

Runners pack

# HOME IS WHERE THE START IS



**SHELTER**  
CYMRU

Thank you for joining the fight for home by running as part of Team Shelter Cymru. Together, we can fight the devastating impact poor housing and homelessness has on people in Wales.

At Shelter Cymru, we see first-hand the devastation that the housing emergency causes. It destroys families, puts lives in danger, ruins relationships and disrupts children's education.

For every mother running out of sofas to surf. For every household choosing between rent and food. For every child with homework, but no home. For every person kicked out for coming out. We will always fight for home, and for everyone without one. But we can't do it without you.

Every penny you raise will change people's lives.

**From them, and all of us  
at Shelter Cymru,**

**DIOLCH**



# MAKING A DIFFERENCE:

## £50

could help us answer five urgent calls to our helpline, often the first port of call for people at risk of homelessness.

## £75

could provide one to one advice sessions for three people, giving them the support they need to find, and keep, a home.

## £250

could help us to provide free legal advice to a family, defending their safe place of refuge – their home.

[Find out more](#) about how you are helping to fight housing injustice.



# NATALIE'S STORY

Natalie and her four year old daughter have been without a home for over 8 months. With low windows and exposed wires, their temporary accommodation is unsafe and Natalie is fearful of her daughter coming to harm.

"She hates it here. She cries every time we return and the noise from outside frightens her."

**Every child deserves a safe place to call home.**

Shelter Cymru is supporting Natalie to secure a permanent home in a suitable area; somewhere her daughter can play and get a good night's sleep and where they can build a secure future together.

An unprecedented number of people in temporary accommodation are turning to us for advice and support; our caseload has increased by more than a third in the last year.

Our team are working tirelessly to help people across Wales stand up for their rights, get back on their feet, and find and keep a good home.

**But we can't do it without you.**

Natalie's story is based on real events. Her name has been changed to protect her identity.





# HOME IS A HUMAN RIGHT.

We exist to defend the right to a safe home in Wales and fight the devastating impact the housing emergency has on people and society.

We do this with advice, support and campaigns – and we never give up.

We believe that home is everything.

Thank you for standing with us.

# TRAINING GUIDES

Cardiff Half Marathon has 3 official 12-week training plans available to download. They are catered for all levels of runner – click on any of the headings below to see a day by day guide on training for your upcoming half marathon.



## [Beginners](#)

This programme is for you if it's your first half marathon, or a long time since you ran any longer distance.



## [Intermediate](#)

This programme is for you if you've previously done a half marathon, or regularly run longer distances for pleasure but would now like to improve on your time (sub 2 hours for men and 2.15 for women).



## [Advanced](#)

This programme is for you if you consider yourself to be an advanced runner. You have completed half marathon races before (sub 1.45 hours for men and 2.00 hours for women).

The [Training Plan Guide](#) explains everything and includes useful information on the key elements of a training programme and a handy guide on how to make the most of your training.





Don't forget to follow us on social media and tag us in any training and fundraising updates!



**#TEAMSHELTERCYMRU**



@ShelterCymru



# MAXIMISE YOUR FUNDRAISING

If you haven't set up your JustGiving page yet, go [here](#). Then use our tips below to get the most out of your page.

## Promote your selfie

Fundraisers with pictures on their page raise 14% more per photo. A perfect excuse for a #selfie

## Tell your personal story

Why do you care? Tell your story about why you are fundraising.

## Shoot for a target

Pages with a target raise 46% more. Aim high and tell the world.

## Be creative

Think of interesting ways to get people excited about your fundraising. "If I reach £500 I will take part in the event in fancy dress".

## Share your journey

Share your page and training updates on Facebook, social media, WhatsApp and through

email - people will love to see you prepare for the big day. Don't forget to tag us on socials - @sheltercymru

## Update your page

Let supporters know how you are doing by updating your page - they will enjoy following your progress and you can even do it through the JustGiving smartphone app.

## Encourage others

Convince your friends to take part and raise money as well ...as it makes the experience more fun!

## It's not over 'til it's over

20% of donations come in after an event has ended, so make sure you follow up the event with an update about how you did.

# EMPLOYER MATCH FUNDING

Check with your employer if they have a match funding scheme. If so, this is a great way to boost your fundraising total to help even more people across Wales who are facing or already experiencing homelessness.





# HOW TO SEND YOUR MONEY IN

**Before you hang your running shoes up; be sure to pay in all the fantastic funds you've raised.**

## **Online**

You can pay the cash in a couple of clicks at [sheltercymru.org.uk/donate](https://sheltercymru.org.uk/donate)

## **Through the post**

Please make cheques payable to Shelter Cymru and send them to:  
FAO The Fundraising Team,  
Shelter Cymru,  
25 Walter Road,  
Swansea SA1 5NN

## **By bank transfer**

Account name: Welsh Housing Aid Limited T/A Shelter Cymru  
Sort code: 08-90-03  
Account number: 65017957

Please add the name of the race as the reference and your name so we can make sure your final fundraising total is accurate. Drop us an email at [fundraising@sheltercymru.org.uk](mailto:fundraising@sheltercymru.org.uk) to let us know you've made the donation.



**THANK YOU**  
**FOR JOINING**  
**THE FIGHT**  
**FOR HOME.**