

run, walk or roll 5k • donate £5 • nominate 5 friends • unlock rewards

1st – 31st May

PARTICIPATE IN 5K MAY



sign up runforheroes.org.uk

WLM partners with Run For Heroes for new charity challenge in May!

This May you can run, roll, walk, cycle or even swim... it's completely up to you.

It's all about getting out and feeling good while you're doing it!

If the pandemic has taught us anything, it's that the smallest things can make the biggest impact and there's no better example of that than Run for Heroes.

That's the charity that started the infamous 5km running challenge - Run 5, Donate 5, Nominate 5 - during the first lockdown.

What started as a plan to raise £5,000 for NHS charities at the beginning of the Covid-19 pandemic went completely viral on social media, becoming a major fitness motivation and fundraising tool for more than a million people.

Since its humble beginnings in 2020, Run For Heroes has raised more than £7 million for NHS Charities and founder Olivia Strong has been awarded an MBE.

After the success of the original fundraiser, the nation is once again being encouraged to get active in the name of charity as lockdown restrictions continue to ease.

Run for Heroes is launching its latest challenge by turning the month of May into a celebration of physical activity with the **5kMay campaign**.

A promotional poster for the 5kMay campaign. The background is a vibrant blue. In the top left corner, there is a brown hand with a white ring on the ring finger. In the top right corner, the 'RUN FOR HEROES' logo is displayed in white, featuring a stylized '5' icon. The central text 'BE A HERO FOR' is written in large, bold, white capital letters. Below this, a red horizontal band contains the WLM logo, which consists of a red square with a white stylized 'W' and the letters 'WLM' in black, with the tagline 'Transforming lives since 1887' underneath. Below the red band, the dates '1st - 31st May' are written in a white, casual font. In the bottom left corner, the text 'SIGN UP FOR 5K MAY' and 'RUNFORHEROES.ORG.UK' is written in white capital letters. In the bottom right corner, there is a brown hand with dashed lines on the fingers, suggesting movement or a challenge.

As the name suggests, it's all about getting fit and hitting that 5km target. **It's not just about running though - you could walk, roll, skip or even swim your 5 kilometers if you wish!**

All that matters is getting your body moving and raising vital funds for WLM, supporting us to empower people affected by homelessness, poverty and trauma to make positive changes in their lives.

You can take part on your own or as a group, donate your £5 to WLM, then nominate 5 friends or family members to complete their own 5km challenge in aid of WLM.

If you wish to donate more than £5 you might want to consider getting sponsored, so feel free to set up your own fundraising page and invite your family, friends and colleagues to get involved and support you!

With famous faces like Mo Farah, Ellie Goulding and even Prime Minister Boris Johnson backing previous Run For Heroes challenges, you may even spot a celebrity while out on your 5kMay journey.

Don't forget to give us a shout out by tagging WLM on Facebook, Twitter or Instagram if you choose to take the 5K challenge in aid of our cause, we would love to share your activity with our followers and thank you publicly!

Your support will help WLM's services to continue empowering positive change to the lives of people affected by rough sleeping, alcohol addiction, unemployment, isolation, trauma and financial struggle so thank you!

[Sign up for 5K May by clicking here](#)

or

[Donate directly to WLM by clicking here](#)

www.wlm.org.uk

