



MORE THAN A LONDON MARATHON 2012

Your chance to run a world famous marathon supporting SIDS and Kids

Call 1300 905 188



sidsandkids®

- ▶ Be guaranteed 1 of only 5 SIDS and Kids spots in the Virgin London Marathon 2012!
- ▶ Explore the world-famous sights, sounds, and tastes of energetic, magnetic London
- ▶ Help fund education, bereavement support services and vital research into stillbirth, sudden infant death syndrome and safe sleeping practices

Fast Facts:

Dates: 18-25 April 2012

Marathon date: 22 April 2012

Trip duration: 6 days

Physical activity: Marathon

Accommodation: Twin share
(Centrally located city hotel)

Fundraising target: \$13,307
(\$10,000 donated to SIDS and Kids and \$3,307 for travel costs and travel insurance, not including airport taxes at approx \$278)

Registration fee: \$700

Please note the registration fee is in addition to the fundraising target and is non-refundable.

"I get goosebumps every time I think that there will be 2 million people who line the course and cheer us on. Running and raising money for charity – it's so much a part of who I am now."

– Richard Keetley, running the New York Marathon for charity

What will my impact be?

Each year more than 4,300 babies and children die suddenly and unexpectedly from sudden infant death syndrome, stillbirth, fatal sleeping accidents and accidental death. Over 50% of these deaths still have no known cause.

SIDS and Kids works to change all this through education, bereavement support services and funding vital research into stillbirth, sudden infant death syndrome and safe sleeping practices.

Josie, a SIDS and Kids mum, says, "The sudden and unexpected death of our son changed our lives forever, but I cannot imagine walking this path without the support we all received from SIDS and Kids. What a group of wonderful people, doing the work most cringe at and run a mile from. I am forever thankful."

What is this adventure?

Imagine your heart thumping as the start gun fires and you take off along the River Thames, catching glimpses of Shakespeare's Globe theatre before reaching the halfway mark at the commanding Tower Bridge.

Now you're moving east towards Canary Wharf, past St. Paul's Cathedral, and into the final leg of the race. As the London Eye comes into view, you see the sights of Big Ben and Westminster in the distance.

Minutes later you pass the finish line in front of Buckingham Palace with an enormous, proud smile.

 **inspired adventures™**

Call Nadia Killeen on 1300 905 188 to register now



About Inspired Adventures

“Inspired Adventures is a fundraising agency with a difference – one that seeks to change lives through our adventures and marathon programs. We believe that we are all capable of far more than we imagine; and Inspired Adventures specialises in guiding and motivating participants to push their limits and raise money for a wonderful cause. Partnering with SIDS and Kids is a very exciting opportunity for us to work with you and help this incredible organisation achieve its vision.”

– Justine Curtis, Director, Inspired Adventures

We'll help you reach your goal

As soon as you register, your Account Manager Nadia Killeen will work with you one-on-one to create a comprehensive fundraising plan. She will contact you regularly with ideas, advice, encouragement – and plenty of inspiration.

“I am here to guide and support you all the way to reach your fundraising goal. Together we can turn your energy, commitment and dedication into fundraising success for SIDS and Kids. The key is to plan, prepare and be positive. I'm here to help!”

– Nadia Killeen, Account Manager, Inspired Adventures

Fundraising Tool Kit

In addition to this personalised support, you will receive a Fundraising Tool Kit. We have supported more than 1,500 people in reaching their fundraising goals in the past, and the Fundraising Tool Kit is a compilation of the most successful ideas, case studies, advice, and practical suggestions.

The Fundraising Tool Kit will show you how to:

- ▶ Plan an event
- ▶ Write a press release
- ▶ Set up an online fundraising page
- ▶ Approach corporates for support
- ▶ Launch your fundraising plan

Fitness training

We will send you a book with advice on training for a marathon. While your fitness training and health is your responsibility, we are here to guide you all the way to the finish line. We advise all participants to discuss their training plans with their GP before embarking on a fitness regime.

About SIDS and Kids

It was a fine summer's day in January. We'd been invited to a friend's house for a social gathering. My children played in the pool with the other children and I was both as attentive and as vigilant as any mother would be with a 3 year old child around the dangers of deep water. At the conclusion of the day I was very relieved that swimming was over and my three children were protected indoors. How wrong I was.

I had no idea that the pool gate has been propped open by a large rock. My little Justin had walked out the back door, unbeknown to myself, while I returned his dinner plate to the kitchen sink. I heard my middle daughter call out to me from the backyard, looked up and thought my eyes were playing tricks on me. There she was pulling her little brother to the side of the pool by this top. His lifeless body was floating face down. There must have been a mistake. I turned to look for my baby son on the couch where I had left him only moments earlier, but he was not there.

Instantly, reality hit me and I fell to the floor screaming. I grabbed the phone off the wall to call 000 but no voice could be heard. I was in shock. Justin had drowned 'but how?' I kept asking. One minute the environment was a typical party scene with lots of fun and laughter, the next it was enveloped with immense shock and horror.

My nightmare had just begun. This couldn't be happening to me. I had a near perfect life – Why was this tragedy happening?

Today, nearly ten years on, I still cannot digest this senseless death as it was so preventable, even though I had done everything possible to maintain my family's safety. However, in my new life of grief I found I was not alone. My family and I were embraced by the love and healing of another family called SIDS and Kids. This invaluable group was a saviour to our sanity.

