Believe in tomorrow
Welcome to #TeamSamaritans

2024 TCS London Marathon
<table>
<thead>
<tr>
<th>Contents</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Welcome to #TeamSamaritans</td>
<td>3</td>
</tr>
<tr>
<td>Meet Dave: the running telephone</td>
<td>4</td>
</tr>
<tr>
<td>Supporting you every step of the way</td>
<td>5</td>
</tr>
<tr>
<td>We’re by your side</td>
<td>5</td>
</tr>
<tr>
<td>Essential planning</td>
<td>6</td>
</tr>
<tr>
<td>Building resilience</td>
<td>7</td>
</tr>
<tr>
<td>Getting to the start</td>
<td>7</td>
</tr>
<tr>
<td>Looking after yourself</td>
<td>7</td>
</tr>
<tr>
<td>Training for the big day</td>
<td>8</td>
</tr>
<tr>
<td>Training plans</td>
<td>8</td>
</tr>
<tr>
<td>Meet the Marathon experts</td>
<td>8</td>
</tr>
<tr>
<td>Meet Paul: from trains to trainers</td>
<td>9</td>
</tr>
<tr>
<td>About Samaritans</td>
<td>10</td>
</tr>
<tr>
<td>Let’s get fundraising</td>
<td>11</td>
</tr>
<tr>
<td>Fundraising tips</td>
<td>11</td>
</tr>
<tr>
<td>Your fundraising pack</td>
<td>12</td>
</tr>
<tr>
<td>10 familiar fundraising classics</td>
<td>13</td>
</tr>
<tr>
<td>Meet Anna: fundraising in loving memory</td>
<td>14</td>
</tr>
<tr>
<td>TCS London Marathon Running Show</td>
<td>15</td>
</tr>
<tr>
<td>Marathon day</td>
<td>16</td>
</tr>
<tr>
<td>Meet Laura: it’s all about the journey</td>
<td>17</td>
</tr>
<tr>
<td>Post-marathon reception</td>
<td>18</td>
</tr>
<tr>
<td>Get in touch</td>
<td>19</td>
</tr>
</tbody>
</table>
Welcome to #TeamSamaritans

Congratulations!
You’ve taken your first step towards the 2024 TCS London Marathon start line, and we’re thrilled that you’ve chosen to do it with #TeamSamaritans.

You may be feeling a little intimidated (or a lot!) by the training – and fundraising – ahead of you, but as you prepare for marathon day, it’s our goal to support you every step of the way. This guide gives you a flavour of that support, with training and wellbeing tips, ideas for raising money, and general information about what’s to come, as well as inspirational messages from fellow #TeamSamaritans runners.

You’ll get to know more about Samaritans too and our 2024 TCS London Marathon Charity of the Year celebrations. Together we have a unique opportunity to show millions of people that a better tomorrow is possible and that whatever they’re facing, a Samaritan will face it with them.

We believe in tomorrow and with you on our team, Samaritans can continue to be there for anyone who is struggling to cope. Together we can save lives.

We can’t wait to get to know you better.

Event details
- 26.2 mi
- London
- Sunday 21 April
- Fundraising pledge: £2,000
Meet Dave: the running telephone

Dave became interested in Samaritans after reaching out during a difficult time in his life. Samaritans helped him cope with what he was going through.

He started volunteering with Samaritans in 1989 at our Waltham Forest branch and has been a long-standing supporter ever since. In fact, Dave has run 24 consecutive London Marathons for Samaritans. Always dressed in fantastic costumes, one of Dave’s favorites is a big green telephone – which symbolises Samaritans’ helpline.

The 2024 TCS London Marathon will be Dave’s 25th marathon, so keep an eye out for him in his fabulous phone costume!

The London Marathon is the best day of the year in London. Everybody is smiling and it’s a carnival. You just want everyone to finish. I’ve completed marathons in Singapore, New York, Amsterdam, Dublin but London is always my favourite.

“When I go through tough times while running a marathon, I always focus on how I am helping that person who may also need a helping hand – that always helps me to carry on to the finish line.

“My fundraising ensures that there is always someone on the end of a phone to help someone in need and get them through the bad times.”
Supporting you every step of the way

We’re by your side

From Greenwich Park to The Mall, you’re about to take on this iconic 26.2 mile course and help us make change that saves lives.

