

THE #MYMILES CORPORATE CHALLENGE



SportsAid

SPORTSAID WEEK

SEPTEMBER 2019



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



WHAT IS THE #MYMILES CORPORATE CHALLENGE?

With the Tokyo 2020 Olympic and Paralympic Games less than a year away – and the importance of workplace well-being on the rise – we're encouraging companies to get their staff involved in the #MyMiles Corporate Challenge to help celebrate SportsAid Week 2019. The Challenge is running throughout the whole of September this year.

#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 staff to get active this September and keep them company, so to speak, and say "we are with you.... we are out doing our miles too!". They can build up an emotional connection with the inspiring and talented young athletes we support.

There are three distances to sign up to:

- **A #MYMILES MARATHON** – create your own marathon! Complete 26.2 miles in your own way: plan your own route and run/cycle/row/walk it all in one go, or gradually progress towards your target by completing a diverse range of activities throughout the month!
- **#MYMILES x 40** – this is the distance a SportsAid athlete, on average, will cover in training, every week! Put yourself in their shoes and see how challenging it is to complete 40 miles in a week around your busy schedule.
- **CHOOSE YOUR OWN #MYMILES TARGET** – what would you like to achieve? Set yourself a target of as many miles as you wish. Remember to be ambitious as time is on your side....you have a whole month to reach your goal after all! Why not team up with friends to share the challenge?



You can take part as individuals, teams, departments or as a whole company. Why not add some healthy competition by having a prize for the individual or team who can cover the most miles during September?

All staff should be encouraged to make a donation to take part, or to get sponsored by friends and family for their #MyMiles efforts, with all the money raised going directly to SportsAid, helping us to support even more young athletes.

The #MyMiles Challenge will be supported by many Olympians and Paralympians throughout SportsAid Week, which takes place from 23-29 September, and they may even be making a few office visits along the way!

IDEAS ON HOW TO TAKE PART



BRONZE

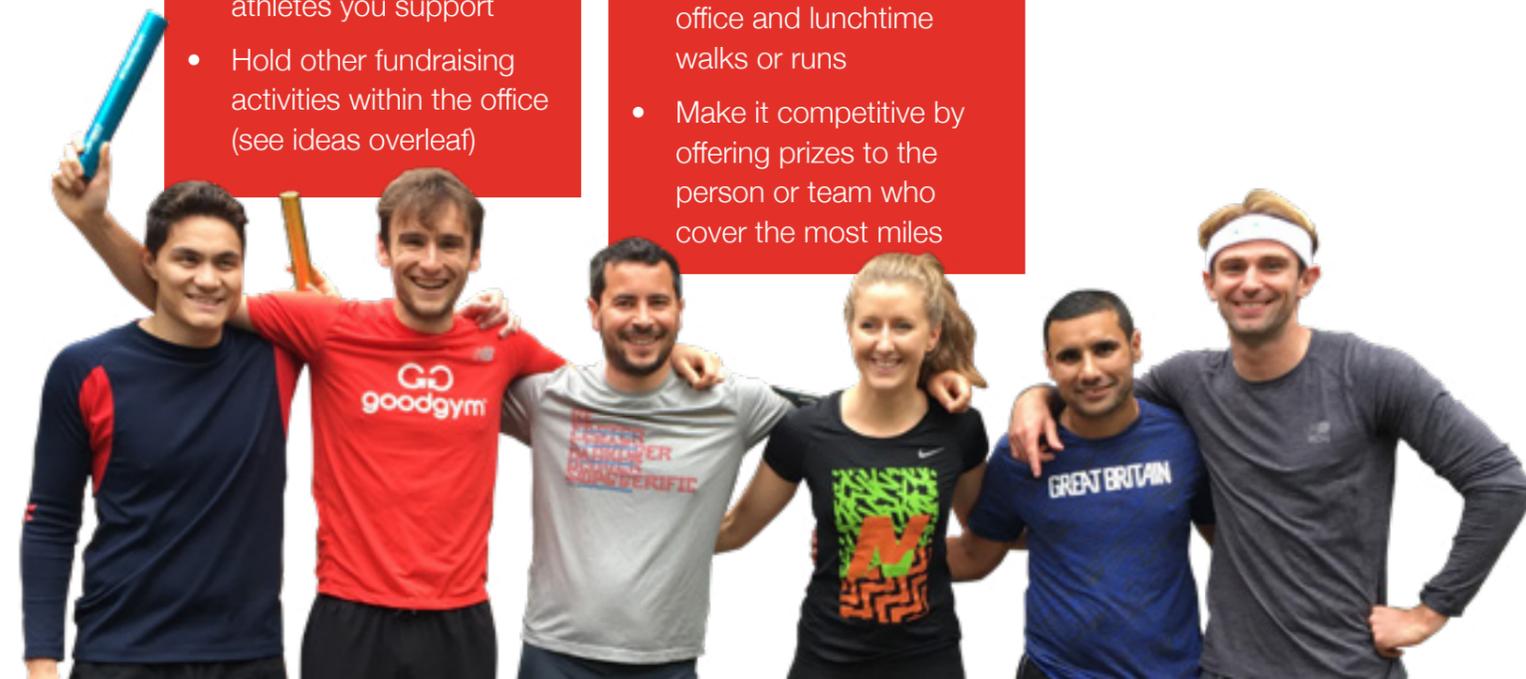
- Target individuals who are already active within the company and ask them to theme their usual September activity as #MyMiles for SportsAid Week – encourage them to go the extra mile for charity!
- Use September and SportsAid Week as an opportunity to talk about and promote workplace wellbeing within the company
- If you are a current partner of SportsAid then use SportsAid Week as an opportunity to promote both the partnership and the athletes you support
- Hold other fundraising activities within the office (see ideas overleaf)

