



Your London Marathon Handbook



For every baby.
For every family.
Forever.

Welcome!

Hello there,

We are delighted to welcome you to Team Lullaby as you take on the iconic London Marathon as a Lullaby Hero!

Here at The Lullaby Trust we exist to keep babies safe and to keep grieving families supported. We empower families and professionals with trusted advice and provide grieving families with bereavement support.

When you run for Team Lullaby, you run for more than just the miles, but for a future where no baby dies suddenly or unexpectedly.

It's going to be a fantastic journey, and we are so glad to have you as part of Team Lullaby.

Best wishes,

The Fundraising Team



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“ Running a marathon for The Lullaby Trust means I get to talk about Harry more, say his name and keep his memory alive. I’m doing it for his legacy. The Lullaby Trust team are so supportive and have fostered an incredible team environment for us. ”

Clare

Getting started

Register on console

While we are there to support you throughout your London Marathon journey, all information about the race will come directly from the London Marathon events team. Make sure you register on their platform with an email address that you check often. You can't run unless this step is complete! You'll receive an email inviting you to register, if you haven't received this, let us know.

It usually looks something like this:

Hi Emma!

The Lullaby Trust would love you to join their 2026 TCS London Marathon team! Enter now to complete your booking and secure your place.

2026 TCS London Marathon

**To secure your place
enter now**

[Enter now](#)

Your place won't be confirmed until you fill out the registration form.

Create a fundraising page

A personalised fundraising page is the first step in getting your fundraising going!

Make your page as engaging as possible:

- ✓ **Tell your story**
Pages that share their story raise on average 65% more!
- ✓ **Be your first sponsor**
Fundraisers who self-donate raise on average 68% more – why not be your first sponsor!
- ✓ **Link to a fitness app to share your training updates**
It's a great way to remind people what you're doing without making a direct ask.
- ✓ **Share, share, share!**
The top fundraisers share their page on average 11 times!



Personalise your page

Story: Share your story! While this part will be prepopulated with information about The Lullaby Trust, a personal story can bring in 23% more donations, so make sure to tell your audience why YOU are running for the Lullaby Trust.

Title: Make sure to add your name so people know it's you taking on the challenge!

Photo: Add a photo! You could even change the picture throughout your training to keep your page engaging.

Jenny's fundraiser for The Lullaby Trust

61 supporters raised £2,838 of £2,500 target

113%

[Give now](#)

[Share](#)

the lullaby trust

Team Lullaby - London Marathon 2025

Our team of Lullaby Heroes are taking on an epic challenge by running the London Marathon!

61 donations

[Top donations](#)

- £20.00 + £5 Gift Aid
- £420.00
- £5.00 + £1.25 Gift Aid

Story • 4 updates

Thank you for coming to support my 2025 challenge of running 26.2 miles, gulp.

The thing I was sure I would never do somehow slipped into my list of 'just once'. And partly because I have watched the passion with which bereaved family members push themselves through in memory. I am fortunate enough not to be bereaved but the strength of others who have been, to try and help others, is incredible.

I want to do this to give a little bit back to those who have given so much to help the Lullaby Trust. And for all those babies who brought their families to us, to do so much good - this is for you

Updates: You can post updates to your page on how your training is going, or when you reach a milestone, or even to say thank you to your supporters.

Connect to our campaign: Make sure to create your page through the campaign link, that we will send you by email. But don't panic if you haven't, just email us and we can link your page.

The journey to London Marathon

It's a marathon (literally), not a sprint! Kick-start your fundraising as early as possible and plan ahead. Christmas is a busy time but it can be great to bring in donations or to host an event.

We ask all fundraisers to stay on track with our marathon milestones. Planning ahead helps, and we are with you every step of the way.



Fundraising milestones

Your London Marathon journey starts now! To help you, we've broken down your fundraising target into manageable milestones. We're here to support you every step of the way.

Time to kick off your fundraising!

September

Fundraising page created and registration complete!



November

£350

February

£1,125

Great job - you're half way there!



May

£2,250

April

Race month!



You've done it!



“

We are immensely proud of the money raised to date and it's comforting to know that by doing so we are creating a legacy for Cooper, promoting his name and ensuring his memory lives on forever. Knowing that the money raised is helping families like us and contributing to hopefully one day ensuring this doesn't happen to anybody else is comforting. Other than the birth of our children, the money we're raising for The Lullaby Trust will be one of our greatest life achievements.

”

Steven, bereaved dad

Fundraising ideas

15-minute fundraising ideas

Each of the below tasks can be completed in less than 15 minutes, and all help to boost your fundraising!

