

DEAR STAFF,

Get active as part of the #MyMiles Corporate Challenge for SportsAid Week

This September, SportsAid Week is encouraging people to get active through the #MyMiles Challenge.

We all know how important it is to be active - and stay active - and as a SportsAid ambassador and previous recipient of the charity's support, I am asking YOU and your colleagues to get involved.

Who are SportsAid?

SportsAid are a national charity that provides young, talented athletes with financial support, recognition and personal development opportunities in the early stages of their sporting journey. They help athletes at a vital time – the majority are between 12 and 18 years old - when the only financial support they receive is from their parents or guardians. SportsAid supported me when I was a teenager and it made a huge difference, not only financially, but in helping me to believe that I could achieve my sporting dreams.

The #MyMiles Corporate Challenge

This September (24th-30th), SportsAid has launched the #MyMiles Corporate Challenge to encourage staff to be active during SportsAid Week.

#MyMiles was created to highlight the amazing commitment and dedication of young SportsAid athletes. Did you know, on average, these young athletes cover around 40 miles every week, under their own steam, in training? #MyMiles is a great way to recognise and support this by encouraging members of the public to get active in SportsAid Week and keep them company, so to speak, and say “we are with you...we are out doing our miles too!”.

How can your company get involved?

We all know how important workplace wellbeing is, and that's why we are asking companies to get involved by encouraging every staff member to cover a minimum of one mile in SportsAid Week. If the activity is difficult to measure then 20 minutes of exercise is equivalent to one mile!

You can take part as individuals, teams, departments or as a whole company. Whether it is a lunchtime walk, actively commuting to work or going to a Zumba class after you've finished in the office for the day, everyone can take part. Why not add a bit of healthy competition by having a prize for the individual or team who can cover the most miles during SportsAid Week?

All staff should be encouraged to donate a minimum of £2 to take part with all the money raised going directly to SportsAid, helping us to support even more young athletes.

Detailed overleaf is a simple to follow guide about how your company can get involved. The #MyMiles Challenge will be supported by Olympians and Paralympians throughout the week, and they may even be making a few office visits along the way!

For more information and to request a free SportsAid Week fundraising pack, please email sportsaidweek@sportsaid.org.uk or visit www.sportsaid.org.uk/sportsaidweek.

Thanks very much and sign your company up to take part in the #MyMiles Corporate Challenge today.



SPORTSAID WEEK
24 – 30 SEPT



#SportsAidWeek

ADAM PEATY MBE

THE #MYMILES CORPORATE CHALLENGE FOR SPORTSAID WEEK

We are asking companies to encourage staff to cover at least one mile each in SportsAid Week, whether it is as an individual, team, department or as a whole organisation, while kindly donating £2 (or more if you want!) to SportsAid.

Your miles can be covered by any method – walking, running, cycling, swimming, football or dancing to name a few. If the activity cannot be measured in miles then 20 minutes of exercise is equivalent to a mile. You could use the challenge to encourage staff to go for a walk at lunchtime or to actively commute to work, either by foot or bike, as part of a healthy, active lifestyle.

See below for how to take part:

1 Order your SportsAid Week pack: You can order your free SportsAid Week pack by visiting www.sportsaid.org.uk/sportsaidweek or emailing sportsaidweek@sportsaid.org.uk.

2 Decide when your company is going to take part in #MyMiles: It could be on one day during the week (24-30 September), over the whole week, or a longer time frame finishing or starting in SportsAid Week!

7 Count up your miles: Don't forget to count up the number of miles covered collectively by your company and either email this to SportsAid or tag us in a social media post letting us know (handles below). **Remember 20mins of exercise = one mile.**

8 Celebrate your involvement: You have just raised money to help SportsAid support young talented athletes with your staff getting active in the process. Make sure you celebrate with those involved! If you want to raise even more money during SportsAid Week then you could hold a healthy bake sale, a dress down day, a raffle or even a sports quiz.

3 Decide on your #MyMiles activity: Decide if you want staff to cover their miles as individuals or as part of a team and create a simple method for collating this data. You can contact SportsAid for ideas on how to do this - sportsaidweek@sportsaid.org.uk.

4 Let others know your company is taking part: Your pack will include posters and a link to a great #MyMiles video – perfect to inspire staff. Don't forget to email SportsAid (sportsaidweek@sportsaid.org.uk) to let us know you are taking part so we can celebrate your involvement!

5 The #MyMiles activity: Encourage all staff taking part in the #MyMiles challenge to donate a minimum of £2. Create some healthy competition between individuals or teams and provide prizes for different categories, such as people who have covered the most miles or those who have been the most active on social media doing their miles.

6 Share on social media: Encourage staff to share photos and videos on social media of them doing their miles and tagging in [@TeamSportsAid](https://www.instagram.com/TeamSportsAid) and [#MyMiles](https://www.instagram.com/MyMiles).

DON'T FORGET.....

Whatever you do, don't forget to let SportsAid know that your company is taking part in the #MyMiles Corporate Challenge.

Throughout the week we will be holding a number of surprise visits from SportsAid athletes as well as SportsAid Week ambassadors. By letting us know you are taking part, your company could be in with a chance of securing a visit! Email sportsaidweek@sportsaid.org.uk.

Are you up for the challenge?

If your company wants to take #MyMiles to the next level, you can order SportsAid headbands to give to everyone who takes part (see pic). Headbands cost £2.50 and orders will be required before 7 September.



We look forward to seeing you get involved in SportsAid Week!

Ellie Simmonds

Adam Peaty

Lutalo Muhammad

Laura Wright

OUR SPORTSAID WEEK
AMBASSADORS

#MYMILES



@TeamSportsAid



/sportsaid

#SportsAidWeek | www.sportsaid.org.uk/sportsaidweek



SportsAid is a registered charity | 1111612
Patron: Her Royal Highness The Duchess of Cambridge



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24 - 30 SEPT