



Aching Arms®



Miles *in*
Memory



**Fundraising Guide
2026**



Miles *in* Memory

Walk, jog, run, cycle, or swim, miles in memory of a baby special to you October 2026

Thank you for signing up to our annual Miles in Memory challenge this October. We're delighted you'll be joining us for our autumn fundraiser, celebrating and honouring the memory of the babies who have touched your lives.

Every mile you complete and every pound you raise will help us continue to offer comfort and support to bereaved families across the UK, reminding them that they are not alone in their grief.

We hope the resources included in your Miles in Memory pack will help you share your challenge with family and friends and get your fundraising off to a fantastic start.

Simply choose your challenge, decide on your distance, select a location, and pick a date (or dates) during October to complete your miles.

How will you take on your challenge? You could walk, run, jog, hop, skip, jump, dance, skate, scoot, cycle, swim, or roll. The choice is yours, so feel free to be as creative as you like!

Miles in Memory can be your own personal challenge, or a wonderful opportunity to bring together family, friends, or colleagues to form a team and complete the miles together in honour and remembrance of your baby.

If you have any questions or would like some fundraising tips, please get in touch. Our friendly and compassionate fundraising team is here to support you every step of the way.

The courage, commitment, and determination of our supporters continue to amaze and inspire us. We hope you enjoy planning your Miles in Memory challenge, and we wish you the very best of luck.

Don't forget to share your Miles in Memory stories and photos with us. We'd love to hear about your challenge and see how you're taking part throughout October.

Best wishes,

*Aching Arms
Community & Events Fundraising Team*



Miles *in* Memory

Thank you for signing up to be part of Miles in Memory 2026!

Our annual Miles In Memory event is an opportunity for you to celebrate the memory of babies who have touched your lives and raise awareness of the impact of pregnancy and baby loss whilst raising money for Aching Arms. It's also a great opportunity to get active and be a part of something special.

The challenge takes place during the month of October in support of Baby Loss Awareness Month. We invite you to walk, jog, run, cycle, swim or roll - move in a way that works for you. Your miles help raise vital funds that will ensure we can continue to offer comfort to bereaved parents when they need it most.

We walked 2 miles every night in October for our daughter Kora who was born sleeping on 1st August 2023.

The walk has helped us as a family to connect and chat more. It also helped with our mental health.

We raised £450.00 and are so happy to be able to help and support other families.

Laura - Miles in Memory

Set your own limits

With a Miles in Memory challenge, you set your own limits and create a challenge that is personal to you. All we ask is that you complete your challenge during the month of October. Tell people about Aching Arms and ask your friends and family to sponsor you. Or maybe they would like to join you and form a team to complete the challenge?

You might like to set yourself or your team a target of how many miles to reach or how much money to raise.

Create your team

Why not gather your colleagues together and create a workplace Miles in Memory team? A stroll on your lunch break can boost wellbeing and team bonding whilst raising funds to support Aching Arms' ongoing work.





Why take part in Miles in Memory?

Every person who takes on a Miles in Memory challenge helps to raise awareness of pregnancy and baby loss while raising vital funds to support the work of Aching Arms.

We provide comfort teddy bears to bereaved families following the loss of their baby. Each bear is dedicated in memory of a baby and wears a label with their name, creating a unique connection between families through shared love, loss, and understanding.

Our comfort bears are provided free of charge to more than 190 NHS hospitals across the UK, as well as hospices, funeral directors, other support organisations, and families who contact us directly. Last year alone, over 5,000 bears were sent to bereaved families.

We also offer a telephone and email bereavement support service run by healthcare professionals who are bereaved parents themselves. In addition, we host monthly online Supporting Arms for Mums and Supporting Arms for Dads groups, providing safe spaces for parents to connect and share their experiences.

Alongside supporting families directly, we campaign for improved bereavement care, advocate for the emotional and mental health needs of bereaved parents, and deliver awareness and bereavement training for healthcare professionals and employers.

