



Welcome Pack 2021



Welcome to Miles in Memory

Thank you for taking your first steps in organising your Miles in Memory walk, in support of The Lullaby Trust. Miles in Memory walks are organised by supporters across the country and take place every year in spring and summer.

2021 is a really exciting and significant year for us, as we celebrate our **50th anniversary**, so thank you for joining us and choosing to support our work. This year, we are encouraging our supporters to complete **50 miles** in memory of their baby or other loved one and set a fundraising target of **£50**. You could complete your 50 miles by yourself, or you could encourage your family and friends to each complete a mile or two. This guide is full of ideas and inspiration to help you plan your Miles in Memory walk.

Getting involved with Miles in Memory is simple and rewarding. It is a wonderful opportunity to remember a loved one and raise money for The Lullaby Trust. We are here to support you every step of the way. We look forward to hearing about all your exciting Miles in Memory plans over the coming months. If there's anything we can do to support you in your efforts, please don't hesitate to get in contact with us.

The Lullaby Trust Fundraising Team
fundraising@lullabytrust.org.uk



Where will your walk be?

Choose a suitable location. You may want to walk along the coast, in woodland, or your local park.

What distance will you be walking?

Choose what distance you'd like to walk. We're encouraging our supporters to complete 50 miles in memory of their baby or other loved one. Your 50 miles could be completed over a month, or broken into 10 walks of 5 miles, or 10 of you could each walk 5 miles. The possibilities are endless!

Why are you walking?

Remembering someone special will be a significant part of your Miles in Memory walk, so it's important to give this some consideration and make sure you have a plan in place that you are happy with. If you're walking in memory of someone special, you may want to include an act of remembrance in your walk such as holding a minute's silence, reading a poem or special message, or sharing memories with your walkers.

Who will be walking?

Choose whether you'll be doing your walk on your own, or with your family and friends. Even if you don't live close to one another, you can all take part separately in your own local area at the same time.

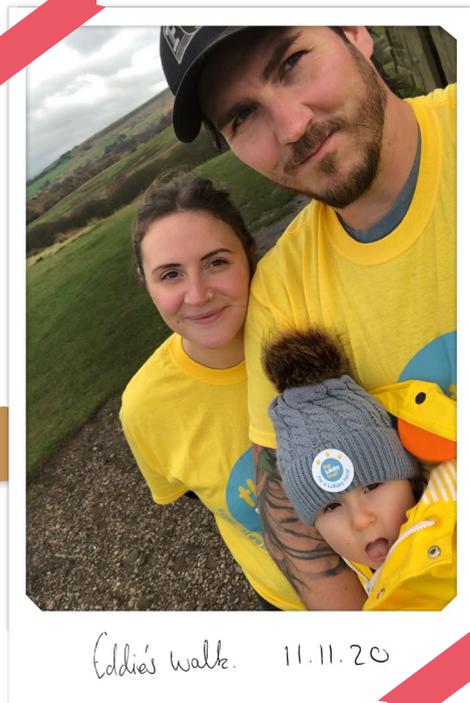
When will your walk be?

Decide if your walk will be on a single day or if you will complete your miles over a longer period during the summer.

To help your event go as smoothly as possible it's important that you consider any health, safety and legal issues. Please ensure you follow your local area's social distancing rules and regulations during your Miles in Memory walk. If you are not sure about something, please email fundraising@lullabytrust.org.uk



Simple steps to help you plan your Miles in Memory walk



Lynsey and Jordan's walk in memory of Eddie

“ On the 11th November 2018 our lives were changed, we welcomed our little light Eddie Maurice Burns into the world. We spent the most amazing 6 weeks and 6 days with our amazing boy. On the 29th December 2018 our lives felt very much darker.

On what would have been Eddie's second birthday, we set out to do something that would help commemorate Eddie's life, whilst raising funds for a fabulous charity. With lockdown restrictions we were limited to how we could raise

funds, we decided to walk 100km along with our friends and family. Partaking in our walks separately, but all for the same cause. On our way, we each laid a pebble with Eddie's initials on it. We were astounded to see that friends and family all over the country (and even in other countries across the world) came together to walk and remember Eddie. In the end, collectively we walked over 250km and raised over £2,500. Eddie B, our blackbird, you are forever in our hearts. ”

Planting seeds

You could give seeds to those taking part in your walk, to plant in their garden, so they can remember the walk

Guest book

Having a memento or keepsake from the day can also be very special. You could encourage participants to write some memories in a guest book, have children draw pictures or fill it with photos from your Miles in Memory walk

Bubbles

Blowing bubbles looks beautiful and can be really effective if there are many of you doing this at the same time

Photos

Take plenty of photos of your walk so you can look back and remember the special day. We love to see our supporters in action, so if you want to, you can share them with us at fundraising@lullabytrust.org.uk or tagging us on social media @lullabytrust #MilesInMemory



Painted pebbles

Painting pebbles before your walk and then placing them in a special place, is a lovely act of remembrance



Stickers

Wearing Lullaby Trust stickers can unite your walkers and raise awareness of the charity's work. We can provide you with some lovely 'Lullaby hero' stickers that everyone taking part can wear

Ideas to make your Miles in Memory walk special



Fundraising for The Lullaby Trust

By organising a Miles in Memory walk and fundraising for The Lullaby Trust, you'll be helping us to continue our vital and lifesaving work. To help celebrate our 50th anniversary this year, we're asking all those who organise a Miles in Memory walk to set a fundraising **target of £50 (or more!)**. Alternatively, you may choose to set a target of a number that has special significance to you.

We recommend setting up an online fundraising page, as this is a really easy and secure way for your family and friends to donate and sponsor you. You can easily set up an online

donation page by visiting [justgiving.com / campaign / MilesInMemory](https://www.justgiving.com/campaign/MilesInMemory) and selecting 'start fundraising'. All money raised comes directly and automatically to The Lullaby Trust. We can also provide you with paper sponsor forms, to collect money 'offline'.

The most successful online donation pages feature photos, details on your walk and regular updates too so everyone can stay informed.

If you need any fundraising support, contact our friendly fundraising team fundraising@lullabytrust.org.uk.

Why we need your support

The Lullaby Trust is a charity that saves babies' lives and supports bereaved families. Around 4 babies a week still die from sudden infant death syndrome (SIDS) and we are committed to bringing that number down to zero. Through educating parents on how they can reduce the risk of SIDS and investing over **£12 million in research**, we have played a key role in reducing the number of babies who die from SIDS by 80%, **saving the lives of more than 20,000 babies**. Each year we train thousands of health professionals to support parents in sleeping their baby safely. We campaign tirelessly to raise awareness of SIDS and ensure our lifesaving advice reaches all parents. The Lullaby Trust supports bereaved families, through our helpline and befriending scheme. Our work with the NHS to provide a Care of Next Infant Programme (CONI) offers a lifeline to bereaved families expecting a new baby.

Here are some of the ways your support can help:

£51 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.

£145 could pay for our bereavement helpline to provide advice and support to ten first-time callers. Our support service is available whether people are newly bereaved or the bereavement was many years ago.

£205 could pay to train 5 health professionals in safer sleep advice about how to reduce the risk of SIDS, which they can pass on directly to the hundreds of parents they each work with.



Thank you!

for choosing to support our work
by organising your own Miles in
Memory walk!



Contact us

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