



# STOP THE STIGMA

When a parent goes to prison, their children also serve a sentence.



# 100 Miles for Families: Your fundraising pack

Did you know there  
are approximately

**192, 912**

children affected by  
imprisonment in the  
UK right now?

The average round-trip for a family visiting their father in prison is **100 miles**. The journey is long, costly, and emotionally draining—but staying connected is vital. Maintaining family ties has been shown to reduce reoffending by **39%**, giving children the stability they need and offering hope for a better future.

## Can you help?

### Why not take on the 100 Miles for Families challenge?

You can do the challenge wherever and whenever you choose. Select your month and cover 100 miles in whichever way suits you—walk, run, cycle, swim, row, or mix it up! Whether you take on the full distance solo or team up with friends to share the challenge, every mile you cover will help raise awareness and vital funds to support the thousands of children and families affected by imprisonment.

Approximately **192, 912**  
children in the UK have a  
parent in prison.

ISN'T IT TIME  
WE TALKED ABOUT THIS?

Spurgeons  
Together with families



# How it works

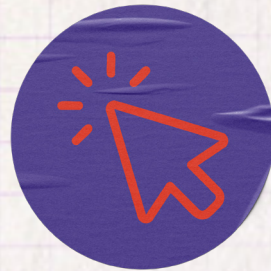
## Choose your challenge.

### Examples:

- Walk or jog 3–4 miles a day.
- Cycle longer distances at the weekend.
- Swim in your local pool or open water.
- Mix and match different activities to hit 100 miles.



Scan to set up your fundraising page



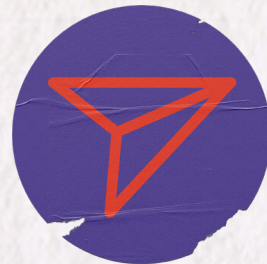
Register and create your fundraising page to start collecting donations.



Set your fundraising target!



Track your progress  
Use a fitness app or keep a simple log of your miles.



Post updates on social media to encourage support. Celebrate and make a difference

Complete your challenge in a month and see the impact of your efforts!

## Buddy up – Take on the challenge together!

Want to make the challenge even more fun? Buddy up with a friend, family member, or work colleague and complete the 100 miles as a team.

- Split the distance—each person can cover 50 miles or one of you could take the lead.
- Take turns running, walking, or cycling together.
- Challenge another group to see who can finish first!
- Whether you go solo or team up, every step you take helps families stay connected.

# Where your money goes

Children and families maintaining and developing relationships has the biggest impact on someone reoffending once out of prison. Spurgeons help children of prisoners maintain that vital connection.

Our prison family hubs support families through contact, special family days, videos of their father reading them a bedtime story, homework clubs, counselling and much more. Your efforts will help support key initiatives that help maintain family connections.

## £10

could go towards pencil cases and stationary sets for children attending homework club



## £20

could help us to arrange a recorded bedtime story from a dad to their child



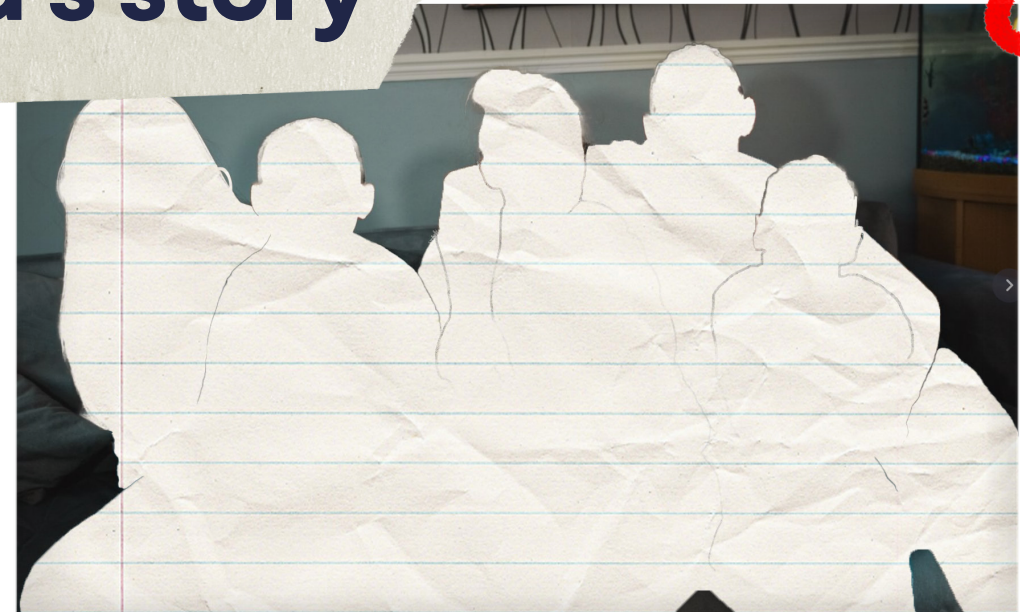
## £56

would pay for a Spurgeons counselling session for a child affected by imprisonment





# Eva's story



When Eva's dad went to prison, she and her family didn't know where he had been taken to. It took them over 6 weeks to find out where he was. 'The children did not really get to see him for the first two months of his sentence,' says Eva's mum. 'It was just really different without my dad being there,' says Eva. 'I knew what was going on. I just... I didn't really know how to react to it.'

