



# 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 2026 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 throughout your marathon journey as a valued member of our team. 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 2026. Within these pages, you'll find key information, dates and fundraising tips. All of this is to aid your incredible efforts taking on the marathon.

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

**Lucy, 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.

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.**



**“I had the most incredible day of my life running  
the London Marathon for Pancreatic Cancer UK.  
Everyone tells you what to expect on the day but it  
doesn’t prepare you for just how amazing the crowds  
are, how iconic the route is and how special it is  
seeing your friends, family and a sea of purple at the  
Pancreatic Cancer UK cheer points. They got me  
round on the day!”**

Katie, TCS London Marathon finisher 2025



# 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 in-person 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 16 years working with charity runners like you. I also ran in the 2023 event, so fully understand the training and 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 26<sup>th</sup> April 2026.

"You are all part of something very special. 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 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.



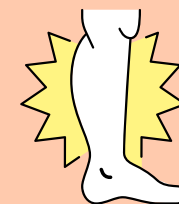
## Training plan

Everyone's training will be unique and needs to fit around your lifestyle. We have created some training plans for you but we would encourage you to create your own using our resources so that your training plan works 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!

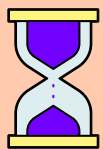
**For detailed training guides and advice visit our training hub and look out for our emails.**



# 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

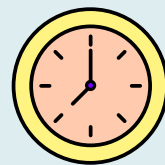
- Ask your friends, family and colleagues for their support to help you reach your target.

#### 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

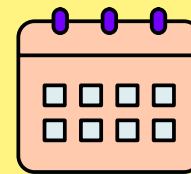
- A classic. Use your baking skills to add some sweetness to people's day while adding to your fundraising.

#### 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 your commute. Add any money you save to your fundraising total.

#### Collect loose change

- Set up a bucket collection at work/school for people to 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.

<b>Fundraising idea:</b> _____	<b>Fundraising target:</b> _____
<b>Date:</b> _____	
1. _____ by _____ / _____ / _____	
2. _____ by _____ / _____ / _____	
3. _____ by _____ / _____ / _____	
4. _____ by _____ / _____ / _____	
5. _____ by _____ / _____ / _____	
<b>Paid in fundraising</b> <input type="checkbox"/>	<b>Final total:</b> _____

<b>Fundraising idea:</b> _____	<b>Fundraising target:</b> _____
<b>Date:</b> _____	
1. _____ by _____ / _____ / _____	
2. _____ by _____ / _____ / _____	
3. _____ by _____ / _____ / _____	
4. _____ by _____ / _____ / _____	
<b>Paid in fundraising</b> <input type="checkbox"/>	<b>Final total:</b> _____

<b>Fundraising idea:</b> _____	<b>Fundraising target:</b> _____
<b>Date:</b> _____	
1. _____ by _____ / _____ / _____	
2. _____ by _____ / _____ / _____	
3. _____ by _____ / _____ / _____	
4. _____ by _____ / _____ / _____	
<b>Paid in fundraising</b> <input type="checkbox"/>	<b>Final total:</b> _____

<b>Repeatable ideas -</b> daily, weekly or monthly	
_____	completed _____
_____	completed _____
_____	completed _____
_____	completed _____

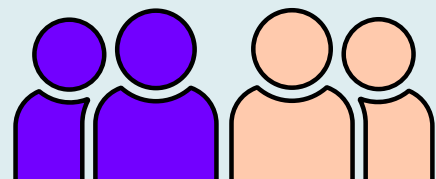


# Stats and facts

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.

## HALF OF PEOPLE

with pancreatic cancer die within **three months** of diagnosis.



Pancreatic cancer is the **5TH BIGGEST CANCER KILLER**

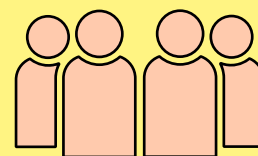
in the UK with **9,500 deaths** every year.



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.

**£50** could help spark the breakthroughs in the early detection of pancreatic cancer that we so desperately need.

**£100** could allow researchers to study the genetic changes which could make people more likely to develop pancreatic cancer in six 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.



The QR code is also a game changer, it goes directly to your fundraising page and saves people trying to search for you.

## Emma

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.
2. 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.