- Personalise your page
- Link your page to a fitness app
- Share on social media
- Create a QR code and print out a poster for your office
- Add one of our email graphics to your email signature
- Ask for donations instead of birthday and/or Christmas presents
- Guess my marathon time sweepstake

Big money moves



Host a pub quiz



Bake sale (oldie but a goodie!)



Organise a raffle



Play Santa Claus and wrap people's Christmas presents!



Christmas jumper day at work



Offer your services or skills! E.g. if you're a skilled henna artist, use your talent to fundraise!

What difference does your fundraising make?

We exist to give families a safer start to life, and support grieving families, as no family should face grieving for their baby alone. Our mission is to stop babies dying unexpectedly from sudden infant death syndrome, accident or illness.

Life-saving statistics:

80%

reduction in SIDS rate since 1991

30,000

babies' lives saved

£12m

invested in research

£23.50

could pay for our bereavement helpline to provide advice and support to a first-time caller. Our support service is available whether people are newly bereaved or their bereavement was many years ago.

£29

could pay for a support package to be sent to 5 bereaved families, giving advice, sharing experiences from other bereaved parents and signposting to where they can get further support.

£74

could pay to train a bereaved parent or family members to become Lullaby Trust Befrienders, offering specialist support to other families who have experienced the death of a baby or young child.

£110

could pay for a movement monitor to support a bereaved family on our Care of Next Infant programme, helping to reduce anxiety and giving them peace of mind for the first year of their baby's life.

£122

could pay for a bereaved family to attend a Lullaby Trust family day, allowing them to spend time with their children, remember their baby who died, and to access face-to-face information and support.

How to pay in your fundraising

If you have raised any offline funds, you can pay them in a few different ways. Make sure to let us know, so we can keep an accurate record of your total fundraising.

Bank details:

The Lullaby Trust:
Account no: 13386080
Sort code: 16-00-16
The Lullaby Trust (RBS)

Cheque:

Please make cheques out to 'The Lullaby Trust' and post to The Lullaby Trust, 10-18 Union Street, London, SE1 1SZ. Enclose a note or letter to let us know who the cheque is from and any contact details

Cash:

We cannot accept cash payments, so please don't send cash in the post! Instead, you can keep the cash and pay in online or over the phone

Pay via the website: You can make a direct payment to us via our website at lullabytrust.org.uk/donate

Any questions just email fundraising@lullabytrust.org.uk



Resources

Hosting an event? We've got everything you need to stand out! Just email us with what you need. Please try and give us as much notice as possible, ideally no less than two weeks.



Stickers (great for a bake sale, selling crafts or for kids!)



Banners



Flyers



A4/A3 posters



Collection boxes

You can also access a huge range of digital resources from our website at: lullabytrust.org.uk/support-us/raise-money/fundraising-resources/

Frequently asked questions



When do I need to register on console?

| Please register no later than two weeks after receiving an invite from console.

Does the money from my fundraising page go directly to the charity?

| Yes! Using JustGiving and Enthuse means the money comes directly to us.

When will I find out my start time?

| You will find out your start time as well as all the details of marathon day around 2-3 weeks before the race. The London Marathon Events Team will email you your participant guide which has all the information you need.

When is the first fundraising deadline?

| November. We ask all fundraisers to have raised at least £350 by this point.

When should I start training?

| The earlier, the better! It's best to start introducing some gentle running, stretching and strength early on, so when you begin your main training block, you will have built up a good base. This will prevent injury and support your running.

I've got an injury, what do I do?

| Don't panic, reach out to us! It's common for runners to pick up aches and pains during their training, a lot of the time rest and recovery will help. But if you have sustained a more serious injury, come and speak to us as early as you can.

Will there be cheer points around the route?

| Yes! We usually have two cheer points along the route to cheer Team Lullaby on. Spotting our Lullaby Heroes is our favourite part of the day. We also have a post-race reception near the finish.

What are the fundraising deadlines?

| November – £350
February – £1125
May – £2250

Thank you Lullaby Heroes! None of our life-saving work is possible without your kindness, grit and determination. Together, we're here for every baby, for every family, forever. Your fundraising saves lives and ensures grieving families are supported.

“ Whenever I'm on a run and it gets tough, I always just remind myself why I'm doing it. It's so easy to just choose to stop running, but remembering Gayle is a driving factor to keep going. Remembering why I'm doing it helps me turn that 20 minute run into a 30 minute run. When every step feels like a challenge, I remind myself this isn't just for me, it's for my family, and for others who might benefit from The Lullaby Trust's services. With each painful step I take, I know it's worth it to raise awareness. ”

Mark,
2025 Lullaby Hero

