

Your guide to the TCS LONDON MARATHON





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Welcome to our team!

Congratulations on securing your place in the TCS London Marathon 2025 and thank you for choosing to run for Pancreatic Cancer UK!

We're the London Marathon Team at Pancreatic Cancer UK and we're here to support you from now to beyond race day. If you've got any questions or queries, we're here to help.

We've created this guide to help you prepare for the TCS London Marathon 2025. Within these pages, you'll find key information, dates and fundraising tips. All of this is to aid your incredible efforts in taking on the ultimate test to develop the ultimate test.

Welcome to the team, we are thrilled to be on this journey with you.

Lauren, Issie and Ayaaz



MORE THAN HOPE

We are Pancreatic Cancer UK.
We go above and beyond
for everyone affected by
this disease.

Pancreatic cancer is the deadliest common cancer.

More than half of people die within three months of diagnosis.

Research is underfunded and left behind.

When you begin a race from behind, you have two choices.
To remain behind or run faster.
To do nothing. Or do more.

We do more.

We bring more breakthroughs through research, more change through campaigning, and more support through our expert nurses. We make a noise because people have gone unheard. We are relentless because the disease is ruthless. We care more because people feel forgotten.

Whatever we do, we give it everything and then some.

We bring better detection, better support and better treatments. So that we can create a world where everyone with pancreatic cancer lives long and lives well.

Because people with pancreatic cancer deserve more than hope.



Finding out you have pancreatic cancer is shattering.

The brutal reality is that diagnosis comes far too late for most people.

The disease must be detected sooner.

And it can be.

Thanks to the work of our amazing researchers, a simple test to detect the cancer earlier is within reach. It just needs more funding.

That's why we're delighted to be the TCS London Marathon's Charity of the Year.

With people running, cheering and raising funds to support the work of our researchers, we can save as many lives as runners in this great race.

We will give it our all. We won't give up. And we will cross that finish line.

As a member of our team you're helping to speed up detection of the deadliest common cancer and bring about the change that people affected by pancreatic cancer desperately need.

Together, we are taking on the ultimate test to develop the ultimate test.

Training support

We'll be here to support you with all your training needs. Our dedicated running coach, Phil, is on hand both online and inperson to help you prepare for the TCS London Marathon.

"It's an absolute pleasure to be a part of your TCS London Marathon journey.

I've spent nearly 15 years working with charity runners like you. I also ran in the 2023 event, so fully understand the training & fundraising demands.

"My job, and goal, is to get you on the start line and for you to have an incredible day (which you all need & deserve) on the 27th April 2025.

"You are all part of something very special.
This event changes lives, and I'm not just talking about the fundraising. The journey to the start line will change your life, and the person who crosses the finish line won't be the same person who started the race a number of hours earlier.

"We are here to help you and have a lot of support coming your way. In the meantime, if you need anything, then please get in touch."

Phil, Running Coach



Training resources

To help you prepare for the race we've put together lots of training resources to support you. We'll be adding to these resources throughout your journey so make sure you visit our online training hub.



Training plan

Everyone's training will be unique and needs to fit into your lifestyle. We have created some training plans for you but would encourage you to use our resources to create your own training plan which will work for you.



Nutrition/Hydration

Having the right fuel for your run can have a huge effect. Stay hydrated and pay attention to how your body reacts.



Injury prevention

A marathon can put a lot of strain on your body and reducing that strain will make the experience easier and more enjoyable. Strength training is a great way to reduce your risk of injury and always make sure you take your rest days!

For detailed training guides and advice, visit our training hub and look out for our emails.



FUNDRAISING

Let's get started!

Whether you've got a few minutes or a few hours there are plenty of ways you can kickstart your fundraising. Take a look at our ideas to help you get started.



Minutes

Set up your Enthuse fundraising page

 Personalise your page and let everyone know why you're taking on this incredible challenge for Pancreatic Cancer UK.

Share your page

 Ask your friends, family and colleagues for their support to help you reach your target.

Create a QR code

 Create a QR code to your fundraising page so you can easily share your page.

Ask for gift donations

 Ask friends and family to donate to your fundraising page in place of Christmas or birthday gifts.



