.

Thank you so much for your support and if you have any questions please get in touch on:

Everyone.Active@breastcancernow.org

Promote
Your
Event!

Download your promo pack:-
<https://spud-media.com/PR/BCN>
(case sensitive)

**BREAST
CANCER
NOW** The research
& care charity

breastcancernow.org

Breast Cancer Now is a working name of Breast Cancer Care and Breast Cancer Now, a charity registered in England and Wales (160558) and Scotland (SC046584), and a business name of the registered charity in the Isle of Man (1220).



YOUR INVITATION TO THE JOIN THE WORLD'S HARDEST MILE

Regular charity fundraiser, Nick Fearnett, Contract Manager, South Derbyshire has a challenge for you...

He's looking for colleagues and friends to take on the World's Hardest Mile in aid of Breast Cancer Now with him, at Shobnall Leisure Complex running track, on Sunday 1 September.

Do you think you're hard enough?!

If like us you have no idea what the World's Hardest Mile is, here's the low down: as to be expected the event is four laps of a standard 400m running track.

The challenge kicks off with a lap of burpee broad jumps, followed immediately with a lap of lunges, then a bear crawl lap and finally, you guessed it, a running lap.

Sounds easy enough?! We recommend you take a look at some of the clips and videos on social media of people tackling the challenge. The World's Hardest Mile definitely has the right name! But it's a brilliant test of fitness and a great way to raise vital funds for a deserving charity.

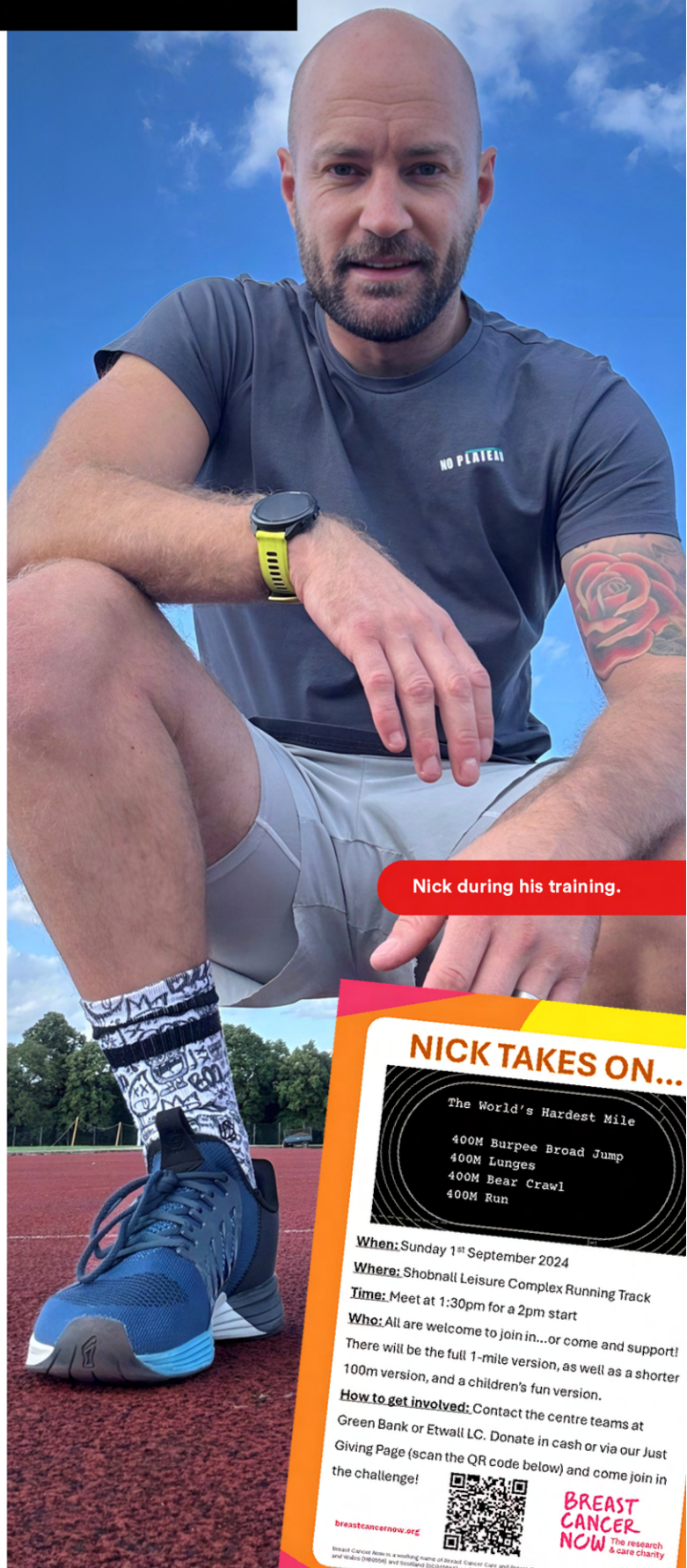
If you would like to tackle the World's Hardest Mile and would like to join Nick at Shobnall please email him at NickFearnett@everyoneactive.com or reach out to the teams at Green Bank or Etwall Leisure Centre.

