



London Marathon Fundraising Kit

This pack provides everything you need to know about who we are, what we do, and how to make the most of running for WithYou at London Marathon!

withyou

wearewithyou.org.uk

Who we are

WithYou is a leading charity dedicated to supporting people facing challenges with drugs, alcohol, and mental health.

Operating across England and Scotland, we offer expert support through more than 80 services, helping over 100,000 people each year on their journey toward recovery and wellbeing.



How we help

Adult drug and alcohol services: We provide information and advice, as well as treatment, recovery services, and community-based help.

Armed Forces support: We provide tailored support to veterans and those in the Armed Forces community experiencing challenges with drugs and alcohol.

Young person's services: We support young people to reduce risks around drugs and alcohol, while building confidence, resilience, and overall wellbeing to create a more positive future.

Digital services: We offer confidential online support via webchat for anyone in the UK, along with resources and information on drugs, alcohol, and mental health through our website and digital channels.

Mental health services: We integrate a trauma-informed approach across all of our services, as well as running NHS Talking Therapies in Surrey and Kent for adult anxiety disorders and depression.



How your fundraising helps

Your fundraising helps us create opportunities for people facing drug and alcohol challenges by funding welcoming, accessible spaces and holistic support including art groups, gardening and yoga. These activities build confidence, connect with others and support every stage of recovery.

Some donations may be held in reserve until the right opportunity to make a difference is identified, with any restrictions on their use respected. Thank you for helping us open up new possibilities for people on their recovery journey.

Fundraising for withyou:

A quick guide to social media

How to talk about WithYou

Use this on your fundraising profile or if people ask more about WithYou

WithYou is a charity offering **free, confidential support** for people facing drug, alcohol, and mental health challenges. With over 80 services across England and Scotland, they help more than 100,000 people each year – including adults, young people, families, loved ones and more – who are facing challenges with substance use, mental health, or are affected by those who are.

This includes many different kinds of support, from information and harm reduction advice to treatment, recovery and community support.

When you donate to WithYou, you're supporting a charity that:

- Offers **free, confidential support** to those facing challenges with drugs, alcohol and mental health
- Helps people start their **recovery journey**
- Provides **mental health support** in addition to drug and alcohol services
- **Supports young people, families** and anyone affected by drug, alcohol or mental health challenges



How to share on social media

Share your story

Tell your community why you're running. You can use these prompts to help you get started:

I'm fundraising/running for WithYou ...

- *...because recovery is possible with the right support, and I want to be part of making that happen.*
- *...because everyone should have a safe space to heal and grow.*
- *...because everyone should have a chance at recovery.*
- *...to make sure no one has to face drug or alcohol challenges alone.*
- *...to make sure no one has to navigate challenges alone.*
- *...to support those in recovery.*

Make it personal

If you're comfortable doing so, sharing your personal story and why you're running the London Marathon can make a powerful impact. Lived experience helps others to connect with the cause and understand why support services like WithYou are so important.

Add a call to action

Make it easy for people to support you and donate.

- *Help me support WithYou. Donate today! [Link]*
- *Join me in supporting a cause that really matters. [Link]*

Use hashtags and tag us!

#WithYou #WithYouEveryStepOfTheWay

Tag us on social media @WithYou so we can reshare your content!



Using our brand

Looking for graphics and assets?

Whether you're looking for our logo, social media graphics or a header for your fundraising page, we've got you covered. Check out our [fundraising resources page](#) with everything you need.



Creating your own content?

If you're comfortable doing so, we encourage you to create your own social media content. This could be a reel of you talking to the camera about why you're running, or sharing photos of you training for the marathon. It's up to you! **Remember to tag @WithYou so we can reshare and cheer you on.**

A quick note about AI and our brand

Please avoid using AI to generate fundraising materials using our logo, colours and font. While we completely understand the intention, we don't use AI to recreate our charity assets, as it often results in our branding not being represented accurately or consistently.

WithYou is a person-centred charity, so it's important that we reflect the real people we support. We also need to ensure we follow social media and platform guidelines around AI, and avoid anything that could result in restrictions, penalties, or make us appear untrustworthy. Thank you for your cooperation.