



Information Pack

How to Join Team Sally Army for the 3 October 2021 Virgin Money London Marathon

Thank you for requesting this pack. We would love to have you on our 2021 VMLM team. You do not need to be a Salvationist to run for The Salvation Army – all types of people run for us, and we welcome everyone on board, regardless of faith, gender or sexual orientation. In the next few pages you will find the answers to these questions:

1. What is the Virgin Money London Marathon like?
2. Why does The Salvation Army need my support?
3. What support will The Salvation Army give me?
4. How do I get a place?
5. How much does it cost to take part?
6. How much sponsorship do I need to raise?
7. When do I find out if I have been successful in obtaining a place?
8. Where is the discounted accommodation that you offer?
9. What do I do next?

1. What is the Virgin Money London Marathon like?

The London Marathon is the UK's landmark race and the biggest single-day charity fundraising event in the world. Every year more than 40 000 runners take to this iconic course from Blackheath to The Mall, while passing by London's most famous landmarks. This prestigious event inspires thousands of people around the globe to achieve something phenomenal and it truly is a memorable experience to be a part of.

"The atmosphere on the day was absolutely incredible. There were over 700,000 people cheering, and when it got really tough they were vital in helping me to keep going. I will remember it for the rest of my life! The Salvation Army were really supportive of me throughout the process and I'm really glad I did it!" - Sam, previous #TeamSallyArmy Marathon runner

2. Why does The Salvation Army need my support?

Since 1865, the Salvation Army has been working with the some of the most marginalised people in society, without judgement or condemnation.



Unless you request that your sponsorship supports a specific local Salvation Army project, the money you raise from taking part in this incredible challenge will help us transform the lives of victims of human trafficking.

The Salvation Army provides specialist support for all adult victims of modern slavery in England and Wales through a government contract which was first awarded in 2011.

Our care of victims of modern slavery has highlighted the exploitation of both men and women in a variety of ways including forced labour on farms, in factories, on building sites, in car washes, nail bars, and criminal activity such as cannabis farming as well as sexual exploitation and domestic servitude, some suffering domestic abuse. The Salvation Army provides and coordinates Safe Houses, and outreach support for such victims. Each resident receiving Salvation Army support is respected and valued as an individual and the support they are offered is holistic and tailored to meet individual needs.

Support programmes include elements of self-help, life skills and social education, with practical advice and assistance in budgeting, social skills and access to education. The service provided encourages independence, with the goal being for all applicable residents to be resettled in appropriate accommodation in the community.

To find out more about the work we do please visit:

<https://www.salvationarmy.org.uk/modern-slavery/supporting-adult-victims>

3. What support will The Salvation Army give me?

- A FREE breathable Salvation Army running vest with your name on it
- Membership of to our exclusive London Marathon closed Facebook group!
- Discounted accommodation in London for the night before and/or the night of the race (offered on a first come, first served basis) if you need it **
- A dedicated London Marathon rep to give you fundraising support
- A fundraising pack crammed full of ideas
- A winter training snood
- A pre-race Pasta Party
- Enthusiastic support from our Cheer Squad on race day
- **£100 sports vouchers** to our top 3 fundraisers*

* Offered on a first come, first served basis and subject to coronavirus restrictions.

** T's & C's apply – please see our website for more details.



4. How do I get a place?

The public ballot is now closed for entries and ballot results have now been released.

You can still apply for one of our guaranteed London Marathon charity places by completing our London Marathon 2021 application form which is attached to this pack.

5. How much does it cost to take part?

5a. Ballot Place

If you secured a ballot place you will pay the London Marathon organisers directly for your place.

5b. Charity Place

If you apply for one of our guaranteed places, then once we have approved your application and offered you a place you will need to pay a non-refundable registration fee of **£50** to reserve it and raise the minimum sponsorship pledge.

6. How much sponsorship do I need to raise?

6a. Ballot Place

If you have secured a place through the London Marathon ballot there is no minimum sponsorship amount and we are very grateful that you will be running for us. We do hope though that you will raise as much as you can to support our work.

