



AJ Bell Great North Run 2027

Action for ME - Terms and Conditions of a Charity Place

By accepting a place in the Action for ME 2027 Great North Run Team, you agree to the following:

Onboarding

- To pay the £40 non-refundable registration fee within 7 days of being offered a charity place in the event, otherwise you understand that your place offer will be rescinded.
- This registration fee does not count towards your fundraising target.
- Once you have paid your registration fee, we will add you to the AJ Bell Great North Run console which will send you a registration link.
- You agree to accept your place through the AJ Bell Great North Run console within 7 days of the registration link being sent to you. If you do not accept your place, then your place offer will be rescinded.
- To set up your fundraising page through the official AJ Bell Great North Run partner, Enthuse.
- To create your fundraising page within 7 days of the registration link being sent to you. You will be guided through this process as part of the onboarding process when you accept your place on the event using the registration link provided.

Minimum Fundraising & Milestones

- To the following fundraising targets and milestones:
 - To raise the minimum fundraising target of £350 by 6th October 2027, one month after the event date.
 - To have raised £175 by 1st April 2027, to show your commitment to your charity place.
 - You understand that if you do not raise this amount by the date, your place may be removed from the console, and as such you will not take part in the race. We will have a discussion with you regarding your fundraising plans and likelihood of achieving target before removing you from the console.
 - If you don't raise £350 by 6th October 2027, then we may ask you to consider topping up funds raised to meet the minimum total. This ensures we can cover all costs associated with your place and maximise the income that goes towards our work with people affected by ME.

Deferring or Cancelling Your Place

- That you will let us know if you can no longer participate in the event, or if your circumstances around running change, as soon as is possible.
- Should you wish to defer your place due to injury, you must contact Action for ME as soon as possible to let them know.





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- Deferrals are approved on a case-by-case basis. To defer your place, you will need to have met the fundraising targets and milestones above.
- Should you wish to defer your place to the following year for a non-injury reason, this will be decided on a case-by-case basis by Action for ME, and Action for ME will use their discretion in deciding whether your place can be deferred to the following year.
- If your deferral request is approved your registration fee and funds raised will be carried over to the next year.
- If you wish to cancel your place in the event, at any time, your registration fee will not be refunded.
- If you defer or cancel your place, the funds you have already raised will be non-refundable and will be treated as a donation to Action for ME

Fundraising

- To only use safe and legal means of fundraising, more information can be found through [the Fundraising Regulator](#).
- Not to bring the charity or any of its partners into disrepute, or to do anything that would damage the reputation charity or its partners.
- When you raise money to support our work, you are fundraising 'in aid of Action for ME' and any fundraising activity you undertake is 'in aid of Action for ME'. You must make this clear in all fundraising communications and promotions.
- You must seek express permission to use our logo or any aspect of our branding.
- You must seek express permission before producing any fundraising materials or approaching press or celebrities to support your fundraising.
- If you are selling goods or services in aid of Action for ME, you are responsible for all aspects of production, organisation and fulfilment. As a small fundraising team, Action for ME does not have the resources or capacity to sell goods or services on your behalf, but we can provide you with some tips and tricks to help you get set up and promote your fundraising.
- You are wholly responsible for promoting your fundraising activities. Unfortunately, Action for ME does not have the resources or capacity to promote fundraising activities in aid of Action for ME, but we will provide you with the tools you need to promote it yourself.
 - Occasionally, we may promote a fundraising initiative/event if there is the potential to increase our profile or to significantly increase awareness of ME and our work. This is at the discretion of the Director of Fundraising & Engagement.



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- Once your fundraising is complete, Action for ME may feature your fundraising success on our social media, on our website, or in our member magazine, InterAction. This is subject to available capacity and resources within our Fundraising & Communications team, as well as other competing priorities.
- You agree to pay all money raised to Action for ME as soon as possible after your event/initiative.

Communicating with Action for ME

- Ensure that fundraising@actionforme.org.uk, and Nicola.jones@actionforme.org.uk are on your safe email list so you do not miss any information from Action for ME.
- That you will respond to Action for ME as soon as you are able to.

Personal Data and Images

- You give permission for your personal information to be stored and used by Action for ME.
- You give permission for your personal information to be stored and used by Action for ME in connection with the organisation and administration of event. You can find further information on how Action for ME use and store your data on the Action for ME website within the [privacy policy](#).

Liability

- You are responsible for any risks associated with your chosen fundraising activity, including liability for any loss or injury which may occur to both you and anyone else participating in or attending your fundraising activity.
- You agree to take all reasonable precautions to ensure the safety of everyone participating in or attending your fundraising activity.
- You must apply with all applicable laws and regulations relating to fundraising and your chosen fundraising activity. More information can be found through [the Fundraising Regulator](#).
- You must obtain any licences, consents or permissions that are required for you to undertake your fundraising activity.
- You are responsible for considering whether your fundraising activity requires insurance, and for taking out any insurance policies required. Action for ME's insurance will not cover you or your fundraising activities.
- You are responsible for considering the safeguarding of children and vulnerable adults during your fundraising activities. You can find more information from [the Fundraising Regulator](#).



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Taking Part in the Event

- You agree to abide by the AJ Bell Great North Run general conditions of entry. You can find these [here](#).
- If you are successful in your application for a charity place, Action for ME will share your details with the event organisers to notify them that you are taking part in the event, and so that the event organisers can contact you to confirm your registration. It will be your responsibility to complete any further registration required by the event organisers.
- You confirm that you are medically fit to take part in the event, and you participate at your own risk. Action for ME will not be held responsible for any injury or illness resulting from your participation in the event.

