

Crafting a Stand-Out Charity Place Application



TCS London Marathon 2027

Who We Are and What We Do

Our Vision: A World without ME

Since 1987, Action for ME has worked to improve life for people with ME—but real change doesn't happen by itself. It must be made. That's why action and impact drive everything we do. We provide practical support, information and care today, while campaigning, lobbying and funding research to create change for tomorrow.

On your application form, show us how you will create impact and maximise your fundraising potential.

The Impact of Your Fundraising

Our fundraisers fuel our work, we couldn't do it without them! So we need dedicated fundraisers and changemakers on our team.

This is the impact you could have:

- **£2000** could help us provide vital information, support and resources to 100 people with ME
- **£3000** could provide a Physiotherapy bursary for 40 people, helping them to better manage the impact of ME on their life
- **£4000** could fund a leadership role in a biomedical research project for someone with ME, ensuring all of our research is led by those affected

You'll be making a real difference to people's lives:

"Having a team like Action for ME around to support you not only makes you feel less alone in all of it, but for me was also a really empowering experience that left me feeling much more optimistic about the future" **Information & Support Service User**

How We Support You

Fundraising might feel a little daunting at first, but you're not alone – we're here to support you all the way. Our previous marathon teams have raised incredible amounts, and with the right support, you can too!

- You'll receive a welcome pack full of ideas, inspiration, and a fundraising guide to help you raise money safely and confidently
- You'll be sent regular newsletters with tips, updates, and motivation
- Our friendly fundraising team is always here to help via email or phone whenever you need it
- Once you raise £100, we'll send you a branded running vest
- On race day, a team from Action for ME will be there to cheer you on!

Application Tips - Make Yours Stand Out!

London Marathon places are highly competitive – on average we receive 4 times as many applications as we have places.

We have to allocate places fairly and maximise fundraising impact – so detailed applications help us make those decisions and give you the best chance of securing a place.

Before you apply:

- You must **enter the public ballot first and send us your ballot entry confirmation**. We will also request your ballot result in late June.
 - If you are successful, you can still fundraise for Action for ME and we will support you in exactly the same way as if you had a charity place. You will not need to reach the minimum fundraising requirement of £2k, but we would encourage you to raise as much as you can!
 - If you are unsuccessful, you will be considered for a charity place and we will let you know the result by the end of July.

How we assess applications:

- **Your connection to the cause** - when fundraisers explain why the cause matters to them, it inspires higher donations. A personal story can go a long way!
- **Your fundraising plan** - this shows us that you are serious, organised, and capable of reaching your fundraising target.
- **The variety of your fundraising ideas** - don't pin all your hopes on one type of fundraising! Show us you are resourceful, enthusiastic and motivated.

The key: DETAIL, DETAIL, DETAIL!!

Treat your application like a job application:

- **Don't assume** – spell everything out clearly
- **Be specific** about how you'll fundraise, who you'll reach, and your ideas
- The **more** detail you give, the **stronger** your application

Questions?

If you have any questions, please get in touch with our friendly fundraising team using the details below.

Phone: 0117 927 9551 **Email:** fundraising@actionforme.org.uk

Address: Unit 2.2 Streamline, 436-411 Paintworks, Bristol BS4 3AS

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