

Welcome to Team FORCE at the Great West Run!



FUNDRAISING
AND EVENT PACK



Thank you for being part of Team FORCE

By taking part in The Great West Run for FORCE Cancer Charity you are helping support local people affected by cancer. The money you raise will make a significant impact on our support for patients and their families.

In 2025, our runners raised an incredible £200,000 for FORCE – an achievement that has made a real difference to the support we provide to local people dealing with a cancer diagnosis.

Nobody knows this more than Chris, who was in great shape, living life to the full when he found a lump on his neck in January 2024.

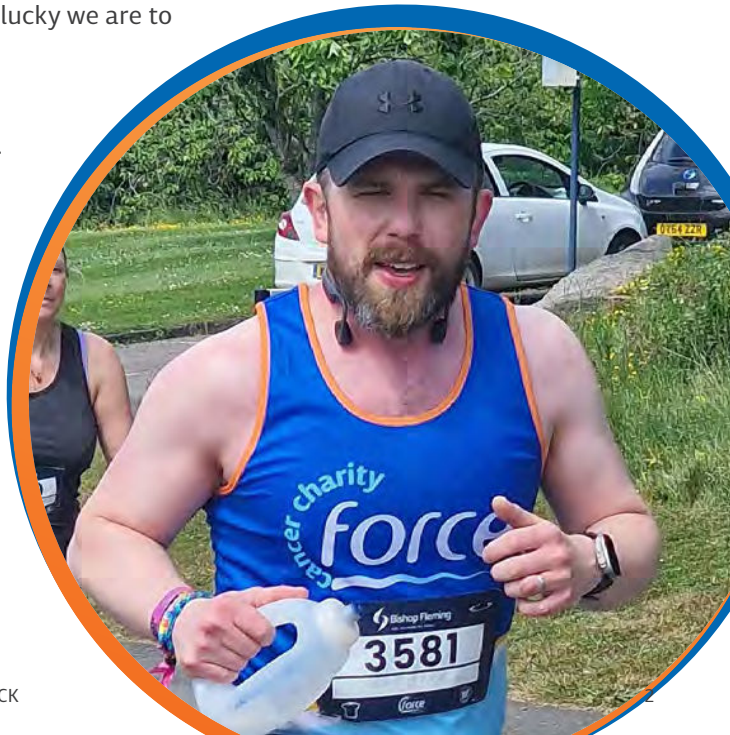
He started a course of chemotherapy the day after his 40th birthday and admits: “It was the biggest challenge I’ve ever faced. Although it wasn’t always easy, I stayed positive thanks to the incredible support of my family and friends.”

Competing in the 2025 event was a major milestone on his road to recovery. The race was one year and two days after his final chemo session and he was inspired by the personal stories of FORCE runners from 2024.

“I signed up with hope that it was going to be alright. It was a good excuse to start running again when I could and good for my physical and mental health.

“I wanted to give something back and the more I hear about FORCE, the more determined I am because I am aware of how vital these services are and how lucky we are to have them.”

The need for FORCE has never been greater. Cancer touches every corner of our community. We cannot thank you enough for the vital support and care you are providing for so many people through your fundraising efforts.



What next?



When you sign up to run for FORCE in The Great West Run, the registration platform will automatically create a JustGiving page for you – if you don't have this, you can create a page [here](#).

As part of your pledge to run for FORCE, you have committed to raising **a minimum of £90** which could help fund a counselling session for local people dealing with the impact of cancer.

FORCE Oncology Support Specialists offer advice on processing the challenging emotions that cancer can bring – from diagnosis, through to treatment and beyond. And because we recognise the ripple effect that a diagnosis can have, we offer that support to patients and the people they care about.



The average runner for FORCE in The Great West Run raises an incredible £400 – could this be you? Why not try to raise as much as possible by changing your fundraising target on JustGiving to reflect the amount you want to challenge yourself to raise!

£160 could fund a patient to attend a non-curable cancer retreat day. FORCE offers retreat days to support people living with non-curable cancer, helping reduce a sense of isolation.

£270 would fund three places on FORCE's breast cancer recovery programme.

Our expert physiotherapists run seven courses a year, supporting patients to rebuild confidence, aid recovery and safely return to physical activity.

£500 could help fund local cancer research or equipment.

FORCE invests in cancer studies right here in Devon and gives doctors in Exeter and the surrounding area the tools to treat patients more effectively with the purchase of state-of-the-art equipment.

What next?




