

THE MYTON HOSPICES SANTA DASH

Welcome to #TeamMyton!

Thank you for signing up to this year's Santa Dash!

Christmas is the most wonderful time of the year, and nothing could be more wonderfully festive than hundreds of Santas and elves dashing around Leamington Spa and supporting Myton!

This year we are hoping to raise £35,000 from your sponsorship to continue providing care and support for patients and their families this Christmas.

While Christmas for many people is a joyful time with food and family, for some it is a time where the absence of a loved one is felt more heavily.

And for some people, they will spend their last Christmas together on one of our Inpatient Units or with the care of our Myton at Home team.

The money you raise means we can continue to support more people with life limiting illnesses and their families over the festive period.



**SUNDAY
12TH
DECEMBER**



Joe's story

The difference your support and sponsorship makes

Christmas 2015 was an unthinkable tough time for the Broad family.

That December, mum Joe Broad was diagnosed with HER2-positive Breast Cancer - a particularly aggressive form of the disease.

Just two weeks later Joe and her husband Dean were told the cancer was in her bones.

The couple and their two young sons, Zac and Olly, now 14 and ten, were faced with the devastating news that remission from cancer was not going to happen.

Brave Joe fought 'like a warrior' over the years, enduring treatments and side effects to battle her cancer – including whole brain radiotherapy when then discovered the cancer had spread to her brain in July 2019.

But, in May 2020, two weeks after their 15th wedding anniversary, she died, aged just 46.

“ Dean said: In May 2020 my gorgeous wife finally became free of pain, reunited with her dad and sister. Throughout her battle Joe has been the best mum, wife, daughter and friend to many. She fought a fight any warrior would be proud of. ”

Prior to her death, Joe spent two weeks at Coventry Myton Hospice for pain management and symptom control, before being discharged home.

As well as nursing and medical care, Joe received Complementary Therapy to help her relax and was pampered by the staff at the hospice, which made a real difference to how she felt.

Her friends and children were able to visit her, and both Joe and Dean had counselling support from the team at Myton – support that ten-year-old Olly has been accessing since his mum died through our children's bereavement service.

With donations in memory of Joe, in lieu of flowers and sponsorship for his cycling, Dean, his friends and family raised over £4,200 for Myton!

“The Myton Hospices were alongside Joe all the way, they supported us in the darkest of times, and still are today,” added Dean.

At the start of 2020 Dean set himself a challenge to cycle 20km each day and, despite everything the family were going through, he only missed 7 days throughout the whole of 2020!

He even upped his daily challenge to 40km every day for 122 days when the children went back to school – smashing his target and even cycling on Christmas Day!



You can still donate to his fundraising total here: <https://www.justgiving.com/fundraising/dean-broad>

We are blown away by Dean's efforts and can't thank him enough.

We hope that you're feeling inspired to take on your own challenge, like the Santa Dash, to help raise vital funds for Myton, so we can support more people like Joe and her family, now and in the future.

To reach our target of £35,000 we rely entirely on you raising sponsorship. Have a look at the difference the money you raise will make:



will fund our relatives' accommodation so people can stay close to their loved one over Christmas Day and Boxing Day



will fund a patient's meals for one week



will fund a Myton at Home nurse to visit a patient at home over Christmas



will fund 10 children's bereavement counselling sessions to help a young person who is facing their first Christmas without a loved one



will fund an inpatient bed for one day for someone who is too ill to spend Christmas at home



would buy a patient specific recliner chair to enable patients to spend time out of bed with their family over the festive period

Raising the money

Unless you have joined our team of Santa's Little Helpers, we do not suggest a minimum sponsorship amount, we just ask that you raise as much as possible. Your registration fee covers the cost of the event, but it is your sponsorship money which makes the difference to our patients and their families.

Facebook Fundraising

Please let us know, by emailing the Events Team, if you set up a Fundraiser on Facebook; we receive limited information from Facebook which makes it extremely hard for us to link the donation to your fundraising otherwise.

Match Funding

These are two words charities love to hear! Many employers offer match funding which means they will match what you have raised (to a certain amount), potentially doubling what you raise for Myton! Why not speak to your employer to find out if this is something they will do?