Hours

Host a film night

 Ask your friends to donate the cost of a cinema ticket.
 Lights off, popcorn out and comfy seats.

Host a bake sale

 A classic. Use your baking skills to add some sweetness to people's day while adding to your fundraising.

Hold a car boot sale

 That thing at home you've been meaning to get rid of for months? Sell it online or in person.

Host a promises auction

 Make a night of auctioning off favours for friends and family.



Days

Hold a dress up/down day

 Talk to your workplace/school about setting up a day for dressing up or dressing down.
 People donate to take part and you get closer to your goal.

Host a raffle

 Another classic. Talk to local businesses and see what they can offer as a free prize.

Host a sports/gaming tournament

 Football, netball, online gaming, anything you enjoy.
 Charge an entry fee and offer adjustments to the game through donations: Silly costumes or new rules!

Host a fashion show

 Find a theme for friends and family to create outfits with.
 Charge an entry fee for people to come and show off their creation and vote on their favourites.



Repeatable

Record your training journey

 Post updates of your training progress on social media.
 Keep people aware of your fundraising and motivate yourself to keep going!

Share your ride

 Walk, cycle or ride share on your commute. Add any money you save to your fundraising total.

Collect loose change

 Set up a bucket collection at work/school for people discard any loose change.
 It all adds up in the end.

Donate your coffee money

 Ditch the takeaway coffee and make your own at home instead. Or take charge of the tea and coffee round at work for your colleagues. Ask them to donate what they would have spent in a coffee shop to your fundraising and you can do the same with the savings you make.

Fundraising planner

We're here to help you reach – or even exceed your target.

We suggest breaking your overall target into smaller, manageable chunks. Your fundraising planner can help with this by encouraging you to think about how much might be raised from each fundraising idea and what steps need to be taken to help you get there.

It's also worth bearing in mind that there will be some ideas that you can repeat as you progress through your fundraising journey.

Fundraising idea:	Fundraising target:
Date:	
1.	by//
2.	by//
3	by//
4.	by//
5.	by//
Paid in fundraising	Final total:

Fundraising idea:	Fundraising target:
Date:	
1.	by//
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Paid in fundraising	Final total:
Fundraising idea:	Fundraising target:
Date:	
1.	by//
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Paid in fundraising	Final total:
Repeatable ideas - daily, weekly or m	nonthly
	completed
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Stats and facts

Statistics about pancreatic cancer are shocking but with your help we can change this. Here are a selection of stats and facts you can use to talk to your friends and family about your fundraising and why it's so important.



Pancreatic cancer is the

5TH BIGGEST
CANCER KILLER

in the UK with **9,000 deaths** every year.

In the average time it takes to complete the London Marathon,

4 PEOPLE

will have died from pancreatic cancer.



You can make a difference.

£26.20 could help researchers grow pancreatic cancer cells in the lab, to be used to identify new biological markers of cancer.

could help spark the breakthroughs in the early detection of pancreatic cancer that we so desperately need.

could allow researchers to study the genetic changes which could make people more likely to develop pancreatic cancer in 6 patient samples.

£2,500 could fund two weeks of ground-breaking research developing new treatments for pancreatic cancer.

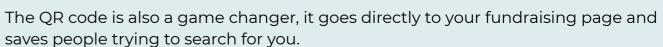
Top tips from previous runners

Matt

My best tips for fundraising are definitely to use your social media platforms and set up a QR code! With your social media don't be scared to keep posting.

Here's my suggestions for what to post.

- 1. Your first run (tell your story why you are doing it)
- 2. Your first double figure run, your first half marathon
- 3. Your longest run
- **4.** A small video when you're out running especially if the weather is bad!
- 5. A daily countdown in race week
- 6. A picture with your medal





My best advice for the London Marathon would be to not put pressure on yourself to achieve a particular time. You will receive the same medal as the first finisher

regardless of your time. Enjoy the experience of the day, take in the crowds- I felt like a celebrity for the day!

