

2019



**KIDS RUN FREE**   
CONFIDENT - OPEN - DYNAMIC - INSPIRING



# Catherine O'Carroll

Co-Founder and Park Kids Director

For the past few months I've been very lucky to experience a real variety in my work but working with children at primary schools is always special and reminds me of how much these little people depend on us adults to lead the way.

As a stranger bringing a day of running, their little faces react to every part like the Olympics are taking place for them that day.

They are so appreciative and excited - every school, every time!



# Martine Verweij

CEO and Co-Founder

Welcome to the first edition of the KRF RunDown! This is the first time I've actually written an introduction for a newsletter and even though I do not enjoy writing, it feels very special to be able to communicate with you all and share our journey. When we started Kids Run Free I had an initial thought about getting children running, simply because they are made to do so - why would a human being not want to run?

We have come a long way since - changing people's lives, perceptions, health and wellbeing. But that has taken a lot of pushing through misconceptions and inertia. Thoughts about being physically active have been made positive thoughts, rather than negative ones around 'the big elephant in the room' - that it is not easy in today's life to get out and do things. In whatever way you are connected to us, you personally, are making an impact and for that I am grateful to you. My message to you is: be aware of the impact you create and be proud of it. Together we will get more children active!



## Sam Young

Chief Operations Officer

The 2018/19 academic year has seen the Marathon Kids programme continue to engage and inspire children across the UK to run their own marathons. This year we have seen an amazing increase of 95.9% in the number of teachers registered to our Digital Tracking System, (our online tracking platform) who are either actively supporting children at their schools to run or actually running their own marathons with their kids. This 'role-modelling' is one of our five pillars and is proven through our own research to make the Marathon kids programme more successful and enjoyable for the kids.

### Register NOW for the 2019/20 Marathon Kids programme

Want to keep the marathon running going, then make sure to register for next year's programme. If you have not received your re-register reminder yet via your Digital Tracking System don't worry, it will be with you very soon. Just click the "re-register" button and you'll be ready to go in September.

Remember you will need to send out the DTS Permission Letters to parents/guardians again before uploading your CSV file with your new class registers in September. If you have a generic permission for adding children to databases you do not need to send out the permission letter.

2020 is a celebration year for Kids Run Free as this will be our 10th anniversary. With this in mind, we would like to make the 2019/20 academic year the most successful year for Marathon Kids yet. To achieve this we need your help. Word of mouth is the best advertising we can get, so please tell your friends and other schools in your cluster about the programme and support us to inspire more children to run marathons. If a school comes onto the programme because of your recommendation, we will give you FREE rewards from our shop up to the value of £50, as a thank you.



## Mel Yates

### Fundraiser

- Adam Holland, our superhuman Ambassador, raised over £7,000 for our charity on his John O'Groats to Land's End challenge

John O'Groats to Land's End ON FOOT 17 days  
203hrs 21min of running  
Total distance on watch 876.3 miles

- Massive thank you to Tesco Bags of Help and Persimmon Homes for their generous donations to help with our local Park Kids programmes in Leamington, Warwick and Rugby.
- Our charity will always provide free running opportunities for kids but additional funding would provide extra resources to enhance the tracking and measuring system for our programmes. If you can fundraise or elect us as your Charity of the Year, we'd love to hear from you!



## Julia Travis

### Schools Coordinator

- Great to see so many Tendring District Council schools signing up thanks to the Sofronie Grant. The teachers have been so enthusiastic in their mission to improve the health and wellbeing of their pupils.
- London Schools also continue to register and take up both the London Sport and Nike Grants, but it's especially pleasing to see so many previous schools re-register. Returning schools actually perform 19% better!
- Recently we've seen an influx of Birmingham and Black Country schools, partly due to our ongoing partnership with Aspire Sport and Active Black Country - let the word spread. There is nothing better than word of mouth recommendations!
- Up until the Easter Holidays collectively children had run over 270,000km this academic year - nearly 7 times the circumference of the earth!



## Lucy Chaplin

### Marketing & PR Officer

They've been so many great moments this year but one of my absolute faves has to be the Nike moment at the SEN school Meadow High in Hillingdon. Nike athletes Sophie Hahn and Sarah Reinertsen gave inspiring talks, each child was gifted trainers and a t-shirt then the day was finished off with a few Marathon Kids laps of the playground! Fab to see so many happy, smiling faces - it really was one of those memories you keep forever.

I can't not mention our ambassador Adam Holland's crazy challenge running from John O'Groats to Land's End in 17 days and raising over £7k for us. Tracking him each day was a real highlight and I can't thank Adam enough for the support he has given to Kids Run Free since he came on board. The perfect role model for all of our runners and an inspiration to us all - go Tango!





# Aheesh Gaur

## Measurement & Evaluation Officer

We are a small charity but we have, and are, investing heavily in our IT infrastructure. This investment is being done with only one motive - to embed a healthy habit of regular physical activity in our children.

Here are some of the improvements to the DTS so far...

- Support System (New) - teachers or parents won't have to wait for our support email replies and will get help instantly with the majority of their issues whilst being logged into the DTS/App - cool isn't?!
- Help and hand holding whilst using the DTS. In the case of user errors, the DTS will tell you exactly what the error is and how you can avoid them. We are making it simple and officially frustration-free!
- Easier for schools to apply for grants through our shop and purchase a marathon maker with just a few clicks; all whilst being logged into the DTS. Get free add-on services and get them easily - it's a no brainer!
- Reporting System (New) - schools will be able to get weekly reports on how children are running and any improvements they've made. To make more money you should know where your money is - we feel the same is true for running!
- We are making our app more user-friendly and intuitive. Next stop - 5-star app store ratings.
- We are changing to a super easy and few clicks registration process. You are registering to a running system, not a marriage after all!
- Better synchronization between App and DTS. Make them talk, express their feelings - naah, it's just numbers!
- You will be able to monitor other activities such as swimming on the App and DTS. You saw it, said it and now we will sort it, or rather include it!

The list is long but we are keeping the best one for a surprise! By August, we aim to make our system so amazing that you won't feel that the winter is coming!



# Lisa Cope

## Park Kids (Marketing & PR)

At Park Kids we've been busy behind the scenes, tweaking the programme so it's simple to roll out nationwide. Our long term aim is to have an event on every weekend, in every town across the country - how amazing would that be?

Do you have an event near you? It's a great way to meet new people and get involved with the community, so if you're interested in setting one up please get in touch at [parkkids@kidsrunfree.co.uk](mailto:parkkids@kidsrunfree.co.uk) or check out the website. In June we celebrated National Volunteers Week, and all the incredible things our volunteers do at our current events. We've also been working on our training programmes to ensure our volunteers have the transferable skills they need to flourish in their roles. And finally, our "Volunteer Appreciation Day" is all set for September so we're really looking forward to that. Happy Running Everyone!



# Robert Sullivan

## Raceways Manager

We are thrilled that the second Leamington Spa Half Marathon was a huge success and we want to thank everyone who supported the event. And also a big thank you to the runners who reviewed our race this year, to put the event at 2nd place in the UK rankings - roll on 2020! Next up is the Seco Alcester 10k on Sunday 6th October - entries are now open for this very popular event, and don't forget to sign up the little ones for the free Kids Run Free fun run - see you there!

**Raceways**

KIDSRUNFREE   
**RUN  
DOWN**



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Registered office: Kensall Cottages, Stratford Road, Oversley Green, Alcester, Warwickshire, B49 6PH.

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Design by [www.longkat.com](http://www.longkat.com) // With thanks to [alexandra-tandy.com](http://alexandra-tandy.com) for photography.

REF: 20190630