We’re here to make sure you have everything you need to feel prepared for the big day. Being part of #TeamSamaritans means you’re now part of a community of runners who are sharing this experience with you. Plus you’ve got a team of Samaritans staff and volunteers on your side, every step of the way.

Here’s what to expect from Samaritans:

• Regular #TeamSamaritans emails with training, wellbeing and fundraising support.
• A dedicated team of Samaritans staff and volunteers on hand to answer your marathon queries on email, over the phone and face-to-face.
• Access to private Facebook and Strava groups where you can chat to fellow #TeamSamaritans runners.
• A special edition Samaritans 2024 TCS London Marathon New Balance running top sent to you free of charge.
• A free pack of printed awareness and fundraising materials.
• Support from Samaritans Press team if you’d like to share your story.
• Invites to exclusive online and in-person social events for a chance to meet Samaritans volunteers, running experts and others in our #TeamSamaritans community.
• Samaritans cheer points on marathon day around the route to cheer you on.
• Supporter t-shirts and cheering items for your friends and family.
• An exclusive post-marathon celebration, including refreshments and a complimentary massage.
• As a thank you for all your efforts, there will also be a few perks on offer throughout this experience, which you’ll hear more about in future #TeamSamaritans emails.

Contact us

marathon.events@samaritans.org  07485 384051

2024 TCS London Marathon Information Pack
Essential planning

Accommodation:
This is one of the most popular running events in the world, so if you need to book accommodation in London for the marathon, we recommend doing this well in advance. Please get in touch if you need any advice on where to stay while you are in London.

TCS London Marathon online registration console:
All runners that have a charity place are required to register on the TCS London Marathon online console. The console will have a deadline date typically six weeks prior to the race. More details on how to do this will be sent out to you in the next few weeks.

TCS London Marathon Running Show:
All runners must attend the 2024 TCS London Marathon Running Show to collect your race number and runner pack. This will be held at ExCel London in Royal Victoria Dock during the week leading up to marathon day.

Please see page 14 for more information on the TCS London Marathon Running Show.
Building resilience

Getting to the start
Before we get into your training plans or the many ways you’re going to smash your fundraising goals, let’s take a minute to talk about you.

Whether this is your first marathon or your hundredth, we know the idea of running 26.2 miles can be daunting. It’s completely natural to feel this way but instead of focusing on the finish line, we’d like you to look to the start instead.

It doesn’t matter how fast you run or how far you go. You’re already doing something extraordinary, so just take things one step at a time.

Relax, focus on where you are in your journey and take care of yourself as you train.

Looking after yourself
As you make your way to the start line, remember that building your emotional and mental resilience is just as important as your physical training.

Building resilience can help you cope with stress, understand how you’re feeling and enjoy your journey to marathon day.

You might be running for Samaritans because you have lost a loved one to suicide, because there was a time when Samaritans helped you through a difficult time, or you’ve seen a friend struggle with their mental health. Taking part in the TCS London Marathon and talking about why you’re running can bring up difficult emotions. It’s OK to feel this way; it is very common to go through a range of emotions during training and fundraising when your reason for running is close to your heart.

When facing a challenging day of training, an unexpected obstacle or experiencing difficult emotions it’s best to have a range of coping strategies to help you along.

- Visit a favourite person
- Talk it out
- Have a shower
- Take a rest
- Ask for help
- Journal about how you’re feeling
- Meditate
- Drink some water
- Have a healthy snack
- Listen to music
- Take a break
- Think positively about how things will turn out

When days seem difficult, it can take a toll on your mood, outlook and mental health but you are not alone. Check in with your fellow #TeamSamaritans runners on the team’s Facebook group, and don’t forget Samaritans Events team are always on hand to help with your training or fundraising worries.

Samaritans helpline is here for you too
Please remember, our lovely listening volunteers are always here for you too if you ever need someone to talk to. Call free any time on 116 123.
Training for the big day

Training plans

It’s time to start training! No matter what level you’re at, there’s a training plan out there to help you set and reach your goals. Here are some tips and plans that helped previous #TeamSamaritans runners build their endurance and confidence as they trained towards marathon day.

Here’s a few training plans our past runners have recommended:

- Ollie suggests the Runner’s World free marathon training plans for every goal
- Aisha suggests the Women’s Health marathon training plan
- Nancy suggests the Nike marathon training program
- Phil suggests the Marathon Handbook library of free marathon training plans

The TCS London Marathon also offers a fantastic Training Hub for all participants, so be sure to check it out and download their free training plan to kick off your cardio. All of the plans on the Training Hub have been designed by Martin Yelling, the official coach for the TCS London Marathon.

