



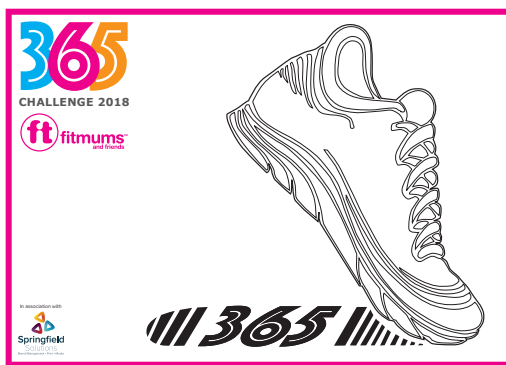
fitmumsTM
and friends

365
CHALLENGE 2018

CORPORATE 365 CHALLENGE PACKAGES

What is the challenge?

To run, walk, cycle or buggy push 365 miles during 2018 or to complete 365 hours of activity doing other physical activity options such as gym/bootcamp classes, swimming, dancing, team sports, dog-walking, etc. Or a combination of miles and hours of activity. For each mile or hour of activity completed, colour in a mosaic tile on a choice of activity charts (some examples below). Any activity counts – not just sessions offered by Fitmums & Friends. For already active individuals – how many charts can you complete?!



Benefits of a corporate approach

The aim of the corporate package is to reach people who would not ordinarily engage with physical activity. If businesses “invite” interest from employees then it is likely that those who respond will be the people who are already fairly active. Instead, if each employee is presented with a chart, regardless of expressed interest, then there is a chance that this might spark interest in those who are less active. It is amazing how motivating it is to have a record of your own activity with a defined challenge and reward system. We have seen how getting involved in this challenge has a knock-on effect on the wider family thus having a wider impact on health and wellbeing.

Background

Fitmums & Friends, which started in East Yorkshire, is now an award-winning charity, fuelled by a passionate team of volunteers working across Hull, Yorkshire and North Lincolnshire. Volunteers inspire both members and the local community to become and stay active, leading them in running, fitness and buggy walks, cycle rides and junior athletics sessions.

Signing up to the corporate package offers a number of benefits:

- Gives a clear message that employers care about the wellbeing of their staff
- Can support activity with regard to NHS Staff Health & Wellbeing CQUIN commitments
- Promotes the physical and emotional health and wellbeing of your workforce
- Positive publicity for your business through social media and website promotion
- Activities can be linked to local community events & challenges e.g. local races/park-run – mile for a tile or time for a tile!
- Any activity counts towards this challenge, so staff not normally enthused by exercise can be motivated to participate simply by walking more
- Milestone certificates encourage sustained activity throughout the year
- Could be used as an inter-departmental or business competition to motivate participation and improve workforce health
- A Fitmums & Friends team presence can be organised in the workplace to help launch a corporate sign-up to the challenge

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Bronze £2 per employee

- PDF templates of all activity charts
- Milestone certificate templates for achievement of 100 & 200 tiles
- Certificate of achievement template for distribution to each employee at 365 tiles
- Participation Certificate for the organisation to display to recognise involvement in the scheme
- Optional social media coverage – a launch tweet and Facebook post, feature on website

Silver £3 per employee

As Bronze plus:

- 365 Challenge wrist band
- Optional social media coverage – a launch tweet and Facebook post, feature on website, three-monthly update tweets/posts

Gold £4 per employee

As Silver plus:

- Medal for each employee
- Optional social media coverage – a launch tweet and Facebook post, feature on website, three-monthly update tweets/posts, two case study features during the year featuring participating staff

If employees are interested in becoming active in a supportive and friendly group, there are a huge number of sessions available through **Fitmums & Friends** for both men and women. These include running, fitness walking, cycling and buggy sessions with trained leaders and coaches. All levels of fitness are welcomed, from experienced runners to those just wanting to start to exercise; and for anyone who is nervous about starting, we have various ways we can help. Employees can visit our website for details of our clubs and sessions.

How to register for the corporate package

Complete a registration form and email to 365@fitmums.org.uk

For more details about Fitmums & Friends see the website www.fitmums.org.uk

If you want to chat about this offer please call Sam on 07870 654586

Entry fees help support the work Fitmums & Friends does in local communities to help people become more active and maintain fitness in the longer term.

Fitmums & Friends is a registered charity in England and Wales No. 1173919

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