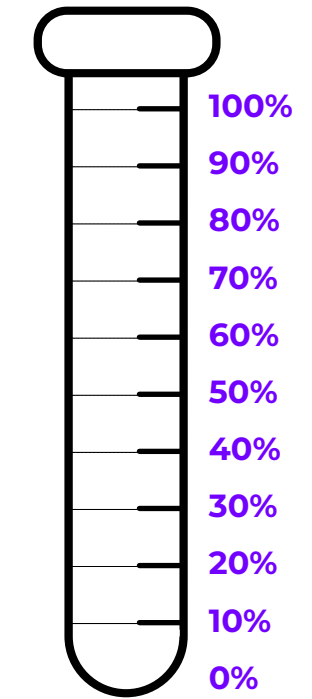
## Pre-October 2025

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.	<input type="checkbox"/>
Share the amazing news that you're running the TCS London Marathon with your friends and family!	<input type="checkbox"/>
Use our fundraising planner to start planning your fundraising events for the year.	<input type="checkbox"/>
Join our Facebook and WhatsApp groups and introduce yourself to your teammates.	<input type="checkbox"/>
To kick-start your fundraising, make a donation on your own page.	<input type="checkbox"/>
Set clear goals and milestones for training and fundraising.	<input type="checkbox"/>

Fundraising target



Colour me in to keep track of your fundraising

October 2025

6 months to go!

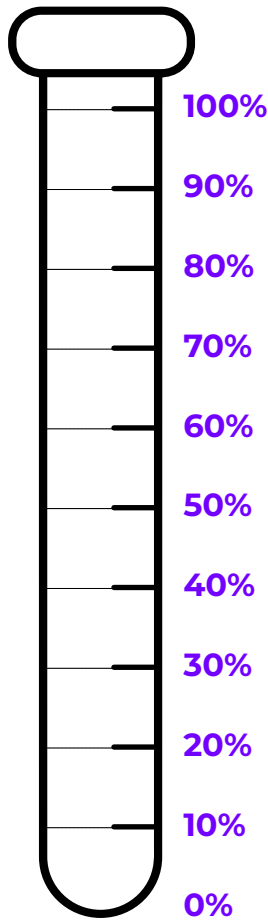


TOP TIP!

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

Take a picture in your new vest and share your fundraising page.	<input type="checkbox"/>
Book your accommodation and/or train tickets for London Marathon day as early as possible.	<input type="checkbox"/>
Don't forget about the running show when making any bookings. <b>You must collect your race number in person</b> from the Excel Centre in London between 22nd - 25th April 2026.	<input type="checkbox"/>
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.	<input type="checkbox"/>

Fundraising target

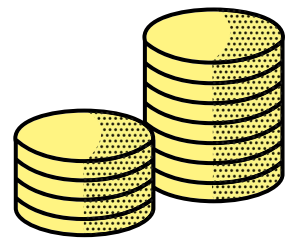


Colour me in to keep track of your fundraising



November 2025

5 months to go!

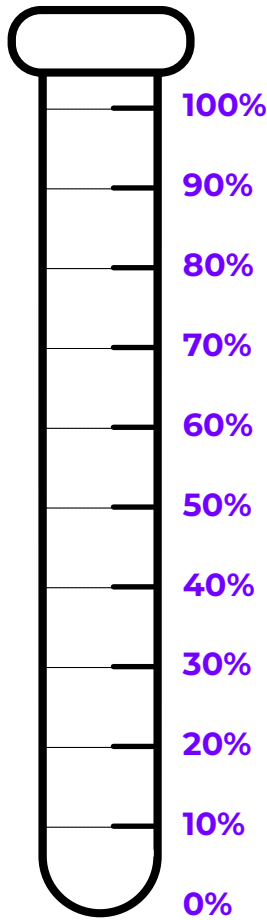


TOP TIP!

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

Come along to our welcome event to meet the rest of the team and learn top training tips.	<input type="checkbox"/>
Create your perfect training plan by chatting with Phil.	<input type="checkbox"/>
Join our Strava community to connect with the team.	<input type="checkbox"/>
Link your Strava to your fundraising page to keep everyone updated on your training.	<input type="checkbox"/>
On 20th November, it's World Pancreatic Cancer Day. Help raise awareness by sharing your fundraising page on social media.	<input type="checkbox"/>

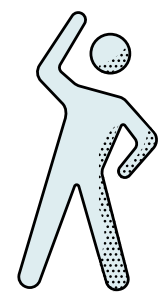
Fundraising target



Colour me in to  
keep track of your  
fundraising

December 2025

4 months to go!