Official TCS London Marathon training plans:

- Beginners Training plan
- Improvers Training plan
- Advanced Training plan

The Training Hub also offers motivational tips, nutritional advice, running kit suggestions and some articles on the mental health benefits of running and starting your marathon training. You can also find like minded runners by joining the Run Talk Run community, founded by Samaritans’ supporter Jess Robson. Join for a weekly 5km run and talk. Find your local Run Talk Run.

Meet the marathon experts

The TCS London Marathon organisers host a brilliant ‘Meet our Experts’ event in London each year for runners to meet face to face, and attend sessions led by running specialists, covering everything from physiotherapy, psychology and kit to nutrition and hydration.

As the 2024 TCS London Marathon Charity of the Year, Samaritans will be here too!

Runners with a charity place in the TCS London Marathon have free entry to this event. Once you’ve registered on the TCS London Marathon online console, you’ll be sent an entry link to reserve your spot. If you have a ballot place, it costs £10 to attend and you can book your place by visiting the Meet Our Experts event page.

We really recommend reserving a spot, especially if this is your first marathon.
Meet Paul: from trains to trainers

Paul, a train driver instructor for Southeastern Railway, took on the mammoth challenge of running along the Southeastern railway route in preparation for the TCS London Marathon in 2022.

Paul ran the marathon in memory of the friends who he lost to suicide and decided to raise money for Samaritans to show people that a better tomorrow is possible.

“Samaritans is a cause that’s really close to home for me. At the beginning of the pandemic a close friend took his life. Nobody could see it coming. Then in December 2021, a really close friend of mine who I used to live with in Spain took his life. Again, there were no signs.

“So, I knew I had to do something to help, to just get people talking and opening up, so people know they’re not alone. I just want people to know if they are feeling low or having negative thoughts, there are people out there who you can approach and will talk to you.

“I met some incredible people who are real community figures at their stations. The support from everyone helped me to keep putting one foot in front of the other.”
Together we can save lives

Every 10 seconds, Samaritans responds to a call for help. We’re here every day and night, 365 days a year for anyone who’s struggling to cope. Our 23,000 volunteers spend almost one million hours a year helping anyone going through a difficult time. But we can do more.

Our vision is that fewer people die by suicide. Currently, suicide is the biggest killer of young people aged 16-24, and the biggest killer of men under 50. Samaritans wants to see that change. Our volunteers make sure people have somewhere to turn and support when they need it most. We work with diverse communities to let people know we’re here for them and we campaign to make suicide prevention a priority.

None of this would be possible without our amazing supporters.

This is where you come in.

You’re running for #TeamSamaritans to show others there is always hope. Every step you take and pound you raise will support someone struggling to cope.

Your fundraising will help us recruit and train volunteers from all backgrounds and walks of life across the UK and Ireland. We need to make sure we always have enough volunteers to keep our helpline open 24/7 for anyone who needs someone to listen. With you by our side, we’ll be able to reach more people, answer more calls for help and, ultimately, save lives.

Thank you for making a better tomorrow possible.

£5 could answer a call for help

£200 could train a new Samaritans volunteer so they can be there to listen to anyone going through a tough time.
Let’s get fundraising

Fundraising tips
The TCS London Marathon is the biggest annual fundraising event in the world. You’re joining thousands of other participants running for a good cause. You’re here because you believe in tomorrow and we’re chuffed to have you on #TeamSamaritans!

Whether you’re a seasoned fundraiser or this is all a bit new to you, we hope the tried and tested tips and tactics below will spark your imagination, and help you smash your fundraising goals.

• **Set up a fundraising page** – Set up your fundraising page on the official TCS London Marathon online giving site, Enthuse or download the Official TCS London Marathon App to create a page on there. It’s quick to do and will make your fundraising so much easier to share and keep track of. They also have great tips on how to use your page effectively.

• **Words and pictures** – Explain why you’re running the TCS London Marathon and why it means so much to you. For online fundraising, put up a picture or get creative with a short film. Both help people to connect with you and your fundraising.

• **Aim high** – Be ambitious with your fundraising target. It encourages people to give more to help you get there. Also, incentivising donations, like promising to do your fundraising in fancy dress if your target is met, is a great way to engage your supporters.

