



Corporate Partnerships

Who we are

Fitmums and Friends

Fitmums and Friends breaks down the barriers stopping people from becoming physically active. We inspire all people, no matter their gender, ability, background, bank balance or postcode, to become physically active so that they live happier, healthier and more fulfilled lives to reach their full potential. We do this through our community clubs and our specialist projects, which support people through difficult life events such as bereavement and menopause. Every year, we support more than 1,000 people to use exercise to make positive changes to their lives.

Fitmums and Friends started in 2009 when an East Yorkshire mum invited parents from her son's class, with a handwritten note, to join her for a run. Prompted by a desire to be more active and make friends, it unwittingly was the start of something much bigger. Official charity status came in 2017 and the footprint of the organisation has continued to grow, along with the development of many more programmes to support activity, health and wellbeing in communities. As an affiliated organisation to England Athletics, a structure of trained leaders and coaches supports all activities. The charity has been recognised with a number of awards and the founder, Sam Barlow awarded a British Empire Medal.

Founder & CEO

From the early days of supporting people to be active through group runs in her village, Sam has continued to work tirelessly to help more people in this way: the charity's footprint now extends to 11 clubs across East, South & North Yorkshire, all run by volunteers but supported centrally by the charity. After losing her husband following a long battle with cancer, Sam used this personal experience of bereavement to develop a programme of walking and yoga sessions for adults and an outdoor activity project for children which now support others in Hull and East Yorkshire who have experienced the death of someone close to them.

In December 2021, Sam was named the BBC Sports Personality of the Year Unsung Hero 2021. The award recognises the volunteers in sport whose efforts are making a difference to communities. In Sam's case, it recognises her passion, enthusiasm and willingness to help others through Fitmums and Friends.

Sam continues to lead the development of Fitmums and Friends along with a dedicated team (many of whom are volunteers), supporting existing activities and introducing new programmes to enable more people to access regular group exercise and feel the physical and mental health benefits of that.