Gift Aid

UK taxpayers can raise an additional 25% through Gift Aid at no extra cost to themselves. To ensure we can claim Gift Aid we need the full name, home address and postcode of your sponsors – and of course, don't forget to tick the Gift Aid box!

Contact details

We are with you every step of the way in the run up to Santa Dash to make sure you have the tools to raise as much money as possible as well as having a great time taking part in the event! If you have any questions or need anything, please do not hesitate to contact the Fundraising team by calling 01926 838825 or emailing events@mytonhospice.org



Fundraising inspiration

There are lots of different ways to fundraise; you don't just have to ask people to sponsor you. We have included our 1-25 Festive Fundraising Ideas to help you boost your sponsorship!

We can provide you with Myton collection tins and balloons. Please get in touch if you need anything!

Santa's Little Helpers!

This year we're again hoping to have a team of fundraisers who will be our very special Santa's Little Helpers, and there is still time to join! Pledge to raise a minimum of £50 in sponsorship and you will receive a festive present on the day of our Santa Dash event. Adults and children welcome!

To become one of Santa's Little Helpers email us at events@mytonhospice.org



Event Guide

Check-in

Check-in on the day is from **9am**.

Everyone will be setting off at **10am**.

Check-in will be clearly signposted and located in **Victoria Park**, Leamington Spa. When you check-in please let us know how much sponsorship money you have raised so far; this will help us estimate how much the event has raised in total.

Pre check-in

Saturday 27th November	10am - 1pm Warwick Myton  Hospice <small>Myton Lane, off Myton Road, Warwick, CV34 6PX</small>
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You don't need to bring anything with you, just give your details and the details of anyone else whose pack you might be collecting on their behalf. This will mean you don't have to check-in on the morning of the event.

Location

We ask that all festive fundraisers gather at Victoria Park (CV31 3PH). If you have never seen hundreds of Santas gathered like this before you are in for quite a treat!

Route

Starting and finishing at Victoria Park, Santas and elves will run, walk or jog around the park and through Leamington Spa to complete their 5k. There will be clear signage throughout the route and there will be plenty of volunteer marshals to direct you and cheer you on!

Parking

There are plenty of parking facilities in Leamington Spa which are just a short walk away from Victoria Park:

- St Peters multi-storey CV32 5EL (access via Augusta Place)
- Adelaide Bridge CV31 3PD
- Bedford Street CV32 5DT
- Royal Priors multi-storey CV32 4XT

Dressing Up

Whatever festive attire you wear, please make sure you have suitable footwear and clothes underneath to keep you warm.

Medals

Everyone who completes the route will receive a special environmentally friendly, wooden Santa Dash medal for their efforts!

Best Dressed Dog

We've always encouraged well-behaved dogs to take part in our Santa Dash events, and this year we are putting your four-legged fundraisers in the spotlight with a festive fancy dress competition!

Whether they have a Christmas jumper, Santa suit or antlers to wear, dress your dog in something festive and enter them into our first ever Best Dressed Dog competition. There will even be a prize for the top dog!

Why not raise some extra money by asking people to sponsor your dog too?!

Facilities

There will be public toilets located in Victoria Park.

First Aid

Please keep an eye out for other Santa dashers and should there be any issues please get in touch with the events team as soon as possible. If you are feeling unwell or need first aid please call the events team mobile: **07599 752835**.

St John's Ambulance Association will be on hand to deal with any incidents.

Refreshments and entertainment

This year we're making Santa Dash bigger and better than ever before – with a whole host of fun events and attractions to make it a great day out for the family.

These include Santa and his Reindeers, an inflatable snow globe to have your photo taken in, performances by Rock Choir and Leamington Spa Brass – not to mention a dance warm up before the Dash begins.

And, as always, there will be plenty of refreshments to enjoy – including the delights on offer at our very own Myton Drinks Van.





Help us spread the word!

Encourage your friends, family and work colleagues to take part too and make this the best Santa Dash yet!