6b. Charity Place

If you are given a Salvation Army Charity place, we ask you to raise at least £1,999. We ask you to send in:

Friday 7th May: £300 sponsorship deadline

Friday 4th June: £700 sponsorship deadline

Friday 2nd July: £1200 sponsorship deadline

Friday 6th Aug: £1650 sponsorship deadline

Friday 24 Aug: £349 final sponsorship deadline

This is easily achievable if you start early, and many of our runners find that they raise far more than they ever expected! Here are a few ideas to get you going – you can find loads more in the Fundraising Pack we will send you when you sign up:

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|---|---------------|
| • Sponsorship from friends, family and colleagues | £550 |
| • Bake Sale | £100 |
| • Hold a virtual Quiz Night | £200 |
| • Pudding Night | £150 |
| • Company matched funding | £1,000 |
| Total | £2,000 |



7. When do I find out if I have been successful in obtaining a place?

7a. Virgin Money London Marathon Public Ballot Place

The 2021 ballot results have been announced. Please go to the [London Marathon website](#) for more details.

If you secure a place, we would love to welcome you to Team Sally Army. If we have already allocated you one of our charity places, we would be grateful if you could release it back to us so that we could offer it to someone on the waiting list.

7b. Salvation Army charity place

We will allocate our charity places based on the quality of the application and no later than 26 February 2021.

8. Where is the discounted accommodation that you offer?

Accommodation is in the form of comfortable modern flats at our training centre, William Booth College, in Denmark Hill, which is 10 minutes by train or bus to central London:

www.salvationarmy.org.uk/staying-at-william-booth-college

This is available to our runners for the night before and/or the night of the London Marathon and can be purchased as soon as you have a place, subject to availability. **Please note, accommodation may be affected by covid-19 restrictions.**

Booking for the accommodation needs to be made through The Salvation Army Community and Fundraising Events Team – please contact us on challenge@salvationarmy.org.uk

9. What do I do next?

Please complete the following application form for one of our charity places, making it as detailed as you can, and send it to:

challenge@salvationarmy.org.uk

If you would prefer to pop this in the post, please email us and we will let you know where to send it.

Whether you get one of our 'Charity Places' or your 'Own Place' in the ballot, we will support you all the way.

You will receive your Official Programme and registration form from the organisers of the London Marathon in 2021. This package will include full details about the Virgin Money London Marathon Expo, which you'll need to attend to pick up your race number. The Expo will take place during the week of the marathon from the Wednesday-Saturday.

We really hope to see you on our team!



Ballot

Do you plan to / did you apply in the Virgin Money London Marathon general ballot? (Please tick)

Yes No

Marketing Sources

Where did you hear about The Salvation Army Virgin Money London Marathon places? This is really helpful for us to know so that we can make sure our marketing is as effective as possible. (Please tick all that apply)

When I applied in the ballot on the London Marathon website

Internet Search/ Google Ads

The Salvation Army website

The Salvation Army mailing

London Marathon website

The Salvationist

The Bulletin

Friend/Family/Colleague

Facebook

Twitter

Instagram

Fundraising

How much do you think you can raise? Does this total include any matched giving?

How do you plan to raise your sponsorship? Please give an outline of your fundraising plans (bake sales, car boots, matched giving etc.) and a breakdown of how you plan to reach the £1,999 pledge.

Publicity

Would you be interested in talking to our media team and doing some PR around your story?

Yes No

Would you be happy for any photographs used via your online fundraising page or captured on the day to be used by our media team for promotional/marketing purposes? (Please tick)

Yes No

Event Participation History

Have you ever taken part in a running event before?

If yes, which race(s) did you take part in and in which year(s)?

Yes No



If you raised sponsorship how much money did you raise for each race and for which charity(ies)?