We rely on the generosity of our supporters and fundraisers to make this work possible. By taking part in Miles in Memory and raising sponsorship, you are helping us continue to reach the many families who sadly need our support.

How your donations help:

"As an adult male, I honestly couldn't have imagined a teddy bear meaning that much to me, after all, it's not a 'blokey' thing, right?

Our daughter passed away shortly after she was born, we were given an Aching Arms bear at the hospital. I remember how touched I felt when we received our bear and how tightly my wife clenched onto it as we left the hospital.

We knew we weren't alone and we weren't leaving totally empty-handed. Our bear, Grace, has become a loved member of our family."

Jason - Bereaved Dad

Over 5,000

bears were given to bereaved parents last year, each bear provides some comfort to those who have lost a baby. Bears are also a way of letting people know they aren't alone.



We have expanded our support services to offer support for Mums and Dads, siblings and the wider family, this is rapidly growing and we are now supporting many families across the UK with our Mums and Dads group.

158

families received support via our helpline last year.

300

families joined our community events

We host a virtual meeting once a month for Mums and Dads which is proving to be helpful and supportive.

"Last night was certainly tough hearing other people's stories and sharing mine but I did come off the call feeling less alone in my grief.

I've found it hard to talk about in my day-to-day life as no one I know has / is going through this and have bottled a lot up since I lost my daughter.

The session went well, it was good"

Bereaved Dad



Miles *in* Memory

Next Steps!

- Set your challenge and date(s)
- Join our JustGiving Miles in Memory Campaign fundraising page - create your own page, personalise it, add a photo, and add your story. Click [**HERE**](#)
- Spread the word on social media - let family & friends know about your MiM challenge and keep them updated with your progress. Sharing your JustGiving fundraising page regularly will help to secure donations. See our hints and tips on the next page.
- On the day of your challenge, please connect with us and tag us in your posts on social media. We'd love to know how it's all going and see any photos you take along the way.
- After your challenge, be sure to celebrate your fantastic personal achievement and have a well-earned rest.
- We would love to know how your challenge has gone. Please share your Miles in Memory stories and photos by sending them to [**getinvolved@achingarms.co.uk**](mailto:getinvolved@achingarms.co.uk) and with your permission, we may share them on our social media pages.



How to pay in your donations

If you don't have a JustGiving fundraising page, you can use our Sponsorship Form within this pack to keep track of your donations.

The easiest way to send us the money you've raised is to first pay the money into your own bank account and then send it to [**Aching Arms**](#) via one of the following options:

1. Online donation

On our [**website**](#) via Beacon, by completing the online form. You can use your debit or credit card, Apply Pay or PayPal to donate.

2. Cheque Made payable to 'Aching Arms'.

Please include a note of your name and event details and post to:

The Treasurer
Aching Arms
33 Victoria Road
Brentwood
Essex
CM14 5DR.

3. Bank transfer

If you prefer this option, please contact us at [**getinvolved@achingarms.co.uk**](mailto:getinvolved@achingarms.co.uk) and we can provide the bank account details.

Setting up your fundraising page



**Miles *in*
Memory**

Top Tips for your fundraising page

Set up your JustGiving page from our Miles in Memory campaign page
You can click [HERE](#) to create your page and by clicking the orange banner
"Start fundraising"

Add a photo

- Help reassure friends and family they're on the right page by adding a photo of yourself. Fundraising pages with a photo can receive up to 42% more donations.

Make it personal

- Sharing your story can increase the value of your fundraising page by up to 66%. Only share what you're comfortable with, and remember it doesn't need to be lengthy. Explain why you're supporting Aching Arms and why their donation or sponsorship would mean so much to you.

Tell people how their donation will help

- Let supporters know how their contribution will make a difference and help Aching Arms continue supporting bereaved families across the UK.

Set a fundraising target

- Fundraising pages with a target can raise up to 44% more than those without one, so set yourself a goal and encourage others to help you reach it.

