Half Marathon Fundraising Guide

Thank you for running the Cardiff Half Marathon for Home-Start Cymru!

Inside is everything you need to raise vital funds to support families across Wales.

Your challenge starts now...

Whether it's your first half marathon or your fiftieth, you've taken on something special. Every mile you run helps us continue providing early, practical and emotional support to parents and their children, helping families build confidence, connection and stronger futures. This guide covers your place, your fundraising and how to get race ready.

Your place at a glance

Event	Cardiff Half Marathon
Date and location	4 October, Cardiff
Distance	13.1 miles (21.1 km)
Registration fee	**£40** initial fee, paid through Enthuse
Minimum sponsorship pledge	**£250**, to be raised by three weeks before the event
Pay in remaining sponsorship	Before the run, on 4 October
Your contact at Home-Start Cymru	Fundraising team · fundraising@homestartcymru.org.uk · 0333 880 0014

What your support makes possible

87%
Improved ability to cope with day to day challenges

83%
Increased confidence managing household budget

72%
Parents felt more connected to community networks

Figures from the Home-Start Cymru Impact Report 2025/2026

Who you're running for

Home-Start Cymru is an independent Welsh charity supporting families during difficult times. Our trained volunteers and staff offer early, practical and emotional support, starting in the home, to help parents build confidence, strengthen relationships and create strong foundations so children can thrive.

Support is free, confidential and non-judgemental, and it's shaped around what matters to each family. Because childhood can't wait, every pound you raise helps us reach more families.

Your fundraising journey

A little and often works best. The sooner you start, the less you'll have to worry about nearer the race.

When	What to do
When you sign up	Tell us you're running and set up your fundraising page on Enthuse. Add a photo and a few lines on why you're running.
16 to 12 weeks to go	Set a target and share it. People give more when they can see what you're aiming for and how close you are. Ask your employer about matched giving.
12 to 4 weeks to go	Hold a fundraiser such as a bake sale, coffee morning or quiz night, and post regular training updates. Thank every donor as they give.
Final month	Make sure you've reached the £250 minimum three weeks before the event, send a reminder to everyone you've asked and bank any cash you've collected.
Race week	Pay in any remaining sponsorship before the run on 4 October. Share your story one last time and tag us so we can cheer you on.
After the race	Say thank you, share your finish photo and tell us how it went.

Spread the word

We are so grateful that you are raising vital funds for families in Wales, so don't be shy in telling people.

- **Be social.** Post across your channels and create an event so friends can join.
- **Share your why.** Tell people why you're supporting Home-Start Cymru and how donations help.
- **Share progress.** Training milestones, totals and your fundraising page link, so people can give quickly and securely.
- **Make the news.** A mention from your local paper or radio station is a great way to raise awareness.
- **Promote it.** Put notices in your workplace, club newsletter or on community boards, and ask your contacts for support.

TAG US

We love to see and hear what you've been up to, so please tag us.

Instagram @homestartcymru · Facebook /hscymru · LinkedIn Home-Start Cymru

Top tips for raising more

- **Lead with your why.** People give to people, so a personal reason for running makes your page stand out.
- **Give first.** Making the first donation yourself encourages others to follow.
- **Ask in person.** A direct ask to friends and colleagues often works better than a message.
- **Keep supporters updated.** Share training photos and the tough long runs, and donations often keep arriving.
- Include our logo and charity number on anything you produce, and ask us for a letter if you're approaching local businesses.

> **Please don't share photos or stories of the families we support unless we've given you the material, as every story we use is shared with the family's consent.**

The money stuff

There are some great ways to make the money you raise go even further.

£1 → £1.25
WITH GIFT AID

Gift Aid. Under the Government's Gift Aid scheme, qualifying donations from UK taxpayers are worth an extra 25%, so every £1 donated is worth £1.25, at no extra cost to you or your sponsors.

Matched giving

Lots of companies operate matched giving schemes that can double what you raise. It's always worth checking with your employer, and if they do, let us know and we can confirm your total for them.

Give as you earn

If your employer or pension provider runs a Payroll Giving scheme, you can donate straight from your salary. Because it comes out of your gross pay, it's one of the most tax-effective ways to give.

Paying in your funds

Money raised on an online page comes to us automatically. For cash collected offline, bank it and then get in touch about a bank transfer. Please don't send cash by post.

Getting half marathon ready

This is general guidance, not medical advice. If you're new to running, returning from injury or have any health concerns, speak to your GP before you start training.

Training	Most half marathon plans run for around 10 to 12 weeks. Build your mileage gradually, include rest days and do one longer run each week.
Fuel and fluids	Practise your race day food and drink on your long runs, so nothing is a surprise on the day.
Kit	Break in your trainers early and don't try anything new on race day. Wear your Home-Start Cymru vest so supporters can spot you.
Rest and recovery	Sleep, stretch and listen to your body. A rest day is part of training, not a missed session.
If you can't run	If injury or illness stops you, let us know as soon as you can. Your place can be transferred to another runner for a £10 fee, and the same minimum sponsorship rules apply.

What you can expect from us

- Support from our fundraising team at fundraising@homestartcymru.org.uk, who can answer your questions
- Your Home-Start Cymru running vest
- A Home-Start Cymru cheer point by Roath Park on the day
- A thank you and an update on the difference your fundraising has made

TELL US ABOUT YOUR PLANS

Running a raffle, collecting in public or fundraising at your workplace as well as your half marathon? We'd love to hear about it, and we can point you to the rules before you start.

fundraising@homestartcymru.org.uk · 0333 880 0014

Diolch yn fawr

A big thank you

Thank you so much for all your hard work and generosity. We wouldn't be able to support families across Wales without people like you.

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