Last year, an epic total of 700 runners joined Team FORCE and the atmosphere was totally electric. Make this YOUR year! As part of our team you will receive:

- FORCE running vest – free when you set up your JustGiving page
- Access to Strava group to keep up the motivation and connect with other Team FORCE runners
- Pre-race guidance and post-run support from injury experts Motion
- Training support from local running coach Hannah at City Runs
- Fundraising competition to win a free 10K run place in April
- Opportunity to visit the FORCE Centre to hear more about the work of the charity and get fundraising support
- FORCE support around the course on race day
- Thank you event for top 20 fundraisers



Raising the funds – timeline



Raise £90 by end of January to be in with a chance of winning a FREE, bespoke training plan by local running coach Hannah from City Runs



Create JustGiving page to claim your vest

Raise £150 by end of February to be entered into a competition to win a FREE place in Exeter 10K on Good Friday

We suggest you raise a **minimum of £50 by April 10th** to ensure you are covering the cost of your run so FORCE does not incur any additional fees for your place



All fundraising money must be in by **7th June 2026**

FORCE support and dates to remember

January 8th 2026: FORCE Run at Exeter Arena (Great West Run HQ) with local running coach Hannah, from City Runs. Click [here](#) to book.

March: Visit to the FORCE Support Centre to meet the team and hear more about the work of FORCE Cancer Charity.

April: Suggested £50 raised by then.

May: Team FORCE Zoom call to prepare for the big day!

Keep an eye on your monthly emails from FORCE for more information.

COLLECT YOUR RUNNING VEST

Once you create your JustGiving page you will receive an email enabling you to collect your running vest from:

FORCE Cancer Charity
Site of the RD&E.
Monday - Friday,
9:30am - 4:30pm.

FORCE Charity Shop
Fore St, Heavitree
Monday - Saturday
10:30am - 4:00pm.

On the day
Come to the FORCE stand at the event village to collect your vest.



Fundraising tips and tricks

GET YOUR PAGE OUT THERE!

On social media, Whatsapp groups, work internal emails... the more places the better!

Tell people WHY you are taking part in the event and keep it personal. Do you have reasons for taking part or a funny story from your training? Stories help people connect with WHY you are taking part.



DON'T FORGET TO ASK... THEN ASK AGAIN!
We can often feel bad or that we are annoying people by asking for money but more often than not, people just forget to donate.
Send out the link to your page around pay day or when you hit a milestone in your training and especially as you get closer to the event. Don't stop after the race either. Let people know your time and show them a photo with your finisher's medal.

FUNDRAISING POSTER

Contact our team to create a bespoke fundraising poster with a QR code that takes people directly to your fundraising page.

Print off your poster and stick it up in the kitchen at work or somewhere client facing so they can scan the code and donate directly to your page!

Contact us:

Email: challenges@forcecancercharity.co.uk

WhatsApp or Text: 07772 347805

Call: 01392 402875

SPONSORSHIP FORM

Download a [sponsorship form](#) to take round colleagues, friends and family for them to pledge a donation. You can pay this money in once you have collected it after the event (see details at the end).

JUSTGIVING PAGE

See a guide to your JustGiving page at the end of this pack.



Get creative

Hear from member of Team FORCE about creative ways they chose to raise funds for us.

Chris raised £1,397

Chris Back, lead singer of local band The Dockneys, put on a gig in a local pub to boost his Great West Run fundraising.

“I am in a popular band and picked one of our venues that I thought would be suitable. The manager enthusiastically accepted. I loved it – and I think the crowd who came along did too. I raised £360 at the event towards my grand total of over £1,300 (with Gift Aid).”

It was an easy way for Chris to raise money, doing something he loves!

“I used made it clear the event was part of my Great West Run Appeal on my social media and other advertising for it. I also got help with promotion from FORCE.”



Paul and Julia raised £358

Instead of asking for sponsorship through online giving platforms, Paul and Julia, along with their family, ran a bake sale from their garden!

Their house is conveniently situated on the route to a local Saturday market – the perfect time to sell some cakes.

It was a super simple way to raise funds for their run!



Running advice and support

Local injury experts Motion will be with us on race day to provide post-run support but to get you ready for the big day they have given some top tips on Running Myths & Injury Risks.



RISK REDUCTION, NOT PERFECTION

Training hard for the Great West Run? Think of risk reduction as your best mate: you can lower the chances of twisting an ankle or pulling a muscle, but you can't banish the possibility entirely.

DITCH THE STATIC STRETCH

For years, people have believed long stretches before a run is the key to avoiding injury but sadly research suggests otherwise. Try a dynamic warm-up instead – leg swings, lunges, or a brisk walk to get the blood flowing.

SLEEP = SECRET WEAPON

Aim for 7+ hours a night. That's when your body repairs, rebuilds and gets stronger. Rest well, run better!



GOT A NIGGLE? GO GRADUAL

Don't stop completely. Ease back – walk hills instead of sprinting, shorten runs, then build back up slowly.



GET READY TO GO THE DISTANCE WITH LOCAL RUNNING COACH HANNAH!

Hannah has kindly created a sample training plan just for FORCE runners and is offering 20% off full personalised plans to help you smash your goals.