Top tips for training:

- 1. Make sure you have the correct trainers to help prevent injuries.
- Practice your hydration and nutrition that you will have on the day
- 3. Test out what you are going to wear on the day
- 4. Join a running club, I found this is to be a great way to stay motivated and meet new people!





YOUR CHECKLIST

We've prepared a handy month by month checklist to make sure you're ready to go on race day.

Pre-October 2024

TOP TIP!

People who make a donation to their own page raise an incredible 84% more!

Personalise your Enthuse fundraising page with a profile picture and why you're running.	
Share the amazing news that you're running the TCS London Marathon with your friends and family!	
Use our fundraising planner to start planning your fundraising events for the year.	
Join our Facebook group and introduce yourself to your teammates.	
To kick-start your fundraising, make a donation on your own page.	
Set clear goals and milestones for training and fundraising.	

Fu	Fundraising Target	
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		90%
	_	80%
		70 %
		60%
I		50%
		40%
		30%
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October 2024

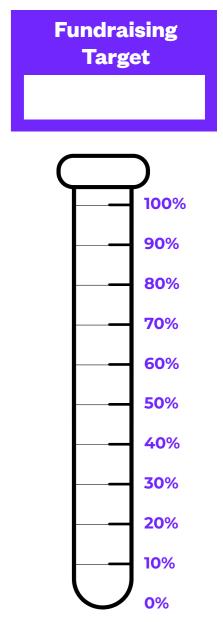
6 months to go!



TOP TIP!

Preparation is key. The more you plan in advance the calmer April will be.

Come along to our launch event to pick up your limited edition charity of the year running vest and meet the rest of your team.	
Take a picture in your new vest and share your fundraising page.	
Book your accommodation and/or train tickets for London Marathon day as early as possible.	
Don't forget about the running show when making any bookings. You must collect your race number in person from the Excel Centre in London between 23rd to 26th April 2025.	
Research other runs like 5ks, 10ks, half marathons or even Park Runs. These events can be a great way to train and get used to running in crowds.	



Colour me in to keep track of your fundraising

November 2024

5 months to go!



Share your fundraising page early. The sooner you start fundraising the sooner you'll reach your target.

Create your perfect training plan by attending our virtual training plan masterclass with Phil.

Join our Strava community to connect with the team.

Link your Strava to your fundraising page to keep everyone updated on your training.

On 21st November, it's World Pancreatic Cancer Day. Help

raise awareness by sharing your

fundraising page on social media.

Fundraising Target

100%
90%
80%
70%
60%
50%
40%
30%
10%
0%

Colour me in to keep track of your fundraising December 2024

4 months to go!



TOP TIP!

Strength training is key to avoiding injury.

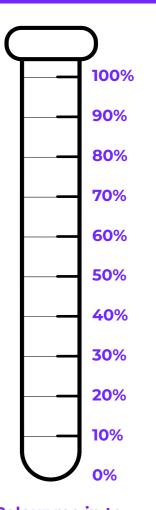
Join the monthly training zoom call.

Get a gait analysis to see which trainers would provide you with the best support. A running store is a great place to get this done.

Start strength training to prepare for your training plan to start next month.

If you celebrate Christmas consider asking for running gear you need or donations instead of Christmas presents.

Fundraising Target



Colour me in to keep track of your fundraising

January 2025

3 months to go!



TOP TIP!

Fundraisers who thank their donors raise on average 20% more than those who don't.

If you're using a 16 week training plan, now is the time to get going!	
Make sure your footwear is comfortable and suitable.	
Attend our Pancreatic Cancer UK training day.	
Check your running vest fits – let us know ASAP if it doesn't.	
Share your fundraising page on payday.	
Talk to your workplace about supporting your fundraising.	

Fundraising Target 100% 90% 80% **70**% **60**% **50%** 40% **30**% 20% 10%

Colour me in to

keep track of your

fundraising

February 2025

2 months to go!

If you're comfortable doing so, approach your local media to share your story. Email londonmarathon@pancreaticcancer.org.uk to get your template press release. World Cancer Day is on 4th February so share your fundraising page with friends.	
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Attend the monthly training zoom call.	

Fundraising Target 100% 90% 80% **70**% 60% **50%** 40% **30**% 20% 10% Colour me in to keep track of your

fundraising

March 2025

1 month to go!