Track and share your progress

- Using a fitness app such as Apple Fitness, Fitbit or Strava to share your Miles in Memory journey can lead to a 32% increase in fundraising. Regular updates help keep supporters engaged and motivated to donate.

Don't be shy - spread the word!

- Share your JustGiving page with friends, family, colleagues and wider networks. You can email your fundraising link, send it via WhatsApp, post it on social media, or even include it in your email signature. The more people who hear about your challenge, the greater your fundraising potential.

Add offline donations

- If someone gives you a cash or cheque donation, you can add it to the offline donations section of your JustGiving page. It's a great way to keep track of your efforts and watch your total grow.

Celebrate the finish line

- At the end of October, update your page with how your challenge went and what you've achieved. Don't forget to share your success on social media too. It's a great way to thank your supporters and can encourage last-minute donations from people who have been meaning to sponsor you.



Miles *in* Memory

Social Media Guidelines, Hints & Tips

You will find Aching Arms on Facebook, Instagram, LinkedIn, and TikTok

Click the icons below to find us



Now that you've signed up for Miles in Memory 2026, we'd love to help you share your fundraising journey.

If you feel comfortable doing so, you may like to share your story about why you're taking part in Miles in Memory and what Aching Arms means to you.

We've included some suggested social media posts below that you can personalise and share alongside the link to your online fundraising page.

Please remember, links are not clickable on Instagram, so you'll need to add your fundraising page link to your bio and direct people there from your post.



I've signed up for Aching Arms' Miles in Memory 2026 and will be (running, walking, jogging, swimming, cycling, etc.) throughout October in memory of (insert name). If you'd like to support me and help Aching Arms continue supporting bereaved families, please visit my fundraising page and donate if you can. Thank you x

*Only (insert number) days to go until I take part in Aching Arms, Miles in Memory 2026, in memory of (insert name).
Please support me if you can x*

*Today I'm going to be doing (insert challenge) for Aching Arms, Miles in Memory 2026, and it will be in memory of (insert name).
Please check out my fundraising page and donate if you can x*

I've completed my Miles in Memory challenge of (insert challenge) which was in memory of (insert name). If you are able to make a donation it would be much appreciated by myself and Aching Arms. Thank you!

- Tag Aching Arms in your posts and stories.
- Use the hashtags #MilesInMemory2026 #MilesInMemory #TeamAchingArms.
- Use the graphics provided.
- If you are comfortable doing so, then tell your story about why you are taking part in Miles in Memory.



Miles *in* Memory

Get in touch for any fundraising advice

 getinvolved@achingarms.co.uk

 07557 742825



Thank you for taking part in our Miles in Memory challenge.

Every mile you complete and every pound you raise will help make a real difference to bereaved parents and families across the UK.

Your support ensures that families facing the loss of a baby know they are not alone.

Whilst Miles in Memory provides a time to remember a baby special to you, it can also be very emotional, so please look after yourself, and only do what feels comfortable for you.

If you would like some support from someone who understands then please contact one of our care team:



- Call or Text 07464 508994
- Email support@achingarms.co.uk

“Taking part in Miles in Memory gave us the space and focus to honour our son, Leo, but also other babies lost. Our month-long event created important awareness of baby loss, and especially Aching Arms. We really cherished the time we gave to Miles in Memory, as it was a new way to create memories for Leo and channel our grief.”

Jessica Clasby-Monk



Keeping It Safe & Legal Guide

Guidelines for Fundraising in aid of Aching Arms

We want you to have fun and enjoy your fundraising but it is essential to ensure your event is safe and legal for all involved. Please take some time to read our brief guide. The guide highlights some areas you may need to consider, but this is not an exhaustive list as it is dependent on your fundraising activity.

Please consider any risks your fundraising activity might present and any regulations you should follow to ensure your event runs smoothly.

Please contact us if you have any questions. Your local council is also a good place to contact for public fundraising events.

Your wellbeing and safety are the main priority.

