



Challenge
yourself in
July
2026



The Run 66 Miles Challenge for the Bobby Moore Fund

Your fundraising guide





Thank you

By joining the Run 66 Miles Challenge for the Bobby Moore Fund, you're tackling bowel cancer.

Do it your way! You can split the miles into just over 2 a day, or do your runs with six days on, one day off, or save them all up for long runs at the weekend/before England match days – however you do it, you're powering progress.

Bobby Moore was just 51 years old when he died. Shortly after his death in 1993, Bobby's widow Stephanie Moore OBE set up the Bobby Moore Fund as a restricted fund of Cancer Research UK to raise money for pioneering bowel cancer research.

Since Bobby's death (in 1993), the generosity of our supporters has enabled us to raise over £30 million and mortality rates for bowel cancer have fallen by more than 30%.

But bowel cancer is still the second most common cause of cancer death in the UK. We need to continue our mission to tackle it, so people can live longer, better lives free from the fear of bowel cancer.

Did you know?

9 in 10



Bowel cancer is the fourth most common cancer in the UK. When it's diagnosed at the earliest stage, more than 9 in 10 people will survive their disease for five years or more compared with 1 in 10 people at the latest stage.



Keeping a healthy weight can reduce the risk of

13 types of cancer

including bowel cancer.

There are around

42,900

new bowel cancer cases every year in the UK.

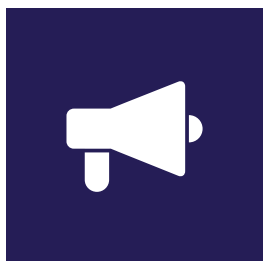
54%

of bowel cancers in the UK are preventable.



Ready, set, run!

Simple steps to get your challenge off the ground.



Spread the word

Let everyone know about your challenge and encourage others to join in too.



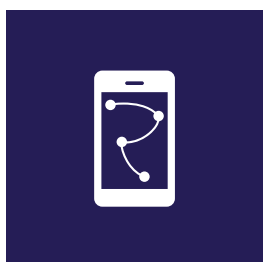
Plan your month

Think about how you'll cover the 66 miles across July. Whether that's running every day or doing longer runs over the weekend.



Get fundraising

Use the tips and tools in your pack to start collecting sponsorship. We're determined to tackle bowel cancer and our life-saving research is made possible thanks to amazing supporters like you.



Track your miles

Show your supporters your progress by connecting your online Giving Page to Strava. Visit our website to find out how. If you don't have Strava, you can still post your mile count on your online Giving Page to encourage donations.

Fundraising ideas

Make every mile count with our handy fundraising tips and ideas to bring in life-saving donations.



Kickstarters

Set a target

Keep yourself motivated with a fundraising goal. If you set a target on your online Giving Page, you can more than double your sponsorship.

Make the first move

Show potential supporters that you're committed and make a contribution to your own online Giving Page to kick off donations.

Tell your story

Our most successful fundraisers often have really personal online Giving Pages. Kit yours out with the story of why you've decided to take part, regular updates, photos and of course a thank you to your lovely donors!

Team up

Encourage your friends and family to sign up to the challenge too and make fundraising a real team effort.

Promote yourself online

Share your online Giving Page and official challenge badge across your social media for instant results.

Join our Facebook group

Meet other runners, share top tips and motivate each other through the month by joining our [Run 66 Miles Challenge Facebook group](#).

At your workplace

Ask your employer

Running across the month will make you feel more energised at work. What's your company prepared to donate to their happier and healthier employee? See if they'll make a donation or match the funds you raise.

Virtual collections

Send an email to your work colleagues to let them know you're running 66 miles in July to raise money to tackle bowel cancer. Remember to include a link to your online Giving Page!



Promote your fundraising on Facebook

1

Post a photo in your free Cancer Research UK vintage style football shirt



2

Post your online Giving Page link in the comments.
More people will see it this way!