Nominated Project

Our nominated project for 2021 is supporting victims of modern slavery, however if there is a particular area of our work or a Salvation Army Church (Corps) you'd like your fundraising to be directed to, then please specify here:

Social Media

Please share your Facebook url (If you have one) so that we can add you to our exclusive #TeamSallyArmy London Marathon group if your application is accepted:
e.g.) www.facebook.com/jane.doe.3

Registration fee

The registration fee £50. We will send you the details of how to pay the fee if you are successful in obtaining a place.

FUNDRAISING TERMS & CONDITIONS



For the purposes of these terms and conditions, In this agreement, **"The Salvation Army"**, **"we"** or **"us"** means The Salvation Army Trustee Company, a company registered in England and Wales (company number 00259322), whose registered office is 101 Newington Causeway, London SE1 6BN, acting in its capacity as trustee of The Salvation Army Trust (Central Funds) (registered charity numbers 214779/SC009359).

The terms and conditions below apply to all independent voluntary fundraising events and activities carried out for The Salvation Army.

1. By raising funds as an independent supporter of us, you are raising money **'in aid of'** The Salvation Army rather than **'on behalf of'** The Salvation Army. This means you are raising funds for us independently. Please make sure this is clear in all communications that you use to promote your fundraising activity.
2. Ensure that cheques (where applicable) are made payable to 'The Salvation Army' and sent to the Fundraising Events Department at the address below. You need to send at least:
£300 sponsorship deadline by Friday 7th May
£700 sponsorship deadline by Friday 4th June
£1200 sponsorship deadline by Friday 2nd July
£1650 sponsorship deadline by Friday 6th Aug
The remaining £349 needs to be sent to The Salvation Army THQ by Friday 29th October
3. When promoting or undertaking your fundraising activity you agree To include the wording: *"Salvation Army Trust Registered Charity in England and Wales 214779, registered in Scotland SC009359 and The Salvation Army Social Work Trust 215174 and in Scotland no. SC037691"*;
4. If you describe our work, to use the wording: *"The Salvation Army puts its beliefs into practice through a programme of practical action, serving our communities, supporting those in need and fighting for social justice. We run over 100 social services centres across the UK to help homeless people, older people, families and people with drug and alcohol addictions"*.
5. Only to use the approved version of our name and logo and comply with our brand guidelines angela.carlucci@salvationarmy.org.uk;
6. Not to do anything to bring the name of The Salvation Army into disrepute.
7. To act honestly in all aspects of your fundraising and deal with all donors courteously.
8. Not to intrude on a person's privacy, be unreasonably persistent in asking people to donate or place undue pressure on a person to donate.
9. To comply with all laws, rules, regulations, codes, policies and guidance that may apply to your fundraising (including, without limit, in respect of fundraising, data protection and health and safety and the Fundraising Regulator Code of Fundraising Practice) and obtain any necessary licence, consents or permissions.
10. To comply with any instruction or guidance provided by us in relation to your fundraising. All fundraising events are undertaken at your own risk and you may need to carry out a health and safety risk assessment for your event and ensure that all participants are fully briefed and adequately supervised.
11. Not to raise funds by carrying out house-to-house collections.
12. Not to collect on private property (including shops) without first obtaining the permission of the owner.
13. Not to collect in any public place without first obtaining a collector's licence from the appropriate Local authority (usually the police or council).
14. When applying for any licence and carrying out any public collections, to make it clear that you are not an employee or agent of The Salvation Army.
15. To comply with the policy of The Salvation Army not to seek funding from companies related with gambling, drink or tobacco.
16. To note that The Salvation Army does not support fundraising through lotteries and raffles.
17. To return any unused fundraising materials that you received from us, including collection tins, to us within one month of my fundraising activity to the address below.
18. To keep details of the names and addresses of and amounts donated or pledged by all donors and to provide such details to us within 7 days of a request from us and to provide any other information we request to enable us to verify the amount you collected from your fundraising activity.
19. Without applying any pressure, to ask all donors whether they will agree to gift aid declarations for their donations (where eligible) and to keep an accurate record of those who agree to gift aid their donations (further information on gift aid can be found at <https://help.justgiving.com/hc/en-us/articles/200670391-A-guide-to-Gift-Aid>).