Health & Safety:

- Where possible, take someone along with you as you complete your challenge. If this is not possible, inform someone where you going, the route you will take, your start time and the time you expect to return.
- Please be sure to take precautions to keep fit and healthy. Do NOT take part in any challenges if injured or that may cause injury. Always check with your GP if unsure, or would like advice before participating in the challenge.
- If for any reason you are unable to participate through injury and/or other circumstances, we encourage you to take on your challenge at a later date or get in touch, and we can help you find another fundraising activity.
- Be sure to check the weather conditions before taking on your challenge, and wear suitable clothing for the activity you are undertaking.
- **Food hygiene and preparation:** please ensure you follow food hygiene rules for the safe preparation, storage, display, and cooking of all foods. Click here: [The Food Standard Agency](#) is a helpful source of information.
- **Allergies, intolerances, and food labelling:** please ensure you are aware of allergies. Ask your guests before your event of any known allergies, intolerances or dietary requirements. You may want to consider using food allergen warning labels that can be bought online. Click here: [Food allergy and intolerances](#).

General Fundraising Information:

- Please remember it is a legal requirement to tell donors of how Aching Arms is benefiting from the event or activity you are doing.

Keeping It Safe & Legal Guide

Guidelines for Fundraising in aid of Aching Arms

- If you are holding a public event in aid of Aching Arms you are responsible for ensuring that it complies with the law and is safe for all concerned. Aching Arms cannot and does not accept liability for your events or responsibility for accidents or theft/loss of personal belongings or equipment.
- When fundraising for Aching Arms please ensure that our registered charity number 1153296 is used on all promotional materials.
- Please refer to your fundraising as 'in aid of Aching Arms'.
- Please only use the official Aching Arms sponsorship forms from your Digital Fundraising Pack.
- Ensure you do not do anything that threatens Aching Arms reputation or name. If you do, we have the right to ask you to cease fundraising in aid of Aching Arms.
- Do not use any unlawful means by which to raise funds in aid of Aching Arms. The charity has a duty to report any illegal activity to the appropriate authorities.
- Do not carry out door-to-door collections or leaflet drops.
- If you are holding a raffle at an event and selling raffle tickets prior to the event date, you will need to obtain a small lotteries license to do this. They are usually around £40-50 and are attainable from your local borough council/the borough council in which the event is going to take place in. If obtaining a license is not possible, we suggest selling raffle tickets on the day.
- If you are collecting in a public place, you must obtain the necessary licences (such as local council if you would like to do a street collection) or permissions (such as shopping centres). You must show Aching Arms a copy of all licenses obtained prior to a collection.
- You have full responsibility and must accept full liability for the secure safekeeping of all funds raised or received through your fundraising event in aid of Aching Arms, and for the transfer of those funds to Aching Arms within 2 weeks of your event.
- You should obtain and maintain all adequate and appropriate insurances (if any) prior to the start of the fundraising activity and will indemnify Aching Arms in relation to any loss, damage, costs, claims, injury or death suffered by you or any third party.
- It is your sole responsibility to obtain all necessary and appropriate permits, licences, approvals, and consents prior to the commencement of the fundraising activity. You will abide by all by laws and regulations relevant to fundraising pursuant to the Charities Act 2011. Aching Arms is, in no way, liable for any claim which may arise from an event that you hold. It is important to understand that the individual/organisation is holding this event/activity entirely at their own risk and Aching Arms will not be liable for any injury or loss that may occur because of the activity/event.
- If you have any questions please contact us at fundraising@achingarms.co.uk or on 07557 742825.