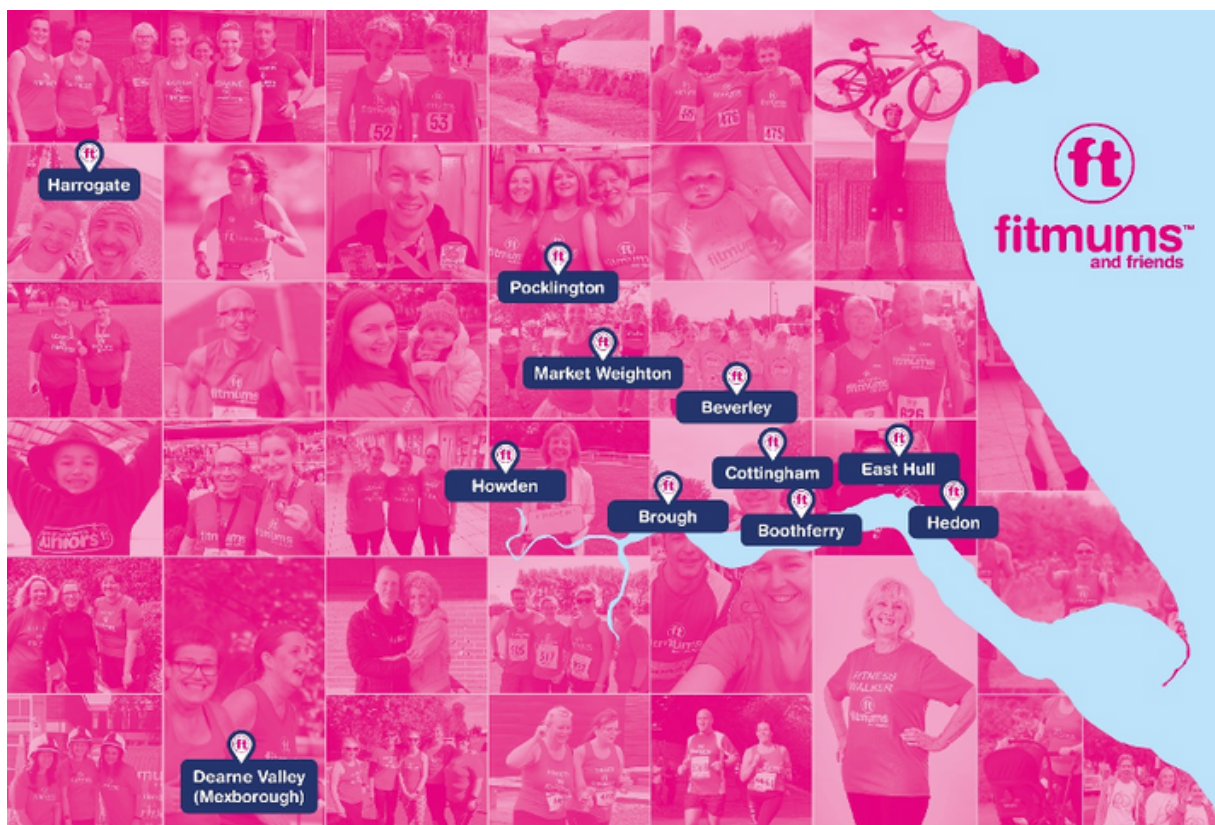
Charity impact

The charity now works across many areas, all of which require an element of funding to enable them to continue. These activities result in incredible impact on people in the communities in which they live and are not just around improved physical health - the impact can be significant for emotional wellbeing through being active and also by being better connected to a community. Figures for 2022-23 show that the voluntary groups alone supported 18,097 episodes of activity in local communities.

Our work

Local clubs

This volunteer-led activity supports around 1,000 members each year through the provision of running, fitness and Nordic walking, cycling and boot camp sessions for men and women aged 16+ years. This provides an invaluable means of physical and emotional wellbeing support in local communities. We currently have 11 clubs across Yorkshire and each of these requires funding to help pay for training costs of volunteer leaders and coaches, as well as sometimes venue hire, kit and equipment.



Junior athletics sessions

These activity sessions support children from 5 to 18 years to enjoy being active. The focus of coaching is on helping children enjoy being active in a group, supporting each other and learning the benefits of being active for physical and emotional health. Sessions are also suitable for children with anxiety or special needs where we have seen significant impact in those who would ordinarily struggle to be active in a group. These sessions currently support around 75 children, all facilitated by volunteer coaches. Costs relate to venue hire of sports halls, equipment and coach training.



Every year, our voluntary groups support more than 18,000 episodes of activity in local communities.

Our programmes

Together in Grief - bereavement walks

The weekly walks offer an opportunity for people who are bereaved to benefit from an easy-paced walk in the fresh air with supportive leaders and the chance to meet and chat to other people who share the experience of loss. This session allows people to drop in as needed, without booking, and runs all year round so that it is always available whenever someone might need support. In addition, there is a monthly walk for those who have lost a child or young person. All walks are free to participants.

Costs relate to trained leaders, programme administration, leader training.



Our Together in Grief programme supports anyone who is experiencing bereavement

Together in Grief - yoga

A yoga session takes place every week and offers people who are bereaved the chance to benefit from a gentle yoga practice which can help with anxiety. This drop-in session is available all year round enabling people to attend when they need to. It also provides an invaluable opportunity to meet other people with a shared situation. Our yoga sessions are free to participants.

Costs relate to yoga instructor, administration of the programme, equipment.

Together in Grief - The Forest Project

This 4-week programme offers support for bereaved children aged 6 to 17 years. The idea of the programme is to give children the opportunity to enjoy doing fun, forest activities in nature (such as whittling sticks, cooking on a fire and building dens) while being supported to talk about their grief by trained professionals, alongside other children who share a similar experience. The Forest Project is free to participants.

Costs relate to staffing, administration of the programme, transport, refreshments, resources.

Together in Grief - The Forest Project catch-up days

Most children say that four weeks is not enough; they have made friends and become confident to talk in this safe place. So we put on 'catch-up days' to enable children to return for a day, touch base with the team, enjoy the forest environment again, and benefit from a safe space to talk about their grief and any arising difficulties, e.g. anniversaries, life events. Again, costs relate to staffing, administration of the programme, transport, refreshments, resources.