20. To ensure that you and any of the following persons who are connected to you do not complete a gift aid declaration on any donation that you or these connected persons make: your spouse or civil partner; any relative; the spouse or civil partner of a relative; or the spouse or civil partner of a relative of your spouse or civil partner; or, any company under the control of a connected person.
21. To keep confidential all sponsorship/donation forms and not disclose personal details (including addresses) of sponsors and donors to anyone else.
22. If you collect personal information from anyone who provides donates or contributes to your fundraising activity, to ensure that such personal data is treated in accordance with data protection legislation and protected from loss or unauthorised access and tell us immediately if any such loss or access occurs.
23. To let us know at the earliest opportunity if you have to withdraw from or cancel your participation in the challenge and immediately return all material containing the names, logo or branding of The Salvation Army.
24. To meet any costs or expenses incurred or arising in connection with your fundraising activity, on the basis that you are fully responsible for all your fundraising activity.

Responsibility for your Fundraising Activity

1. You are fully responsible for the fundraising activity and it is your responsibility to organise all aspects of it. You are also responsible for any costs, expenses, or taxes incurred or arising in connection with your fundraising activity.
2. The Salvation Army cannot accept any responsibility or liability for your fundraising activity, or for any injury or loss to you, or any persons involved with your fundraising activity or for any liability, losses, costs, injuries or claims incurred or arising from your fundraising activity (except for death or injury caused by The Salvation Army's negligence or any other liability which the law does not permit us to exclude) and you agree to reimburse us for all liability, losses, costs and claims incurred by us arising as a result of your fundraising activity.
3. Where relevant, to ensure that you, and any third parties involved in your fundraising activity are fully insured, especially against the risk of death or personal injury and you acknowledge that your fundraising activity is not insured by The Salvation Army or its insurers and you must not take any unnecessary personal or safety risks.
4. The Salvation Army may terminate this agreement and my right to fundraise at any time by giving notice in writing and on termination you shall cease to raise funds for us and shall pay us any sums raised before termination.
5. To provide us on request with a fundraising report and any other information that we reasonably require to enable us to monitor compliance with this agreement.

Proceeds of your Fundraising Activity

1. To ensure that all proceeds from your fundraising are paid to The Salvation Army within one month of your fundraising activity

To transfer donations by electronic transfer to:

Bank Name: RBL (Reliance Bank)

Account Number: 00178100

Sort Code: 60-01-73

(when making the transfer please use the reference - '**YOUR SURNAME / EVENT NAME**' and also send an email to challenge@salvationarmy.org.uk letting us know the amount and date of the payment, so we can ensure it is processed correctly).

2. To send us any other donations by cheque are made payable to 'The Salvation Army' and send to the Fundraising Events Unit at the address below.

Other things

1. The Salvation Army may require you to withdraw from or cancel your fundraising activity at any time (including without limitation to comply with health and safety requirements or for regulatory reasons) and you will immediately comply with any such notice from us.
2. To allow any photographs or videos taken during or in connection with your fundraising activity and which you have shared with us or used with reference to us on social media, to be used by us for commercial and/or fundraising purposes and by sending these photographs to us or sharing them with us (including online), you confirm that anyone featuring prominently in the photograph or video is aged 16 or over, and that they have consented to their image being used in this way.



The information you provide will be kept on our database and we will be in contact (via email and phone) over the coming months about the Virgin Money London Marathon. Because your support is important to us we would like to keep in touch with you about our vital work and the exciting ways you can support us and transform lives. You can change your preferences at any time. Please indicate how you would like to hear from us about future events by using the tick boxes below:

I am happy to receive occasional information by email

I am happy to receive occasional information by post

I am happy to be contacted by phone in relation to events

I am happy to be contacted by mobile messaging

I pledge to raise at least £1,999 for The Salvation Army's work with homelessness services in exchange for a place in the Virgin Money London Marathon 2021, and to abide by the above Terms and Conditions.

Signature

Date

Day

Month

Year