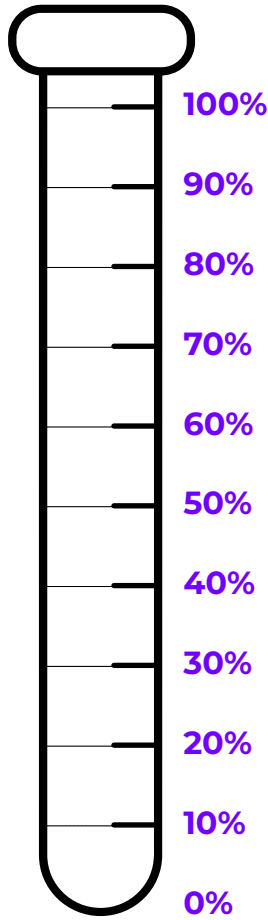


TOP TIP!

Strength training is key to avoiding injury.

Join the monthly training Zoom call.	<input type="checkbox"/>
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.	<input type="checkbox"/>
Start strength training to prepare for your training plan to start next month.	<input type="checkbox"/>
If you celebrate Christmas consider asking for running gear you need or donations instead of Christmas presents.	<input type="checkbox"/>

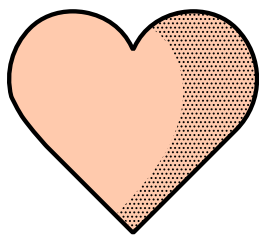
Fundraising target



Colour me in to  
keep track of your  
fundraising

January 2026

3 months to go!

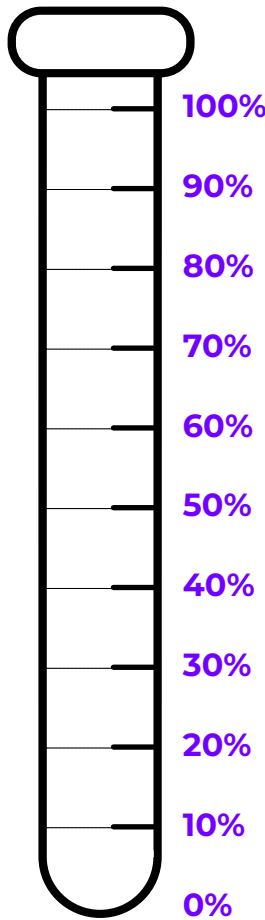


TOP TIP!

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!	<input type="checkbox"/>
Make sure your footwear is comfortable and suitable.	<input type="checkbox"/>
Attend our Pancreatic Cancer UK training day.	<input type="checkbox"/>
Check your running vest fits – let us know ASAP if it doesn't.	<input type="checkbox"/>
Share your fundraising page on payday.	<input type="checkbox"/>
Talk to your workplace about supporting your fundraising.	<input type="checkbox"/>

Fundraising target



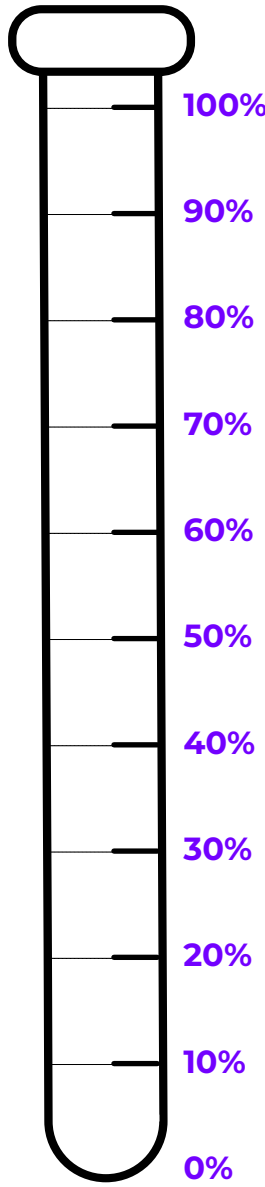
Colour me in to keep track of your fundraising

February 2026

2 months to go!

Attend the monthly training Zoom call.	<input type="checkbox"/>
If you're comfortable doing so, approach your local media to share your story. Email <a href="mailto:londonmarathon@pancreaticcancer.org.uk">londonmarathon@pancreaticcancer.org.uk</a> to get your template press release.	<input type="checkbox"/>
World Cancer Day is on 4th February so share your fundraising page with friends.	<input type="checkbox"/>
Try out different electrolytes and gels to see which work best for you.	<input type="checkbox"/>