Eva's dad was sent to prison when Eva was just 10. It was a sudden absence in the routine of her everyday life. 'I'd walk out of my room into the front room, and I wouldn't see my dad there. It was a bit weird,' she says.

She says she talked a bit to her Nan and Grandad, but not too much to anyone else. 'I did really miss him, but I didn't really think about it too much because I didn't know what was going to happen if I did.'

After the initial 2 months passed, family visits were arranged by Spurgeons. 'My brothers are normally fighting in the car while we were driving there and I had to sit in the middle of it,' says Eva. 'I did feel excited to see my dad for the first time since he got out, but I was also nervous because I didn't really know what was going on.'

Visits to the prison are daunting for children. 'We had to give our birth certificates and IDs, then we had to walk through a metal detector and get patted down. One time there were dogs,' recalled Eva.

The family days offer the children glimpses of normality. Asked what made her happy while her dad was in prison, she answers simply: 'Being able to see my dad again.'

Eva's mum remembers how hard the whole process was for the children: 'My kids constantly talked about it — "today might be the day," "it might not be the day." I told them so many times to prepare for it and then — it didn't happen. After about ten times, you kind of stop believing it.'

'They had loads of questions. They just asked where he was — and I couldn't even answer. They wanted to know if he was safe, if he was being looked after. My youngest son is severely autistic, so it was very hard to explain to him what was going on. Everything around them just felt like it had gone. It was horrible. Holidays, birthdays, all of it — horrible.'

'Spurgeons is the best thing about the prison system. Trying to get a normal social visit is impossible — but they made it possible. Without them, my kids wouldn't have had any relationship with their dad. With them, it felt like family. It felt like hope.'

**\*We have changed names to protect the privacy of those involved.**



# Your fundraising journey

1

Join the 'Stop the Stigma' Just Giving page and become a part of the action! Make it easy for friends, family, and colleagues to support you. Join our Just Giving page and start raising funds to help stop the stigma for children with a father in prison.



2

## Aim high with your target

Setting a goal encourages people to donate. If you reach it early, why not raise the bar and make an even bigger impact?

3

## Share your story

Let people know why this cause matters to you. Adding personal stories, photos of you taking on the challenge, or videos can inspire more donations and help make a difference for children across the UK.

4

## Get friends and family involved

Let people know why this cause matters to you. Adding personal stories, photos of you taking on the challenge, or videos can inspire more donations and help make a difference for children across the UK. People are more likely to donate when they see others doing the same. Ask your close network to kick things off and set the tone for generosity.



5

## Use key moments to fundraise

People are often more generous around payday. Time your updates and donation asks to make the most of these moments.

**Ready to take on the challenge?**  
Sign up today and start your 100-mile journey for families!



# Key facts to help tell your story!

We have a range of social media assets, key statistics and real stories for you to download and share with your audiences. The more connected your audiences feel, the bigger the impact will be!

## FAQ's

### 100 miles is too far for me. Can I still take part?

You can still be part of the challenge by choosing a distance or activity that works for you. Whether it's 50 miles, a daily step goal, or something completely different, every effort counts toward making a difference. Set your own challenge and fundraise in a way that suits you! #100MilesYourWay

### I haven't set up an online fundraiser? How else can I pay the money?

- **By post** - Send your cheques, payable to:
- **By phone** - Just call us on ..... to pay your money in over the phone. It's quick and easy!
- **Gift Aid** - Return your completed sponsorship form so we can claim an extra 25% on your qualifying Gift Aid sponsorship money.

### How do I register for 100 Miles for Families?

You can register and set up your fundraising page here. You have the option to create either a Facebook fundraising page or a JustGiving page. <Stop The Stigma campaign - JustGiving>

### How should I complete my 100 miles?

You can cover the distance in any way you prefer—walk, jog, run, cycle, swim—it's entirely up to you!

### How do I track my miles?

Here are some methods to keep track of your progress:

- Use our 100 Miles for Families tracker sheet, which will be sent to you upon registration.
- Utilise a Fitbit or another smart watch.
- Download a free step-counting app on your smartphone.
- Join our Strava club to connect with fellow participants.

### Is there a minimum fundraising amount?

Every contribution is valuable. Every donation—regardless of size—makes a significant impact on the families and children we support.

### How can I share my fundraiser with friends and family?

To spread the word about your fundraiser:

- Visit your fundraising page and click on the share button.
- On Facebook, you can share it on your timeline and invite friends to support your cause.
- On JustGiving, you can share your page via WhatsApp, Facebook, Instagram, LinkedIn, or email.

Let's  
**#STOPTHESTIGMA**  
together. Thank you