

Mums' Milk Run 1st to 20th May 2017

Mums' Milk Run – 20th Birthday celebrations

Guide to running an event

Thank you

Firstly, thank you for deciding to a Mum's Milk Run event to fundraise for the Breastfeeding Network. We hope your event is successful and that everyone who takes part enjoys being involved and doing their bit to support the work that the BfN does in your local community and across the UK.

When to hold your event

We hope that as many events as possible can be run between 1st and 20th May. We are holding the event over the first 20 days of May this year to tie in with our 20th birthday celebrations! This also gives lots of options for when you hold your event and you could even do several smaller events if that suited you better.

Ideas for events and activities

The Mums' Milk Run is all about being active, having fun and raising money. You can walk, run, swim, cycle or Zumba (or any other activity you enjoy!) and you can do it as an individual or as a group of volunteers. Get your community involved as well. As this year is our 20th birthday year why not have a '20' theme to your event, maybe you could set up a 20m toddler dash at a family fun day, have a treasure hunt or orienteering activity looking for 20 clues or do a 20 minute family walk (about 1 mile at average walking pace!) Share your activities using #mumsmilkrun2017 so we can all see what is happening around the UK.

Some other ideas for events

- Plan a walk through a local park and invite your friends and family to get sponsored
- Find a buggy friendly route and invite the mums at your local breastfeeding group
- Organise a sponsored toddle round a local park
- Have a mini sports day for families (egg and spoon race anyone!) and ask for a £1 entry fee with medals for everyone who takes part
- Get together as a group and organise a run/walk/cycle/swim over a set distance, or set a challenge to do something every day for the 20 days
- Organise a group Zumba session (just for adults or including the little ones as well) get sponsored to Zumba for a set period of time or ask for donations from everyone who joins in
- Set a challenge for how far you and a group of friends can run/cycle/swim/walk over the twenty days of the event and all work together to achieve it
- Run/walk/cycle between the breastfeeding groups in your area (or the equivalent distance)
- Find your local Parkrun and get sponsored to run it for the first time

Join in with the first BfN Virtual Mums' Milk run

To celebrate our 20th birthday we are holding our first virtual run with a limited edition 20th birthday medal for everyone who enters. You can choose between running for 20 minutes or 20km, in one go or spread out anytime between 1st and 20th May. Find out more on the website and join in by registering before 14th April

Resources

The following resources are available to download from the BfN website (or can be emailed to you if you wish)

- Printable bunting and cake bunting
- Risk assessment form
- Sample posters
- Sponsorship form
- Certificate of participation
- Event registration form
- Insurance documents

You can also look at the BfN Fundraising guidance on the website. If you want a proportion of the funding to be used in your local area please complete a Fundraising allocation form.

There are also BfN running vests available for sale through the website, or if you raise over £40 sponsorship for central BfN you can request a free one. Email mumsmilkrun@breastfeedingnetwork.org.uk to find out more.

Fundraising

We hope that you will use your Mums' Milk Run Event to fundraise for the Breastfeeding Network. You can fundraise through organising a sponsored event, as an individual or as a group. You can also fundraise by asking for donations on the day, by charging people to come to your event or to do an activity. Eg. £1 to join in with a toddler dash or Zumba session in the park or £2 for face painting or a craft activity at an event. You could also ask for donations for a raffle or ask people to donate homebaking that you can sell at an event.

You can choose to donate all the money raised at your event to the Breastfeeding Network and it will be used to support families and volunteers across the UK. You can also ask for some of the money to be kept separate for your local area to use e.g. for running breastfeeding centres or local training courses. If you choose to do this, then 20% of the money you raise would go to the central BfN and 80% would be kept separately for you to use locally. Please see the 'Fundraising for BfN' policy on our website for more information.

Next steps

Once you have decided what type of event your Milk Run will be and who will be involved, you need to register your event so that we have an idea of how many events are going on across the UK. A registration form is available to download from our website. Once completed please email it to mumsmilkrun@breastfeedingnetwork.org.uk All the registered events will be put on our website so people can see what is happening in their area.

Insurance

By organising a fundraising event you are responsible for taking adequate steps to ensure that the event poses no risk to others. Depending on the type of event you are organising you may need to talk to your local council or other outside agency about the appropriate permissions and safety rules. All events need to be registered with the BfN so that we can make sure appropriate insurance is set up. Only events run by BfN staff or volunteers can use BfN insurance.

Please contact us if you have any questions about the BfN Mum's Milk Run, we hope you have great fun organising and running your event and that together we can raise money to help support more families across the UK. We would love to hear about your event and see pictures, so please share on facebook, Twitter or Instagram using #mumsmilkrun2017

You might find the checklist below useful in the run up to your event.

tick list	Job list
<input type="checkbox"/>	Decide on type of event and distance(s) to be walked/run. Think about extra activities – Cake stall, tombola, bottle stall etc
<input type="checkbox"/>	Book your venue
<input type="checkbox"/>	Check you have enough volunteers to help out with organisation and on the day
<input type="checkbox"/>	Register your event with the BfN (form available from www.breastfeedingnetwork.org.uk)
<input type="checkbox"/>	Resources can be downloaded or emailed to the email address you provide
<input type="checkbox"/>	Set up local event JustGiving page (if appropriate) or use details of the main BfN page. Request paying in slips if required.
<input type="checkbox"/>	Set up a fundraising or individual sponsorship page on justgiving if appropriate
<input type="checkbox"/>	Publicise your event locally using posters and flyers, invite local mums, health professionals, councillors etc to take part (if appropriate to your event)
<input type="checkbox"/>	Encourage people to sign up to take part in your event or in the virtual run, give out sponsorship forms and details of JustGiving page (if relevant) & JustTextGiving details
<input type="checkbox"/>	Check all appropriate permissions have been obtained and think about relevant health and safety issues at your event venue
<input type="checkbox"/>	Contact local newspaper/press with information about your event and ask them to send a photographer and ensure they arrive for the 'grand finish' or 'opening' – whichever is likely to look most impressive! Email the press with your local press release
<input type="checkbox"/>	Check you have everything you need and enough volunteers to help out. Hope the sun shines (if it is an outdoor event) and have fun!
<input type="checkbox"/>	Choose a date by which you want to have collected in and counted all funds raised
<input type="checkbox"/>	Pay in funds raised
<input type="checkbox"/>	Write a short article and email it along with photos to to admin@breastfeedingnetwork.org.uk so we can showcase your success in our newsletter