The sudden and unexpected death of our son changed our lives forever, but I cannot imagine walking this path without the support we all received from SIDS and Kids. What a group of wonderful people, doing the work most cringe at and run a mile from. I am forever thankful.

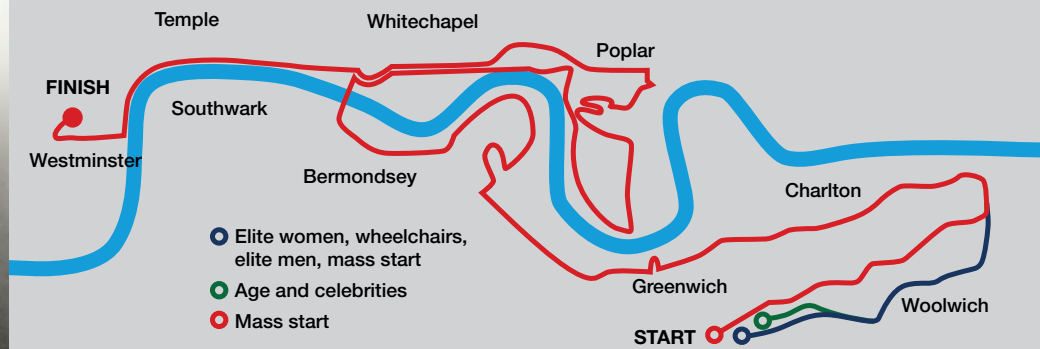
Love,

Josie, SIDS and Kids mum

Call Nadia Killeen on 1300 905 188 to register now



Virgin London Marathon Route Map



FAQs

Can I really do this?

YES, you can! Fundraising and fitness training sound intimidating, but we're here to help you the whole way through. We'll call you regularly with advice, ideas, and encouragement along the way. You're not in this alone – you'll be joined by other people all raising money for this wonderful cause and training for an epic adventure that you'll remember forever.

How do I fundraise?

Past participants have successfully fundraised in many creative and fun ways. We will send you a comprehensive Fundraising Tool Kit upon registration to help you reach your target. You will also have regular support from our Inspired Team, who will help you develop and manage your fundraising plan, as well as support from the charity for which you are fundraising.

What does it cost?

Upon registration, you will pay a registration fee of \$700. The travel cost and donation to SIDS and Kids can be fundraised with the support of Inspired Adventures.

Is my donation tax deductible?

The funds raised for the charity are tax deductible. Funds raised to cover travel costs are not tax deductible.

What's included?

Return international airfare departing Sydney, Brisbane, Melbourne or Perth, arrival transfer, 4 nights accommodation in a city hotel, marathon entry, transfer to start line, entry to race expo, and travel insurance.

What's not included?

Personal costs, additional travel, meals, laundry, tips and gratuities.

Can I extend my stay?

Of course, many of our participants decide to extend their stay to get the most from their overseas adventure! (Additional travel arrangements are at your own cost).

Will I get a chance to meet other people before we go?

Yes, we will organise a get-together evening for everyone (geography permitting). There will be regular email, phone communications, and a Facebook online community leading up to the trip.

Trip Notes

Because this is a marathon-based trip and people have different routines, requirements, and needs before a race, there will not be an itemised, hourly, day-to-day itinerary. Inspired Adventures will work with the participants, our travel associate, and the charity to arrange at least one team dinner in the city as well as optional sightseeing opportunities. Expect more details closer to the departure date.

▶ Virgin London Marathon 2012

22 April 2012

Established: 1981

Number of runners: 37,500

Start: Blackheath

End: Buckingham Palace

Average temperature: 10 C

Fun fact: Holds the Guinness World Record for the largest annual fundraising event, raising £76 million for charity this year.



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Countdown to the Virgin London Marathon

To do	Date	Activity	Done!
Registration fee	Immediately	Once you have paid your \$700, you are an official 'Inspired Adventurer' and will be heading to London!	<input type="checkbox"/>
Charity spot fee	Upon registration	Pay \$1,500 to lock in your charity marathon running spot.	<input type="checkbox"/>
Connect with your group	After registration	Get to know your fellow adventurers on Facebook.	<input type="checkbox"/>
Travel deposit	6 weeks after registration	Pay \$500 travel deposit to secure your flight. It's actually happening!	<input type="checkbox"/>
Fundraising deposit	October 2011	Doesn't it feel good to raise \$2,000 for SIDS and Kids?	<input type="checkbox"/>
Conference call	November 2011	Get on the phone with your group and learn more about your exciting adventure.	<input type="checkbox"/>
Travel cost balance	January 2012	Pay \$2,807 travel cost balance. It's starting to sink in now – you are actually going!	<input type="checkbox"/>
Participant dinner	January 2012	Meet your fellow marathon runners in person.	<input type="checkbox"/>
2nd Fundraising Deposit	February 2012	Deposit your second \$2,000 to SIDS and Kids. They are feeling the love!	<input type="checkbox"/>
Fundraising balance	March 2012	Deposit your last \$4,500 to SIDS and Kids. You are a superstar!	<input type="checkbox"/>
Go!	22 April 2012	Have the experience of a lifetime running the Virgin London Marathon!	<input type="checkbox"/>



Register now

Call Nadia: 1300 905 188

Email: nadia@inspiredadventures.com.au



www.inspiredadventures.com.au/marathons/sidsandkids