3

Tag three friends who might like to take part with you

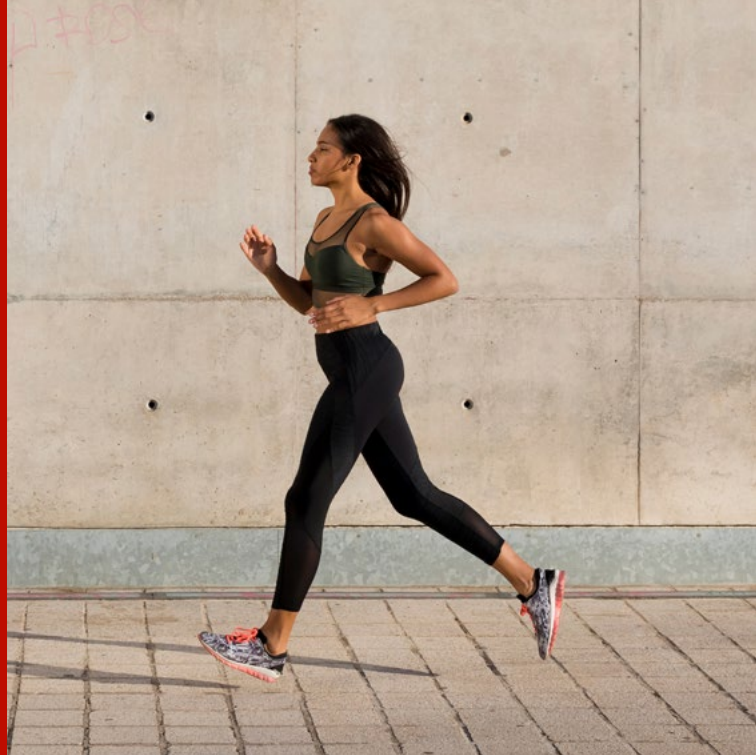
Join our Facebook community

Meet other runners, share top tips and motivate each other through the month by joining our [Run 66 Miles Challenge Facebook group](#).



Fundraising boosters

Use these fundraising ideas as inspiration to help you smash your target.



Film a video

Video yourself out on your runs to let friends and family know you're supporting the Bobby Moore Fund for Cancer Research UK and share across your social media.



Organise a running tour

Show your friends and family a local running route that you've discovered and encourage sponsorship for your challenge.



Dinner party

Runners need fuel, so why not host a dinner party fundraiser? It's simple – you cook for your friends in exchange for a donation. Plus, you'll be fuelled for a big day of running the next day.



Wrap-up event

'I'll donate when you've done it' – the words no runner wants to hear! Hold doubters to their word with a wrap-up event at the end of your month and lap up those last-minute donations.

Run 66 Miles Challenge

Training guide



Adapt the challenge to suit you

People of all fitness levels are taking on this challenge. The important thing is that you're doing something that challenges you. This will vary from person to person, so tailor the challenge however you like. It should be tough, but doable. However you choose to break down the 66 miles, you'll be helping us to power progress.

Ease your way in

Gradually build up your miles throughout the month. Why not find out what pace, distance and time of day works for you before the challenge begins?

Make a plan

Use your challenge calendar to plan where and when you'll be completing your 66 miles, whether that's one big run a day or lots of shorter runs.

Team up

Running in a group will inspire you to push harder and go further than you might otherwise do on your own. Whether you cover the miles together or individually, encourage others to join in the challenge too!

Fuel those miles

You'll likely be burning more calories than usual. Make sure you've got enough fuel to clock up those miles by eating a healthy and nutritious diet. For more information, visit [cruk.org/diet](https://www.cruk.org/diet)

Gear up

Make sure you have a comfortable pair of trainers. Wearing the wrong type of shoe is the most common cause of injury.

Track every mile

Show off your progress to your supporters by tracking every mile with a tracking app. We recommend Strava as you can link your runs to your online Giving Page.

Keep hydrated

Make sure you drink enough water before and after your runs.



Run 66 Miles Challenge Calendar



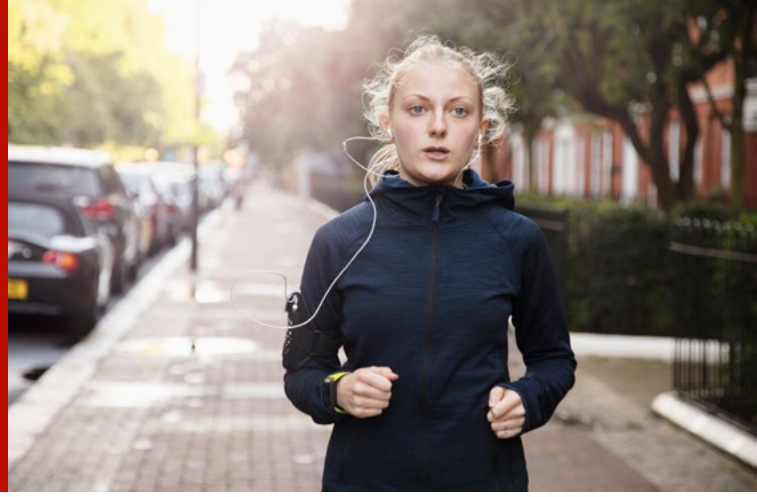
Keep track
of your miles
in July

		Lace up! Time to start running.					
		1	2	3	4	5	
	Popping to the shops? Why not run there?						
6	7	8	9	10	11	12	
13	14	15	16	17	18	19	Try a new running route.
20	21	22	23	24	25	26	Keep going! Only one week to go!
27	28	29	30	31			You've done it! Put your feet up, hero.

Visit cruk.org/run66miles



Run 66 Miles Challenge Totaliser



Name

.....
is running 66 Miles this July to help tackle bowel cancer. Help them smash their target by donating to their online Giving Page:

Your online Giving Page URL

Week 1

..... miles £

Week 2

..... miles £

Week 3

..... miles £

Week 4

..... miles £

Target £

Total £

Visit cruk.org/run66miles



Run 66 Miles Challenge

Sweepstake



Step 1: Get ready

Source a prize for your sweepstake and fill out the details at the top and bottom of the poster.