Don't forget to share your progress with us along the way!
We'd love to follow your Miles in Memory journey, so be sure to tag us on social media @AchingArmsUK
Whether it's your fundraising milestones, photos from your challenge, or crossing the finish line, we'd love to celebrate your achievements with you

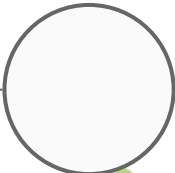
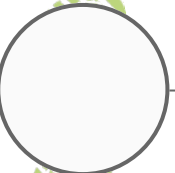
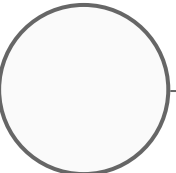
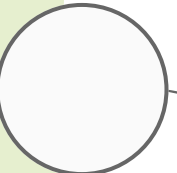
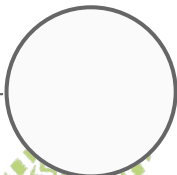
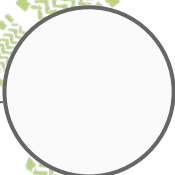
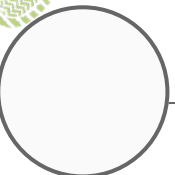
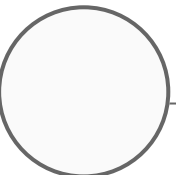
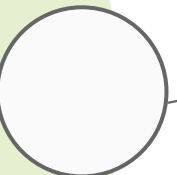
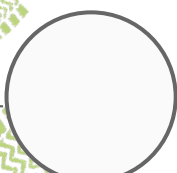
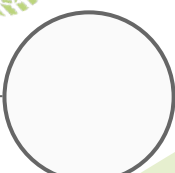
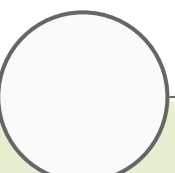
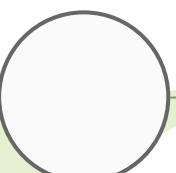
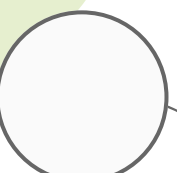
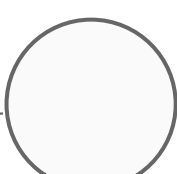
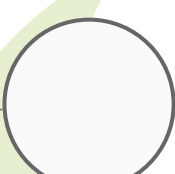
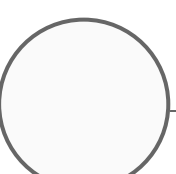
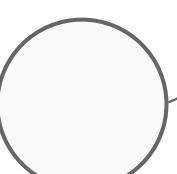
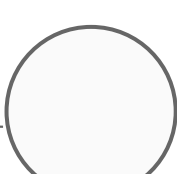
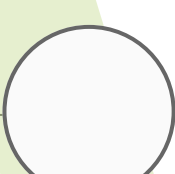
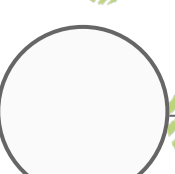
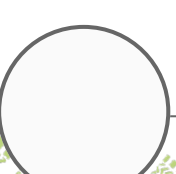
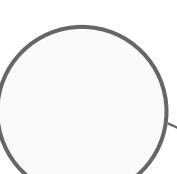
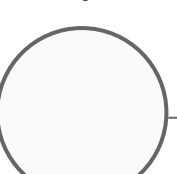
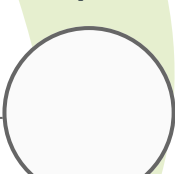
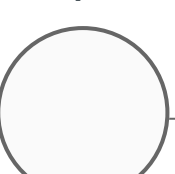
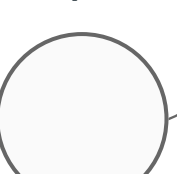
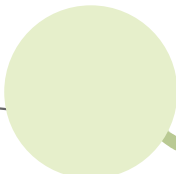


Miles *in* Memory

MY MILE
GOAL:

Mile Tracker

Let's do
this!

 day 1	 day 2	 day 3	 day 4	 day 5
 day 10	 day 9	 day 8	 day 7	 day 6
 day 11	 day 12	 day 13	 day 14	 day 15
 day 20	 day 19	 day 18	 day 17	 day 16
 day 21	 day 22	 day 23	 day 24	 day 25
 day 30	 day 29	 day 28	 day 27	 day 26
 day 31				

you
DID IT!