SILVER

- Encourage staff to sign up to the #MyMiles Corporate Challenge as individuals, teams or departments
- Create a leaderboard in the office for those who cover the most miles
- Hire equipment into the office (such as a static bike, running or rowing machine) so that it is easy for staff to cover their miles whilst at work. Details of equipment suppliers can be found on our website
- Encourage active commuting to the office and lunchtime walks or runs
- Make it competitive by offering prizes to the person or team who cover the most miles

GOLD

- Hold a company event where everyone can cover their miles together as a team
- Take everyone out of the office to be active and for a team-building experience
- SportsAid can provide discounted team activities such as track cycling and white water rafting



GO THE EXTRA MILE

THERE ARE MANY OTHER WAYS THAT YOUR COMPANY CAN RAISE FUNDS FOR TALENTED YOUNG ATHLETES IN SPORTSAID WEEK



Here are a few ideas to get you started:

- Hold a sports quiz – SportsAid have a ready-made quiz full of sporting questions
- Get baking – hold a healthy bake sale in the office – request our SportsAid recipe cards for inspiration
- Run a raffle – gather a number of exciting prizes and sell raffle tickets
- Get sporty – encourage staff to take part in a ‘dress down day’ by coming into work in their sportswear
- Switch up the snacks – encourage staff to swap the usual office sweet treats for healthier and more nutritious versions throughout September

WHERE DO I FIND OUT MORE?

The first step is to register your interest in getting your company involved in the #MyMiles Corporate Challenge by emailing sportsaidweek@sportsaid.org.uk. You can find out more information on SportsAid Week and the #MyMiles Challenge by visiting www.sportsaid.org.uk/mymiles. You can make a real difference to Britain’s future sporting success by getting involved in SportsAid Week.

MEET YOUR SPORTSAID WEEK AMBASSADORS

Read more about them on our website www.sportsaid.org.uk/sportsaidweek



Gabby Logan



Ade Adepitan



Viddal Riley



Susannah Gill



Ellie Simmonds



Laura Wright



Laviai & Lina Nielsen



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