Attend the monthly training zoom call.	
Plan when you are going to start your tapering to prevent injury before the race.	
Attend our Virtual Q&A with London Marathon Events.	
Practice race day protocols of fuelling - Which gels/fuelling works for you? - How are you going to carry your fuel?	
Think about what you will need in your kitbag and on the day to make any purchases you might need.	
Test out your running kit out for race day.	
Iron your name onto your running vest.	
Share your fundraising page and make sure everyone knows you're taking on the TCS London Marathon.	
Talk to your workplace about applying for match funding.	

Fu	ındrai Targe	
		100%
		90%
	_	80%
		70 %
		60%
		50%
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		30%
		20%
		10%
		0%
keep	our me track o	of your

April 2025

Marathon month!

Plan your journey to your start wave.	
Attend the TCS London Marathon Running show to pick up your race number between 23rd to 26th April 2025.	
Pack your kitbag a few days before to make sure you have everything.	
Let your friends and family know about our cheer points and the post-race reception so they can meet you there!	
Read over your event day guide from TCS London Marathon.	
Taper and take it steady to avoid injury.	
On Marathon Day	
On Marathon Day Attach your running number to your vest before you leave home and fill in the medical details.	
Attach your running number to your vest before you leave home and	
Attach your running number to your vest before you leave home and fill in the medical details. Make sure you have any fuel/gels ready if you're planning	
Attach your running number to your vest before you leave home and fill in the medical details. Make sure you have any fuel/gels ready if you're planning on using them.	

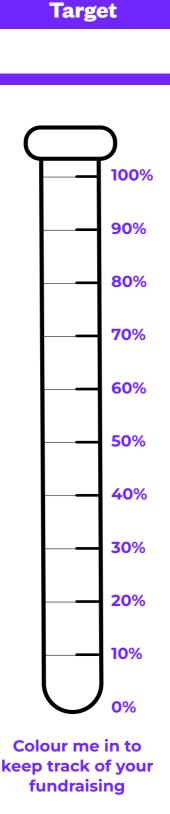
May 2025



Fundraising

Show off your well-deserved medal! Follow your recovery plan to prevent any post-marathon injury. Pay in any last donations so we can send you your certificate. Check in with your employers for match funding. Make sure to thank your supporters for their amazing support and donations.





Keep it legal

There are a few legal considerations you should consider when planning your fundraising. We've broken them down here for you, so you have everything you need to know.

Insurance

Pancreatic Cancer UK can't accept overall responsibility or liability for any of your fundraising activities. So, if you are planning on holding an event in public make sure you apply for public liability insurance. Some venues will provide this insurance already so always check with the venue first

Food and drink

If you're having food and drinks at your fundraiser, make sure you follow the food safety laws. For more information please visit **food.gov.uk.**

Collections

If you are holding a collection in a public place, you need to contact your local authority to apply for a license so make sure you leave enough time to hear back from them.

Raffles and lotteries

Raffles and lotteries are a great way to boost the fundraising at your event.

If you are holding a small raffle on the day of your event you don't need a licence. But if you're selling tickets in advance or holding a raffle or lottery under any other circumstances you make need a license. To make sure you have the correct licence please visit gamblingcommission.gov.uk

Health and safety

To make sure everyone is safe at your event, don't forget to carry out a risk assessment.

Children

Under 16s can help organise or take part in an event but there must always be an adult present to handle any money raised. If any photographs are taken of children at your event you will need to get parental permission.

For more information or if you have any questions, contact the fundraising team on 020 3535 7090 or email londonmarathon@pancreaticcancer.org.uk



Keep in touch

Thank you for choosing to be a part of our team in this extraordinary year for Pancreatic Cancer UK. By running your marathon with us, you'll be helping to save lives.

We're here every step of the way to support you. If you have any questions, or if you need any help, please get in touch.

Together, we're taking on the ultimate test to deliver the Ultimate Test.

Lauren, Issie and Ayaaz

Email: londonmarathon@pancreaticcancer.org.uk

Phone number: **020 3535 7090**