Aching Arms

I'm taking part in



Miles *in*
Memory

In memory of:





Aching Arms

Registered charity number 1153296

£20

funds one bear in memory of a baby special to you that can be gifted to a family who have also gone through baby loss

£26

will fund an hours support call with our Support Service

£44

will fund a box of books - our guide for bereaved Dads to local hospitals

Bringing comfort after pregnancy and baby loss

Your donations makes a big difference

There are many ways your funds will help Aching Arms. As well as donating our bears to hospitals, your kind and generous donations go towards funding our 'Supporting Arms', and 'Supporting Arms for Dads' support services, the costs of getting our bears to hospitals, training for midwives and nurses on how to offer a bear and improve care for parents, our recently released Dad's Support Guide and our ongoing work providing comfort, raising awareness and supporting bereaved families.

Aching Arms Sponsorship Form



Aching Arms

Registered charity number 1153296



About you

Name: _____

Address: _____

Your event

I am raising money in aid of Aching Arms, a charity that offers comfort and support after pregnancy and baby loss.

My event is:

Event date & time:

I enclose £ _____ sponsorship money

Please make cheques payable to Aching Arms and return to:

Aching Arms Treasurer
33 Victoria Road
Brentwood
Essex
CM14 5DR



Gift Aid

If your donors or sponsors are UK taxpayers, remember to ask them to Gift Aid their donations and turn every £1.00 into £1.25 at no extra cost! Just ask your sponsors to include their full name, home address and postcode and don't forget to tick the Gift Aid box on the sponsor form. Remember to post the form back to us with your payment so we can claim the Gift Aid.

*Thank you for sponsoring me and helping make a difference
to bereaved families across the UK*



Aching Arms
Registered Charity no: 1153296



www.achingarms.co.uk



info@achingarms.co.uk



Registered with
FUNDRAISING
REGULATOR

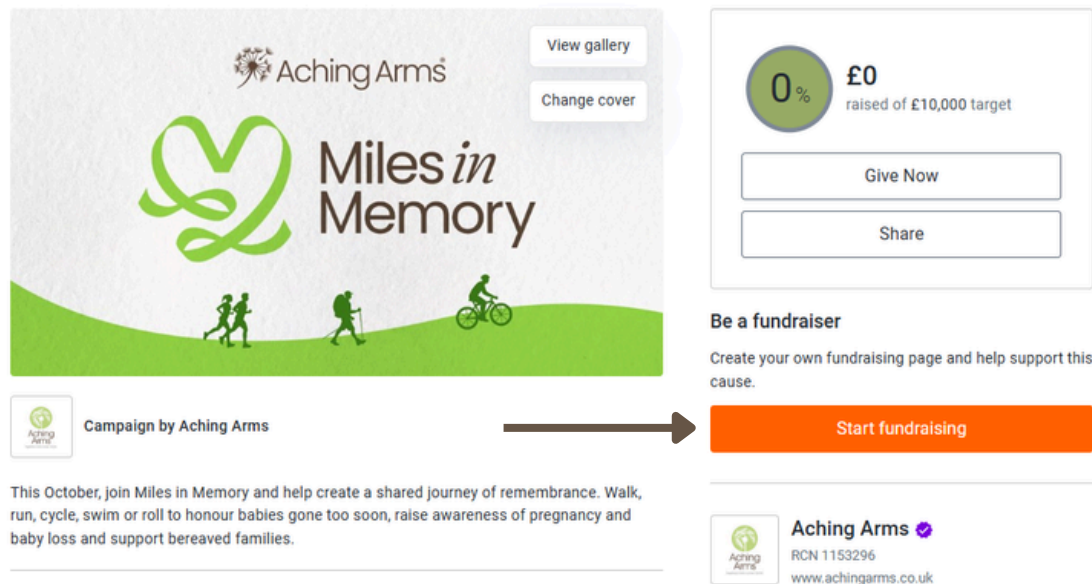
If I have ticked the box headed 'Gift Aid?' ☒ I confirm that I am a UK Income Tax or Capital Gains Taxpayer. I have read this statement and want Aching Arms to reclaim tax on the donation detailed below, given on the date shown. I understand that if I pay less Income Tax or Capital Gains Tax in the current tax year than the amount of Gift Aid claimed on all of my donations it is my responsibility to pay any difference. I understand the charity will reclaim 25p of tax on every £1 that I have given.