• **First sponsor** – Try to get a particularly generous friend, colleague or relative to be your first sponsor. Others are then more likely to match their amount.
• **Fundraising resources** – We have a range of resources to support you with your fundraising that you can access on the [fundraising ideas page](#) of our website.

• **Timing is everything** – plan your fundraising activities around key moments in the year, such as World Suicide Prevention Day (10 Sept), World Mental Health Day (10 Oct) and Christmas.

• **Returning the favour** – Ask for sponsorship from people you’ve sponsored in the past.

• **Blow your own trumpet** – Use posters, emails, social media, the local press... everything you can to get the word out about your fantastic fundraising.

• **Social media shout-out** – Keep people updated on social media, with a link to your online fundraising page on each post. And don’t be afraid to remind friends to support you – people just need a nudge sometimes. Remember to use #TeamSamaritans
10 familiar fundraising classics

If you’re not sure where to start, here are 10 familiar fundraising classics, recommended by #TeamSamaritans, to boost your fundraising.

There’s nothing like putting on an event and seeing it really take off, and they’re a lovely way to fundraise in memory of someone special, to raise awareness of Samaritans services, or to celebrate the hours of training you’re putting in.

1. Karaoke evening – From the friend you never knew could sing to the colleague who doesn’t care they can’t, a night of belting out karaoke classics always goes down a song.

2. Celebration giving – Whether it’s for an upcoming wedding, birthday or anniversary, asking for donations is a great alternative to gifts, no matter the occasion.

3. Quiz night – Q: Who loves a good quiz night? A: Everyone! For added appeal, bag some prizes from a local business that’s happy to ‘do their bit’. You’ll find plenty of free quiz questions online to help you.

4. Talent contest – How many of your friends or workmates are keeping quiet about their tap-dancing lessons or the fact they’re a club juggler? There’s only one way to find out...

5. Comedy show – Know any stand-ups? Or perhaps you’ve always wanted to take to the stage? Well, why not organise your own Samaritans comedy night and bring people together with the power of laughter?

6. Bake sale – From a bake-off with friends and colleagues to the classic cake sale, baking always raises the dough.

7. Curry night – Do you make a mean madras or an unbeatable biryani? Treat all your curry-loving chums to a fiery feast for Samaritans. Not so hot in the kitchen? We’re sure your local Indian restaurant would love to see you!

8. Get gaming – Whether it’s a Cluedo and Connect Four competition or a multiplayer Mario Kart match-up, bring on the board games and crack out the consoles for the ultimate games night.


Meet Anna: fundraising in loving memory

Anna ran the 2022 TCS London Marathon in memory of her brother James.

Samaritans helped my late brother James and our family, when we didn’t have the support anywhere else. I don’t know what we would have done without Samaritans. I will always be thankful to this amazing charity.

“I was worried about fundraising – I didn’t want to pester anyone. I got lots of likes at first when I shared on my social media, but donations came in as the event was closer. I took a more creative approach to reaching my target. I did a cake sale and made around £400 and then did a dress sale, which raised £1400. It was a ‘frocks, fizz and fromage’ evening. Everyone donated a dress and we had over 400 donated! People were really generous and gave us lots of discounts on the venue, the DJ and the food. It was a lot of work to organise but it was so worth it in the end to raise such an incredible amount.

“Fundraising for Samaritans has helped my bereavement journey too – it gave me a focus. I know James would be so proud of me. It’s helped my journey of losing James. Something positive has come out of our loss.

“To anyone considering running the London Marathon for Samaritans, I’d say do it! It’s one of the best experiences of my life so far.

Anna raised an incredible £5,946 in memory of James and helped Samaritans volunteers be there for even more people when they needed us most.
With just a few days to go before you stand on that start line, you’ll need to attend the TCS London Marathon Running Show to collect your Event pack. Your Event pack includes your runner number, timing chip and kitbag.

You will need a photo ID and your unique collection QR code which can be found in the registration email you will receive from the TCS London Marathon organisers. Your registration email will also tell you all the important arrival information that you’ll need on race day, including your start wave and time, so make sure to save it.

The 2024 TCS London Marathon Running Show will take place at ExCeL London in Royal Victoria Dock from 17–20 April. If you are unable to attend, you can nominate someone to collect your Event pack for you. They’ll need to bring your QR code and a letter, written and signed by you, authorising them to collect your pack. They’ll also need to bring a clear photocopy of your passport or driving licence showing your name and your signature, as well as their own photo ID.