[More info on training plans](#)

[View sample training plan](#)

You'll also receive top training tips from Hannah in our monthly emails, plus have the chance to join us for Hannah's FORCE Training Run at Exeter Arena in January. A great opportunity to meet Hannah and the FORCE team, kick-start your training, and get race-day ready!

Group Training Run: January 8th, 7pm. Led by Hannah from Always Moving. Exeter Arena (GWR HQ). Plenty of parking is available, and this friendly group session is a fantastic chance to familiarise yourself with the venue ahead of the big day. Whether this is your first half marathon or your tenth, we'd love to see you there! [Sign up now.](#)

Contact Hannah directly for more information: 07834 401316.



NEED TO MAKE A CHANGE TO YOUR PLACE?

Please see our terms and conditions on our website or contact our team.

Email: challenges@forcecancercharity.co.uk

WhatsApp or Text: 07772 347805

Call: 01392 402875

Website: <https://forcecancercharity.co.uk/great-west-run-2026/>

MAP OF THE ROUTE

See [Strava links](#) to the map of the half marathon and 10K routes.



How to pay in money

If you receive any cash donations, ensure that you get the donor to fill in a sponsorship form so we can collect their Gift Aid details.

You can pay into the account below:
Account Name: FORCE Cancer Charity
Sort Code: 30-80-37
Account Number: 60796568
Reference: YourSurnameGWR26

JOIN OUR STRAVA GROUP

Meet other runners part of Team FORCE through [Strava](#).



FORCE WILL BE WITH YOU THROUGHOUT THE EVENT DAY

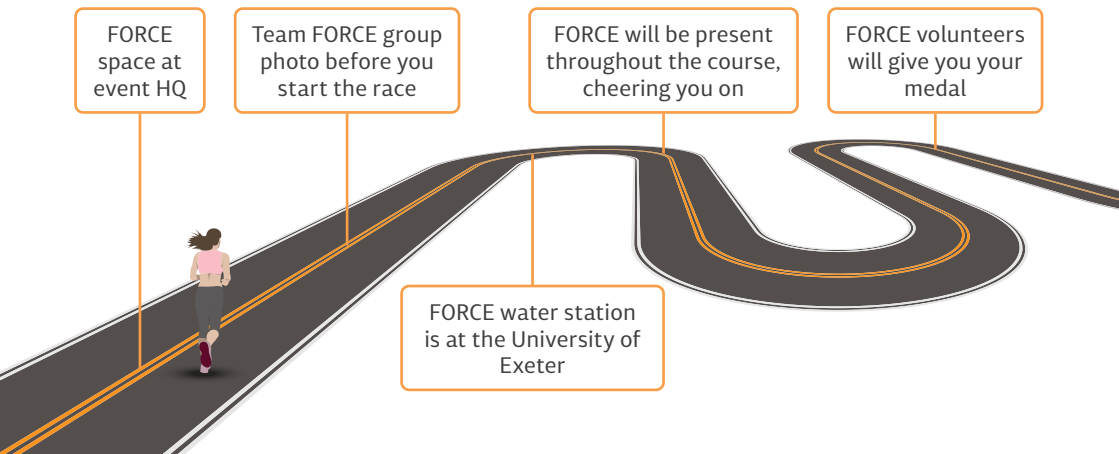
FORCE space at event HQ

Team FORCE group photo before you start the race

FORCE will be present throughout the course, cheering you on

FORCE volunteers will give you your medal

FORCE water station is at the University of Exeter



How does my JustGiving page work?



All money from JustGiving automatically comes to FORCE – you don't have to do anything!

Your page will stay open automatically until August 2026 (three months after the event date). You can add any offline donations to your page so you can show everyone your overall total – and remember, Gift Aid is your best friend! Remind those donating, if they can, to allow FORCE to claim Gift Aid. It means we get an extra 25% on their donation!

GETTING STARTED WITH YOUR JUSTGIVING PAGE



1. Write your story

A well written story is a great way to connect with supporters as to WHY you are taking part in the Great West Run. Tell people:

- Why you decided to fundraise.
- What FORCE Cancer Charity means to you.
- What taking part in the Great West Run means to you (eg. first time taking on a half marathon or 10K).



2. Choose your target

The page will automatically give you a target of £90 but this can be changed to help raise more money for FORCE.



3. Add pictures and videos

Make sure to have a profile photo and a cover photo on the JustGiving page...maybe one of you out running or in your FORCE vest.

You can keep updating it but it helps people connect with the event you are doing.



4. Post updates on your page

Use your page as a diary to update people on fundraising progress and training. You can connect running apps to your page so people can see how your training is going.



5. Personalise your thank you message





To add a personal touch, edit your thank you message, which is included in the email receipt JustGiving send to donors.

FORCE Cancer Support Centre
Corner House, Barrack Road, Exeter EX2 5DW

Tel: 01392 406150

Email: forcefr@forcecancercharity.co.uk

www.forcecancercharity.co.uk

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