And, if you're not quite sure about putting yourself through a mile long version of the event, there will also be a 400m version of the event with 100m of each of the exercises, plus a children's fun event.

Nick decided on the challenge after spotting it online. "It looked good fun but also hard work, so I thought why not!" he says.

As you may recall, he is no stranger to a burpee after tackling a '100 burpees for 100 days' fundraiser some four years ago.

"I feel the hardest part of the challenge will be the first lap! Although I love a burpee...if I go out too quick or I get that wrong I will be in trouble. I know how tricky the exercise can be to get right after the burpee challenge all those years ago so will have to make sure that is managed correctly," he explains.



Nick during his training.

NICK TAKES ON...

The World's Hardest Mile
400M Burpee Broad Jump
400M Lunges
400M Bear Crawl
400M Run

When: Sunday 1st September 2024

Where: Shobnall Leisure Complex Running Track

Time: Meet at 1:30pm for a 2pm start

Who: All are welcome to join in...or come and support!

There will be the full 1-mile version, as well as a shorter 100m version, and a children's fun version.

How to get involved: Contact the centre teams at Green Bank or Etwall LC. Donate in cash or via our Just Giving Page (scan the QR code below) and come join in the challenge!



breastcancer.org

**BREAST
CANCER
NOW** The research
& care charity

Breast Cancer Now is a leading name in Breast Cancer Care and Breast Cancer Research and Wales (BCNWS) and Yorkshire (BCNYS) and a Breast Cancer Now charity.

IT COULD BE YOU!

5

**BREAST
CANCER
NOW** The research &
support charity



National 3-Peaks Challenge East Region Commercial Team

The East Region Commercial Team has fundraising plans underway to support Breast Cancer Now.

Can you help them raise £5,000 for the charity?

Early morning on Thursday 3 April 2025, a team from the commercial team, alongside representatives from media, marketing and retail partners, plus five colleagues from the Everyone Active East region will be starting the National 3-Peaks Challenge. The goal will be to complete the round within 24 hours.

Could you be one of the five colleagues?

The National 3-Peaks in early spring is tough, but it's doable with a commitment to training and preparation. Participants will be required to follow a 12-week plan provided by Mountain Leader, John Wilson, aka Orange John, who will be leading the group with his team.

Orange John reckons if you are comfortable walking five hours in a single session in hilly countryside, then you are fit enough to take on the 3-Peaks with a little extra training.

There will also be support and guidance in getting suitable kit together. Remember, this challenge is set for April - it could be cold, wet and snowy on the summits, raining, hot sunshine or a combination of everything - it's the UK after all!

The challenge...

At around 6am on Thursday 3 April you will set off up Ben Nevis. The team will be transported up to Scotland on a coach / mini bus on the evening of 2 April from a location in the East Midlands - be prepared to sleep on board.

The ascent and descent of Ben Nevis is around 10 miles and the time allowed in the schedule is around five hours. You'll then jump back on the coach and head to Scafell Pike - England's highest peak - before taking on the 10 mile route in around four hours.

It's then back on the coach before the final summit of Yr Wyddfa (Snowdon), Wales' highest peak, which is perhaps the trickiest underfoot. The proposed seven mile route heads up the Pyg Track, before descending on the Llanberis Path with four hours to complete.

Cut off points will be established on Ben Nevis and Scafell. Those who have not reached the cut off point before the allotted time, will be turned around to ensure the overall team 24-hour goal is maintained.

Still interested?