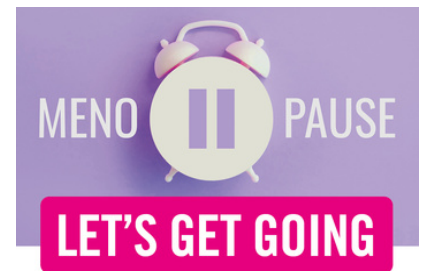
All of the children who have attended said they felt it was easier to talk about their grief when they were in the forest with the other children.

Our programmes

Let's Get Going menopause programme

This 6-week programme gives women going through peri/menopause access to accurate information about symptoms and treatment options through a session with a specialist doctor or nurse. It encourages them to become more active through walks led by trained leaders and introduces them to the importance of strength and resistance work in their regular routine to help longer-term health. It also includes a yoga session to help tackle the often high levels of anxiety. Women also gain support by attending these programmes with other women, helping to reduce the feeling of isolation and often desperation due to the sometimes debilitating effects of menopause.

Costs for this programme include venue hire, trained coaches, yoga instructor, walk leaders, administration of programmes and refreshments.



"I no longer feel invisible. I'm motivated to improve my health and fitness. Realising you're not the only one going through the things I'm experiencing is empowering."

"This programme has helped me realise that I am not alone."

"What a fantastic course. It's helped me engage with other women going through the same struggles with the menopause. It's been informative, inclusive, friendly, and helped kick-start a new me as I embark on a new chapter of my life."

"I can't thank Fitmums & Friends enough for bringing this to women. It was so important to see that I'm not alone, to have my symptoms acknowledged and not ignored. It has made me want to reach out to my workplace HR to improve knowledge and set up support for us."

How you can support us

Core costs

The hardest thing for charities right now is securing funding for 'core' costs which enable all of the functions of a charity to continue. Without this type of funding, we cannot deliver any of our work, regardless of how well-funded our programmes are. This type of funding is difficult to find via grants but is essential. We are grateful for any donation to enable us to continue the work we do – but often a donation to the core costs of the charity helps us to divert the fund to where it is needed most at that time and to ensure that we can support every person who needs us. To gain a better understanding of how we spend our money, our accounts are available to view on the charity commission website.

Supporting our programmes

We are grateful for every single donation we receive from supporters. If you are interested in sponsoring or contributing to a specific project, the costs are as follows:

Activity	Cost	Notes
Junior athletics sessions	£3,000	Per year (supporting up to 70 children weekly, amounting to 2,730 interactions per year)
Together in Grief bereavement walks	£15,000	Per year (supporting up to 20 people weekly, amounting to the potential of 1,000 interactions per year)
Together in Grief yoga	£10,000	Per year (supporting up to 20 people weekly, amounting to the potential of 1,000 interactions per year)
Together in Grief The Forest Project	£5,000	Per project (supporting up to 15 children)
Together in Grief The Forest Project catch-up day	£1,500	Per day (supporting up to 15 children)
Let's Get Going menopause programme	£2,000	Per 6-week programme (supporting up to 30 women)

How we can support you

Benefits for your business

Fitmums and Friends is a nationally-recognised brand with a huge community reach across Hull, East Yorkshire, North Yorkshire and South Yorkshire.

We would love to discuss with you the opportunity to work together to bring benefits to both of our organisations.



Some of the benefits we can offer to you include:

- A feature on our website, programme flyers and social media to a large, engaged base of supporters to receive information about your business.
- We can offer a bespoke workplace-based programme (e.g. menopause programme) or activity (e.g. staff wellbeing walk) to suit the needs of your employees.
- Opportunity to have our CEO, Sam Barlow, winner of BBC Sports Personality of The Year Unsung Hero 2021, speak at an event of your choice.
- Visibility at local and/or media events - we are regularly engaged by the media for appearances and/or comment.
- Promotion of programme sponsorship.
- Kit sponsorship.
- Helping you to reach your corporate social responsibility objectives.



For more information about how we can work together,
contact vickie@fitmums.org.uk

Thank you!



Fitmums and Friends Registered Charity Number 1173919