



1000 MILES FOR YOUTH HOMELESSNESS

October challenge information pack

In support of World Homeless Day on 10th October 2026

BECAUSE EVERY FOUR MINUTES, A YOUNG PERSON FACES HOMELESSNESS IN THE UK.



CHALLENGE

1,000 miles as a team

WHEN

1–31 October 2026

TARGET

£20,000 raised

WHY

Helping us reach our aim to support 1,000 young people every year at The Running Charity

WHAT IS THE CHALLENGE?

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Your company signs up. Together, your team completes 1,000 miles throughout October.



1,000 MILES IN TOTAL

Covered collectively as a team over the whole of October.

20 person team = 1.6 miles each per day

35 people = 0.9 miles per day



EVERYONE INCLUDED

Run, walk or wheel. No fitness level required.

Get coaching from our team for any level or running ability

Logged via Strava or a shared tracker.



WHY IT MATTERS

Every four minutes, a young person faces homelessness in the UK.

One mile = one young person. Your effort directly mirrors our ambition to support 1,000 lives a year.

HOW MANY PEOPLE IN MY TEAM?

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The more people who sign up, the smaller the individual ask.
Here's what it looks like for two team sizes:

20

PEOPLE
SIGNED UP

1.6

miles each
per day

50 miles each across October
roughly a 5K every other day

35

PEOPLE
SIGNED UP

0.9

miles each
per day

29 miles each across
October under a mile a day



Our coaches will provide training plans and in-person coaching days to make sure every member of your team can take part and improve.

HOW DOES THE FUNDRAISING WORK?

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FUNDRAISING TARGET: £20,000

Supports 20+ young people for a full year through our programme

01 Entry Fee

A £10 per-head entry fee is charged on sign-up. This covers your team's medals and contributes directly to the total.

02 Givestar Pages

Each participant creates their own Givestar fundraising page with a personal target of £100–150, gathering support from friends, family and colleagues.



03 Team Leaderboard

All individual pages feed into your Team's dedicated Givestar page creating a live leaderboard to drive friendly competition and track your total in real time.

04 Match Funding

The most powerful lever: match your staff fundraising pound for pound up to an agreed cap. This alone can push your team well past the £20,000 target.

WHAT DO YOU GET IN RETURN?

The bigger your fundraising ambition, the more support we build around your team.

TARGET REACHED

You hit 1,000 miles

- Certificates and medals for every participant
- Team t-shirts
- Social Media Shout-out on The Running Charity channels
- Invitations to TRC challenge training runs

£10K PLEDGE

Tailored Team Workshop

- Live or virtual workshop led by Chevy Rough or Seb Key
- Tailored to your team's goals
- Choose from wellbeing, running and resilience, fundraising or our work with young people
- Hosted by The Running Charity team

£20K PLEDGE

Bespoke Challenge support

- Bespoke challenge plan shaped around your company's goals
- Inclusive movement and wellbeing activations across October
- Inspirational talks from TRC staff and graduates
- Internal communications and social content support
- Entry into a prize draw to win an exclusive Russ Cook keynote talk

Russ Cook — The Hardest Geezer — became the first person to run the entire length of Africa, covering 16,000 miles across 352 days

COACHING & SUPPORT

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This is more than a fundraising challenge. The Running Charity's professional coaches support your team from registration through to the finish line.

Training Plans

Every participant receives a training plan and support matched to their current fitness level! Anyone can join in whether they've never run before or are regular runners.



In-Person Coach Days

The Running Charity team will come to your offices or a nearby location for group running sessions, a great team-building moment ahead of October.



Check-ins throughout

Regular coaching touch points and progress updates throughout October, keeping your team motivated and on track to hit 1,000 miles.



TRC Champion Support

Your internal champion gets a named TRC contact, ready-to-use communications, internal promotion guidance and regular support to keep colleagues engaged.



WHAT YOUR SUPPORT ACHIEVES

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Our ambition is to support 1,000 young people every year, focusing on those most in need and furthest from support. Last year, 210 became programme members and 351 accessed support, guided by 64 graduate and peer mentors. Your £20,000 funds 20 young people through a full year of our programme.

100%

Active by end of
programme [up from
28% on arrival]

93%

Reduction in very
low mental
wellbeing

99%

Improved or
sustained stable
accommodation

81%

Improved
education, training
or employment

WE START WITH MOVEMENT. WE BUILD TRUST. WE CREATE THE CONDITIONS FOR CHANGE.

This is not a run club. It is a way of working that centres young people at the heart of their care, backed by 10 years of evidence, co-designed with young people and externally validated by LSE. Join our work supporting young people who need it most.

WHAT YOUR COMPANY GETS

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TEAM WELLBEING

An inclusive all staff activity that builds team spirit and promotes health, no running experience required.



EXPERT COACHING

Training plans and in person coaching days from The Running Charity's professional coaches.



CSR IMPACT STORY

A compelling, measurable CSR story: miles run, funds raised, and young lives changed. Perfect for annual reports.



EXCLUSIVE PRIZE DRAW.

The Hardest Geezer Q&A or in person visit, the kind of team experience money can't normally buy.



BRAND REACH

Association with a charity generating 509 million impressions and £13.7m in brand value in one year.



NEWS HOOK

World Homeless Day on 10 October gives your PR and social teams a strong, timely story to tell.

HOW TO GET STARTED

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1

GET IN TOUCH

Email Seb (seb@therunningcharity.org). We'll confirm your place, agree a company fundraising target and get your Givestar page set up.

2

NOMINATE YOUR CAPTAIN

Appoint an enthusiastic internal champion who can engage colleagues, lead internal communications and act as our main point of contact.

3

RECRUIT YOUR TEAM

Share the challenge internally. We'll give you everything you need, email templates, posters and social content to get people signed up.

4

SET UP YOUR GIVESTAR PAGE

Each participant creates an individual fundraising page. All pages link to your company page and contribute to your team total and leaderboard.

5

GET COACHED

Our coaches share training plans. We'll arrange in-person coaching days before October so your team is ready to go on day one.

6

RUN OCTOBER

Record your miles through Strava or our shared tracker. We combine your company total and keep everyone updated throughout October.

One young person becomes at risk of homelessness every four minutes

HELP US REACH 1,000. CHANGE LIVES.

We are not catching up with where running is going.

We are where it is going.

Sign up your company and be part of something that moves people, builds trust and changes lives this

READY TO SIGN UP YOUR TEAM OR COMPANY?

Email Seb: seb@therunningcharity.org

therunningcharity.org

£20k

fundraising

target

1,000

miles as a team

20+

young people funded

10TH OCT

World Homeless Day