Fundraising target



Colour me in to keep track of your fundraising





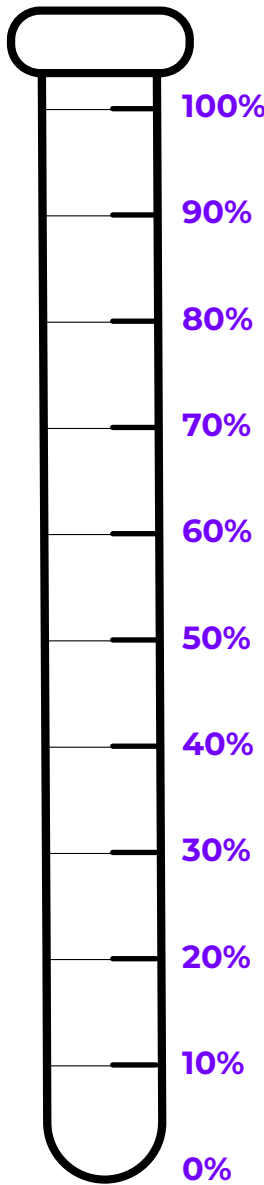
March 2026

1 month to go!



Attend the monthly training Zoom call.	<input type="checkbox"/>
Plan when you are going to start your tapering to prevent injury before the race.	<input type="checkbox"/>
Attend our Virtual Q&A with London Marathon Events.	<input type="checkbox"/>
Practice race day protocols of fuelling <ul style="list-style-type: none"><li>- Which gels/fuelling works for you?</li><li>- How are you going to carry your fuel?</li></ul>	<input type="checkbox"/>
Think about what you will need in your kitbag and on the day to make any purchases you might need.	<input type="checkbox"/>
Test out your running kit out for race day.	<input type="checkbox"/>
Iron your name onto your running vest.	<input type="checkbox"/>
Share your fundraising page and make sure everyone knows you're taking on the TCS London Marathon.	<input type="checkbox"/>
Talk to your workplace about applying for match funding.	<input type="checkbox"/>

Fundraising target



Colour me in to keep track of your fundraising

April 2026

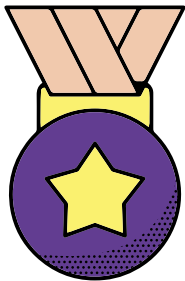
Marathon month!

Plan your journey to your start wave.	<input type="checkbox"/>
Attend the TCS London Marathon Running show to pick up your race number between 22nd to 25th April 2026.	<input type="checkbox"/>
Pack your kitbag a few days before to make sure you have everything.	<input type="checkbox"/>
Let your friends and family know about our cheer points and the post-race reception so they can meet you there!	<input type="checkbox"/>
Read over your event day guide from TCS London Marathon.	<input type="checkbox"/>
Taper and take it steady to avoid injury.	<input type="checkbox"/>

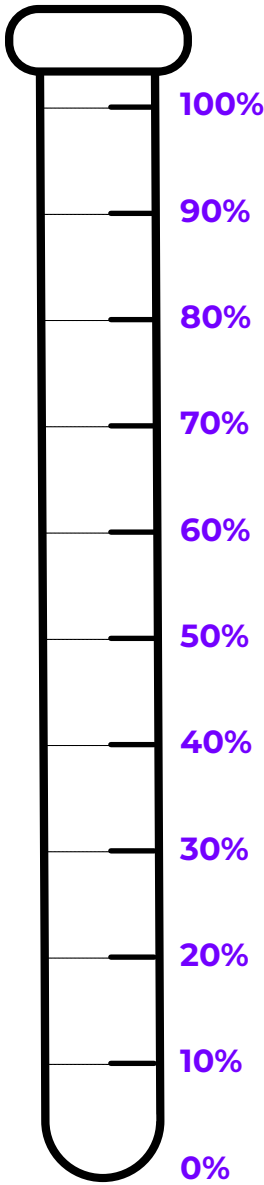
On marathon day	
Attach your running number to your vest before you leave home and fill in the medical details.	<input type="checkbox"/>
Make sure you have any fuel/gels ready if you're planning on using them.	<input type="checkbox"/>
Come join us for the team photo!	<input type="checkbox"/>
Once you cross the finish line, snap a pic and share it on social media along with your fundraising page.	<input type="checkbox"/>
Celebrate your incredible achievement as a team at our post-race reception.	<input type="checkbox"/>

# May 2026

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



**Fundraising target**



Colour me in to keep track of your fundraising

# 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](https://www.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 might need a licence. To make sure you have the correct licence please visit [gamblingcommission.gov.uk](https://www.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](mailto:londonmarathon@pancreaticcancer.org.uk)





# Keep in touch

Thank you for choosing to be a part of our team. By running the TCS London 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.

**Lucy, Issie and Ayaaz**

Email: [londonmarathon@pancreaticcancer.org.uk](mailto:londonmarathon@pancreaticcancer.org.uk)

Phone number: **0203 535 7090**