Please note that marathon participants are only allowed to collect one Event pack in addition to their own.

The TCS London Marathon Running Show has a packed line-up of guest speakers and a host of exhibitors. It’s a chance to soak up the atmosphere and celebrate all that you’ve achieved to get to this point.

For the first time, Samaritans will have a show stand with wonderful volunteers waiting to welcome you. Pick-up last-minute tips and collect t-shirts for family and friends who’ll be supporting you on the day.
Marathon day

When marathon day rolls around, it’s finally time to hit the streets of London and show the world what you’ve been training for.
We said we would be with you every step of the way, and that doesn’t end once you’re at the start line. We believe in tomorrow and we believe in you.

The course
The course for this world-famous run takes you around the River Thames. As you weave from east to west, you’ll discover London’s stunning landmarks and sights, such as Tower Bridge, Canary Wharf, the London Eye and Big Ben, with an epic finish line on The Mall.
Check out the full TCS London Marathon route to get a better idea of the course.

Supporter t-shirts and cheer points
The atmosphere at the TCS London Marathon is absolutely incredible!
Thousands of people come out for the day to watch the race, support good causes and cheer on the runners. The TCS London Marathon is definitely an impressive challenge but when you start to feel the burn remember that your friends, family and Samaritans are all routing for you.
Samaritans will have multiple cheer points at key locations around the TCS London Marathon route, with flying flag banners and groups of volunteers making some noise! We’ll send you a map with the cheer point locations nearer to the event day.
If your family and friends would like to join us at any of these points, they’ll be more visible to you, and we can give you a big cheer all together to put some pep in your step!
Your friends and family can also show their support by getting their green Samaritans gear on for the big day. If your supporters would like Samaritans t-shirts to wear, please let us know how many you require and we will send you a link to our online shop, along with a code to have the t-shirts sent free of charge.
As the official charity of the year for the 2024 TCS London Marathon, our volunteers and the companies that support us too will be going the extra mile to raise awareness of Samaritans services to the thousands of people hitting the streets of London on marathon day too. As we get closer to the day, we’ll let you know more.
Meet Laura: it’s all about the journey

When Laura was struggling, she felt alone and unable to carry on with life. Laura felt like she was a burden until one night she plucked up the courage and called Samaritans. A conversation with a Samaritan brought her back from a dark place.

Running the marathon to raise money for Samaritans was Laura’s way of saying thank you for being there to listen when she needed someone most.

“As someone who literally couldn’t run for more than two minutes at a time, when I started training the idea of actually completing a 26.2 mile run was still unthinkable to me.

“I’d never been to the marathon before but I’d been to the expo and got a sense of the excitement. But the day itself was something else. I was running along and as soon as I saw my family, I started sobbing. I thought – I’ve got 20 miles to go, I need to pull myself together!

“It was great to celebrate with my loved ones and all of the other Samaritans runners at the post-race event, the massage was definitely needed.”
Samaritans will be hosting a post-marathon reception at the Queen Elizabeth II Conference Centre in Westminster to celebrate your achievement with you, your family, and friends. The reception will be open from 12pm–6.30pm. It’s fully accessible and everyone is welcome.

After you cross the finish line, there is a runner meet and greet area but it does become very congested with thousands of people meeting there. We suggest meeting your friends and family directly at the QEII. There’ll be a party atmosphere, with live footage from the event on the big screen.

You’ll be given a hero’s welcome when you arrive, with a chance to join us on stage to receive your certificate of thanks and to say a few words if you’d like to share how you’re feeling.

There will be a bar to purchase drinks and a quiet area to change and to have a complimentary post-race massage from one of our volunteer massage therapists.

We can’t wait to celebrate with you!
There you have it, everything you need to know about your place at the 2024 TCS London Marathon with #TeamSamaritans.

We’re so happy you’ve joined the team because together we can save lives.

So what’s next? Well now it’s time to show the world that you’re running for tomorrow. Over the next few months we’ll be in touch to help keep your spirits high and laces tied, with helpful fundraising ideas, Samaritans news and so much more.

We hope you’ll find all the tips and information in this booklet helpful as you get ready for race day. Get in touch with us if you have any questions. We’re here to support you every step of the way.

#TeamSamaritans, let’s do this!

The Samaritans Events Team

marathon.events@samaritans.org

07485 384051

#TeamSamaritans
Believe in Tomorrow

Run to show others there is always hope

Thank you for joining #TeamSamaritans