Drop an email to sarah@spud-media.com explaining in no more than 100 words why you think you're the best person for the challenge, by 5 September. You do not need to be the fittest person but show enthusiasm, willingness to train and enjoy being part of team. Those selected will be notified by the middle of September to allow you to join the fundraising and get training.

COAST TO COAST HIKE SMASHES FUNDRAISING TARGET

>>> NORTH WEST LEICESTERSHIRE

Congratulations to Martin Oxford, North West Leicestershire's Maintenance Engineer, who completed the Wainwright's Coast to Coast on 21 July, in just 15 days, smashing his Dementia UK fundraising target and raising over £2,000 for the charity as well as completing the walk in a super fast time.

Supported by rucksack-hitch-hiker teddy bear, Little Oxford, Martin walked a total of 215 miles carrying everything he needed for the journey in his pack, camping and stopping off for extra food and water supplies on his way. Despite encountering horrific weather on the first half of the route, Martin plugged away to complete the walk ahead of schedule.



At the official finish point.

"The weather was beautiful on the first day and then it went downhill from there over the next six days. My feet were wet the whole time, and I discovered there's no such thing as waterproof clothing. This meant clouds muted the views throughout Cumbria. I just kept my head down and got on with it!" he said.

"From Keld the weather started to improve – which I guess is about halfway – and I met so many lovely people. The route was quite busy in places. We were all in it together against the weather. Everyone was so kind and generous. Little Oxford was a real conversation starter, which usually ended in a donation to Dementia UK.

"I was blown away by the fundraising and community support back home too. My neighbour organised a fundraising event selling cakes and plants - it was just amazing and I'm truly grateful for all the support.

"I tried to send Joe (Cayless) [Operations Manager, Whitwick & Coalville Leisure Centre] regular news to keep everyone updated on how I was going," he added. Unluckily for Martin this meant nipping into the odd pub on route to use the Wifi!

"My advice for anyone doing a similar challenge would be to invest in the best waterproofs you can find and get the lightest gear you can. My pack ended up weighing 20kg which was far too much," he explained.

Martin enjoyed the cross-country hike so much that by the time you read this he'll be off on the 96-mile West Highland Way, which just so happens to end in Fort William and means he'll include a walk up Ben Nevis as a chaser. This time however, he's doing the challenge as a holiday and will be bed and breakfast hopping. His wife will drive between stages as he hikes.

Martin is also thinking about taking on the full 268-mile Pennine Way next year. "If I'm able, I want to give it a go!"



Martin and Little Oxford nearing the finish.



ROW TO PARIS

»» FLITWICK LEISURE CENTRE

Following on from their successful charity fundraising cycle to Munich, Flitwick Leisure Centre colleagues and members rowed to Paris for Dementia UK on 15 July.

With three rowing machines set up in the reception area, the team set about covering the 539.29km between Flitwick and Paris to mark the French capital's hosting of the Olympic Games. Raising over £100 on the day, Gemma Garner-Higgins, General Manager, Flitwick Leisure Centre, said: "After the disappoint of the footy we jumped on our rowing machines and started rowing to Paris to get ourselves some gold medals! Who knew rowing was so hard!"



Colleagues and members supported the challenge.

PEDALS OF JOY!

FAKENHAM SPORTS AND FITNESS CENTRE

Adam and Annabelle from Fakenham Sports and Fitness Centre headed over to the town's Morrisons supermarket on 27 July. Accompanied by an indoor cycle, they fronted the centre's annual charity cycle fundraiser outside the store.

Blessed by sunny weather, the duo took it in turns to cycle the whole day between 8am and 4pm raising a massive £302 for Dementia UK.

The pair received much praise from the shop's senior customers, several of whom commented how inspiring it was to see young people supporting the charity. Albert said: "I lost my wife to dementia and son to cancer, both are terrible in different ways. This has brought a smile to my face - it has really made my day. They are credit to the company and people their age."



Adam and Annabelle fundraising at Morrisons.

Dementia is a growing health crisis. Every three minutes, someone in the UK develops dementia and currently, over 900,000 people are living with the condition.

To find out more about Dementia UK and our specialist dementia nurses, visit dementiauk.org

To find out more about our partnership, visit everyoneactive.com/about-us/our-charity


DementiaUK
Helping families face dementia


everyone ACTIVE



EVERYONE CAN MAKE A DIFFERENCE

Share your community fundraising stories.

 pr@spud-media.com

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Sarah

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