

solace

Move into 2021

Challenge Guide



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MOVE INTO 2021

Dear Solace supporter,

Thank you for joining the Solace 40 movement! We are excited to be moving into the new year together.

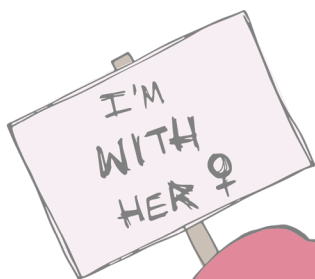
Last year, we worked with over 27,000 people, delivering lifesaving services to over 15,000 people who had nowhere to turn. The need for our services is increasing, as more survivors come forwards it is getting harder to reach everyone who needs us.

The issues we are facing are growing. That's why we have created the Solace 40! The challenge that supports every one of our 40 accommodation sites, as we build safe and secure homes for women and children in London.

We're asking you to walk, run or cycle 40 miles in January – that's 1 mile for each Solace accommodation, offering safety and security to survivors. How you take part, is up to you – all in one go, or bit by bit. It's your challenge! Every mile goes towards supporting survivors build safe, strong futures.

Our mission has not changed. We are committed to ending abuse and violence. With your support, we can reach every woman and child who needs us.

Beth & Jessie
Fundraising Team



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EVERY MILE MAKES A DIFFERENCE

We can only provide our life-saving and life-changing services with your support. Inspiring fundraisers, like you, mean that we can help every survivor who comes through our doors.

£4 could provide a girl with a personal hygiene pack so she never misses a day of school because of her period.

£40 could provide essential items for a family fleeing abuse to start building a new home.

£400 could help us support a woman who doesn't have access to other support, those with no recourse to public funds.

£4000 could fund a therapeutic recovery group session for up to 8 sexual abuse survivors.



“Was amazing raising money for a good cause whilst fulfilling a new year’s resolution and I’ve continued this good fitness routine since. - Solace 40 participant, 2020”

CHOOSING YOUR ACTIVITY

First step is to choose your Solace 40 challenge activity! Whatever activity you choose, every mile will support survivors to recover from abuse.

WALK



40 miles or 40,000 steps. Walking is the simplest way to get moving, no equipment required! Walk the dog, walk to work, or if you're up for more of a challenge why not check out some of UK's hiking trails for a more uphill challenge.



RUN

40 miles is roughly 3 5k runs every week. A great goal to get you running regularly. Great for your mind and body. Track your runs using Strava or your preferred fitness tracker and share progress with supporters.

CYCLE



Cycling is great for you and great for the planet. Pedal around the city to end abuse for women in London. Fun for all the family. If you don't have your own bike, check out local bike hire in your city.

If these activities aren't for you - why not come up with your own challenge around the number 40? 40 press-ups a day...40min gym session...40 hoops of a hula hoop...the possibilities are endless!

FUNDRAISING

Set up your online fundraising page.

Easily create a fundraising page with JustGiving. Take donations from your supporters, post updates and share your progress with the new Strava integration.

Scan here or visit <https://www.justgiving.com/campaign/Solace40-2021>



JustGiving™

Top tips to make you fundraising a success!

- **Spread the word** Tell your friends, family, colleagues, neighbours! Spread the word about your challenge and ask for fundraising pledges.
- **Shout about it** Sharing your fundraising page on your social media is the easiest and quickest way to reach lots of supporters all at once. (Don't forget to tag @solacewomensaid and #Solace40 in your posts!)
- **Share your progress** Share your story and update your progress on your fundraising page and socials regularly.
- **Better together** Get your friends to join you on your walk/run/cycle and ask for a donation in return.
- **Milestones** Stay motivated to complete your challenge by asking supporters to donate when you reach a certain milestone. E.g. £20 once you reach 20 miles or 40p per mile!
- **Match-funding** Ask your employer if they would support you by matching anything you raise.

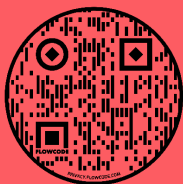
Got a brilliant idea? Tell us about it. Contact the team
fundraising@solacewomensaid.org

A colorful illustration of a diverse group of people engaged in various physical activities. From left to right: a woman in a pink shirt and purple pants walks a brown dog; a woman in a blue shirt and dark pants walks a dog; a young girl in a red shirt and orange shorts runs; a woman in a purple shirt and grey pants runs; a man in a yellow shirt and dark pants runs; a woman in a teal shirt and green pants runs; a woman in a pink shirt and black leggings runs; a man in a white shirt and orange pants runs; a woman in a teal shirt and dark pants runs; a woman in a red shirt and white pants runs; a man in an orange shirt and dark pants runs; a young girl in a purple shirt and pink pants runs; a woman in a black shirt and pink shorts runs; a man in a blue shirt and dark pants cycles; and a woman in an orange shirt and pink pants cycles. The background is white.

Use this handy calendar to plan your workouts and make sure you reach your target!

Use this handy calendar to plan your workouts and make sure you reach your target!

Scan QR code



Get in touch

fundraising@solacewomensaid.org

Website

www.solacewomensaid.org

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Donate now

www.solacewomensaid.org/give-now



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Administrative phone | 020 7619 1350
Email | info@solacewomensaid.org

Solace Women's Aid is a charity registered in England and Wales
Charity number 1082450 | Company number 3376716



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