

# Welcome to the Miles of Hope Participants' pack



**Your personal goal**  
**One great cause**  
**A whole lot of fun**



# Simple steps to get your Miles of Hope Challenge on the road

## First ... a huge thank you!

Thank you so much for joining the Urostomy Association's Miles of Hope Challenge. We're delighted to have your support.

Getting sponsorship can feel a bit daunting if you've not done it before, so we've created this step by step guide for you.

## Step 1: Set up an online sponsorship page

Getting sponsorship doesn't have to be awkward! One of the easiest ways to ask your friends, family and colleagues to sponsor you is through an online JustGiving fundraising page. The site does all the hard work for you, sending the donations to us and automatically claiming gift aid on donations - that's an extra 25% at no extra cost to you or your supporters. It's super efficient!

Setting up a JustGiving page that links through to the Urostomy Association is easy:

- 1 Go to [justgiving.com](https://www.justgiving.com) and follow the instructions to set up an account (if you don't have one already)
- 2 Visit our Miles of Hope page: <https://www.justgiving.com/campaign/helpprovidehope>
- 3 Click the 'Start Fundraising' button! Then your fundraising page connects directly with ours.

By linking to our JustGiving pages you can show that you're walking, swimming, cycling or doing whatever you choose for a common goal. You can also share your progress, and see how other participants are getting on. It's that easy!

Want to join with colleagues, family or friends and enter as a team for your Miles of Hope Challenge? You can do that on JustGiving too! One of you needs to be the Team Lead and set up a team page from own fundraising page. It then gives you the option to invite others to join your team. [JustGiving gives you step by steps instructions of what to do here.](#)

## Tips on setting up a brilliant JustGiving page

People are much more likely to donate if your fundraising page is personalised. As you'll see, we drafted some text for you, but do make it your own, upload photos and tell people what you're doing and why.

Let them know when you reach key milestones in your challenge. Inspire donors by talking about the Urostomy Association, our work, and how their donations make all the difference.

### Your first donation is important

Getting a good first donation is really important, as people often decide how much to sponsor you based on the last donation made. Ask a family member or one of your more generous friends to be first and get the ball rolling.

### Keep it up to date

The more you keep everyone up to date with your training and preparations, the more likely they are to sponsor you.

You could even track your progress using a fitness app, if you want! For example, you can [link your Strava fitness app records directly to your JustGiving page](#), so your supporters can see your progress. Strava is free, so why not give it a go?

### Prefer to go paper?

If you'd rather use a paper sponsorship form, then contact the office on 01223 910854 and we'll send you one. Keep good hold of it, as you'll need to use it after your event to contact your friends and family and collect the money they have pledged to donate.

There are two ways you can send in your money once you've collected it:

- 1) Directly into our bank account (contact the office for details)
- 2) Online via <https://urostomyassociation.org.uk/donate/>

Either way - please drop us an email ([samantha.sherratt@urostomyassociation.org.uk](mailto:samantha.sherratt@urostomyassociation.org.uk)) so we know to allocate it to you and your Miles Of Hope Challenge.

## Step 2: Tell everyone about it

So now you need to tell everyone about your Miles of Hope Challenge so they can sponsor you.

You can email your friends and family, linking them through to your JustGiving page. There's some draft text on page 4 which you can crib from if you wish.

Social media is perfect for fundraising. Do a series of posts giving your followers updates on your progress. Tag in your fellow Challengers (if applicable)! Tag in the UA too and we'll repost to raise the profile of your amazing achievements.

Our handles are:

- X and Facebook: @UrostmyAssn
- Instagram: urostomyassn
- LinkedIn: urostomy-association

If you're working, sweet talk your company's social media managers and see if they'll post news of your Miles of Hope Challenge.

Use your company's internal communication tools. Do you have any internal Facebook groups, or bulletin boards?

## Step 3 - After your challenge

The challenge is over? That doesn't mean you have to stop collecting sponsorship! Chase up the people you couldn't speak to before and show them some snaps of your achievement to solicit a donation.

Now you can bask in knowing that you've achieved something great, while supporting a brilliant cause.



## Thank you!

A heartfelt thank you from everyone at the Urostomy Association. We appreciate your time, your energy and stamina! Most of all we appreciate your care.

Support like yours makes a world of difference. Celebrate your milestones. You're inspirational!

## Text to crib from

When emailing your friends, family and colleagues to ask for sponsorship, you may like to write something like the following, personalising it as much or as little as you wish:

I'm taking part in this fantastic Urostomy Association challenge that I'd like to tell you about. It's called the Miles of Hope Challenge. I'm running one mile day, each and every day in September [tailor as appropriate].

I'm joining an awesome community of people walking, cycling, swimming or doing our own thing over September, which is Urology Awareness Month! We're aiming to £2,000 between us.

I don't know if you've heard of the Urostomy Association? It supports people who need to have their bladders removed; the majority because of bladder cancer.

Being told that you will never wee normally again is terrifying. So it's vital that people have somewhere to turn for reassurance and advice, from diagnosis to living life to the full again. The Urostomy Association does just that.

It supports anxious patients through its helpline, thrice-annual magazine, e-newsletters, one-to-one buddies, group meetings, blogs, social media, videos and resources.

I was particularly struck by Cathy's story on the Urostomy Association's website. She was just turning 50 when a shock diagnosis of bladder cancer threw her life into turmoil.

In her blog, Cathy said "I was hysterical. I was absolutely begging the consultant not to remove my bladder. I'm a 50 year old woman; I didn't want a bag for life." She describes how, with the right information and support, she came to terms with her urostomy. "I feel that I have a good relationship with my stoma, and I call her Paloma. I'm really proud of it!" Hers is an amazing story, so do take a read: <https://urostomyassociation.org.uk/blog/stoma-pride/>

There are an estimated 12,000 people living with a urostomy in the UK, so will you sponsor me please?

I've got a JustGiving page: XXXXX through which you can show your support. And your generosity will go some way to keeping me motivated over the whole month!!

Thank you so much.

**Thank  
you!**

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