Facebook and Twitter

Keep up to date with all the latest news about this year's event by joining our official Santa Dash Facebook event page. You can share the event and posts to encourage others to take part too! It's not often you get the chance to walk or jog around Leamington Spa dressed as Santa!

Good luck with all your fundraising and training, and be sure to get in touch if you need any help.

Thank you again for taking part - we look forward to seeing you in December!

The Myton Events and Fundraising team.

01926 838838
events@mytonhospice.org

mytonhospice.org/Santa
f t i @MytonHospices

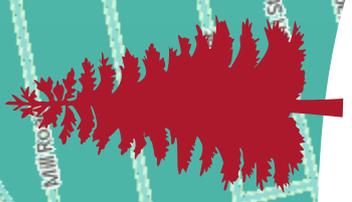
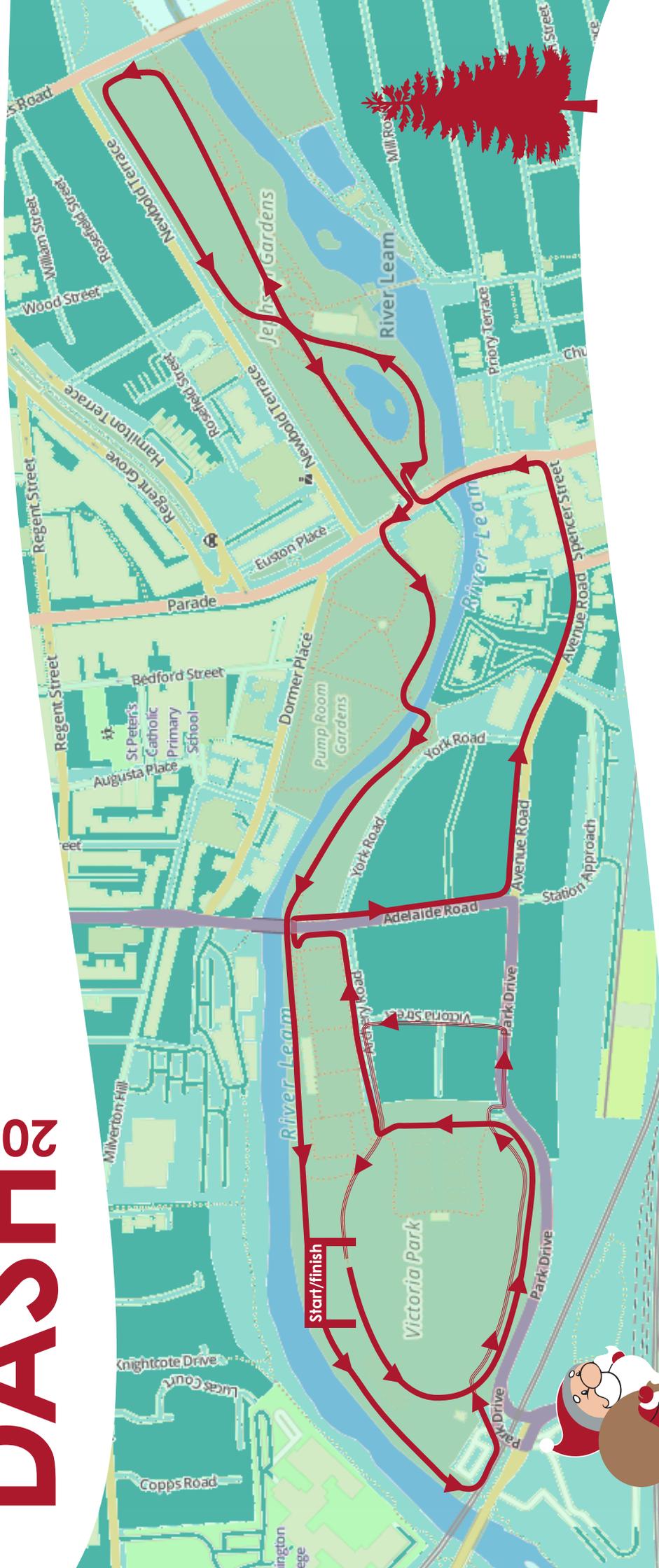


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