[illegible]

Total donations received: £ _____
Total Gift Aid donations received: £ _____

Setting Up your Fundraising Page

Miles in Memory 2026



View gallery
Change cover

0% £0 raised of £10,000 target

Give Now
Share

Be a fundraiser
Create your own fundraising page and help support this cause.

Start fundraising

Aching Arms ✓
RCN 1153296
www.achingarms.co.uk

Step 1: Click on the orange banner 'Start fundraising'

Are you fundraising in memory of someone?

☒ Yes

☐ No

Who are you remembering?

Their name/s

We accept first names, full names, and nicknames

Step 2: Click 'Yes' or 'No', if clicking 'Yes' please add the name of the baby special to you.

Setting Up your Fundraising Page

Are you taking part in an activity?

I'm taking part in an event
A mass participation event, for example, a marathon, bike ride, or trek

I'm doing my own activity
Organise your own activity, like a physical challenge or creative project

I want to set up a tribute
As simple as asking people to donate to a cause that was close to their heart

← Next

Step 3: Click 'I'm doing my own activity' this way you can choose how you will complete your Miles in Memory challenge.

Tell us more about your activity

Type of activity
e.g. Personal run / marathon

Looking for a mass participation event?
[Switch to taking part in an event](#)

Activity details
Bake sale

Date of activity (optional)
30 May 2023

← Next

Step 4: Choose how you will complete your miles from the drop box, and fill in the rest of the form with 'the Activity details' and 'Date of activity'.

Setting Up your Fundraising Page

How much would you like to raise?

Targets help to set the scene for donors, maximising funds for your cause.

£ 500 GBP ▾

☒ £500 ☐ £1,000 Most popular ☐ £1,500 ☐ No target

 Don't worry, if your target isn't reached, all funds raised will still be sent to your chosen charity.



Next

Step 5: Choose a fundraising target and click 'Next'

Personalise your page

A great story helps to engage potential supporters. Not ready? [Skip for now](#)

Page title

(Name) fundraiser for Aching Arms

Why are you raising money?

T 99   

Throughout the month of October and in support of Baby Loss Awareness week, I will be taking part in Miles in Memory 2026 to raise vital funds in aid of Aching Arms.

All donations are gratefully received and will have a big impact in offering comfort and support to bereaved families.

If you are a UK tax payer, please remember to Gift Aid your donation, which boosts it by 25% at no extra cost to you, and makes a big difference to the charity.

Thank you so much for your donation!



Next: Page cover

Step 6: Personalise your fundraising page and click 'Next: page cover'

Setting Up your Fundraising Page

Add a cover photo or video

A personalised page typically raises 30% more. Not ready? [Skip for now](#)

PhotoVideo

Suggested photo



[Upload photo](#)

[←](#)[Next: Finalise](#)

Step 7: Your page will automatically add our Miles in Memory graphic, from here you can click 'Next: Finalise' to finish your page.

You're almost finished!

Summary

Cause	Miles in Memory 2026
In memory	Joel
Activity	Aching Arms
Target	£500

Keeping in touch

Aching Arms will receive your details and may need to contact you to support you in this fundraising effort.

☐ I'm happy for Aching Arms to keep me informed, by email, about the impact of my fundraising and other ways to stay involved including future events, campaigns and appeals.

[←](#)[Launch my page](#)

Step 8: Once you are happy with your page, read it through and when you are ready click 'Launch my page' and your fundraising page is ready to go! Remember to share it with your family and friends! :)



Thank you!

**You're making a difference to
families that face the
heartbreak of pregnancy and
baby loss**



Aching Arms®



Miles *in*
Memory