Step 2: Get set

Ask your friends, family and colleagues if they'd like to guess your number of miles that week for a suggested donation. Then get them to fill out their guess and name in a box.

Step 3: Go!

Announce the winner on the date you've mentioned on your poster.

Step 4: Don't forget

Return your donations in the form of a cheque (payable to Cancer Research UK) or postal order to: Bobby Moore Fund Run 66 Miles Challenge, CRUK 2RP, PO Box 81666, London, E15 9LJ.

Remember to include your name and address so we can add it to your fundraising total. If you'd prefer to collect your donations digitally, please share your online Giving Page with sweepstake participants.

Run 66 miles this July to help fund life-saving research



Run 66 Miles Challenge Sweepstake



How many hours will
take to complete this challenge?

Please donate* £ to take a guess and support Cancer Research UK.
The person with the closest guess to the total number of hours will win

.....

Hours Name

Hours Name

Hours Name

Visit cruk.org/run66miles

*No donation is necessary.

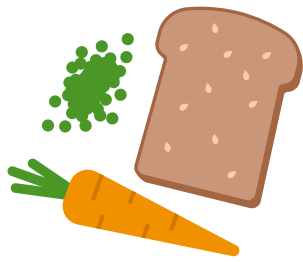
- To enter, write your name and predicted number of hours in a box.
- Closing date Winner will be revealed by
(Please write the closing date and when you will announce the winner here.)
- The person whose guess is closest to the runner's number of hours will win the prize listed above.
If the correct number of hours is exactly between two guesses, the prize will be given to the lower guess of the two.
- All money raised will be donated to Cancer Research UK.
- The promoter to collect and send money to: Bobby Moore Fund Run 66 Miles Challenge, CRUK 2RP, PO Box 81666, London, E15 9LJ.
- The promoter is
.....
(Please write the name and address of the person organising this sweepstake here.)
- Cancer Research UK is not the promoter and does not accept any responsibility for your sweepstake.
- Sweepstake for use in the UK only, to be run by and for the participation of people aged 18 or over only.

The Bobby Moore Fund for Cancer Research UK is a restricted fund within Cancer Research UK. Cancer Research UK is a registered charity in England and Wales (1089464), Scotland (SC041666), the Isle of Man (1103) and Jersey (247) and is registered with the Fundraising Regulator. Registered address: 2 Redman Place, London, E20 1JQ . © Cancer Research UK 2026.

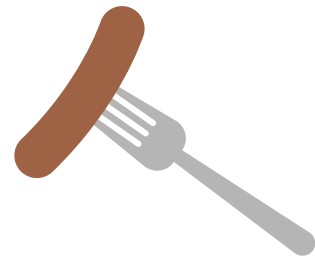


Six key ways to reduce the risk of **bowel cancer**

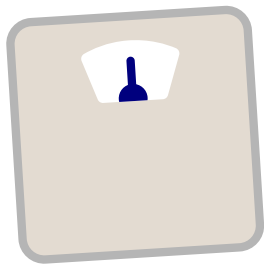
More than half of all UK bowel cancer cases could be prevented



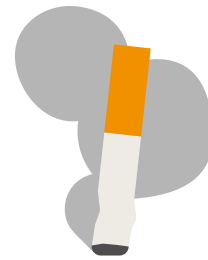
Eat a high-fibre diet



Cut down on processed and red meat



Keep a healthy weight



Be smoke free



Drink less alcohol



Be more active

Run
66 Miles
Challenge



Finisher 2026

This July

Your name

.....

ran a total of miles
and raised

Amount raised

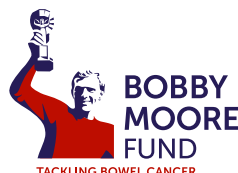
.....

to support life-saving
bowel cancer research

Thank you for your support!

Every pound raised for every mile ran
will help us tackle bowel cancer

Visit cruk.org/run66miles



Run 66 Miles Challenge Sponsorship form



Please make sure you fill out each section accurately and in full.

If any of your sponsors would like to add Gift Aid to their donation, please encourage them to donate online where they'll be given the option to include Gift Aid during the process.

Your details are safe with us. Check out our Privacy Policy at cruk.org/privacy for more details.

Your details

Title: _____ First name: _____ Last name: _____

Address: _____

Postcode: _____ Telephone: _____

Please use blue or black pen and write in CAPITAL letters.

We kindly ask that you only return the sponsor form to us if you are paying by cheque.

Title	First name	Last name	Postcode	Home address – not your work address	Amount	Date collected
MISS	ANNE	EXAMPLE	ABI 2CD	12 EXAMPLE TERRACE, LONDON	£20.00	DD/MM/YYYY
					£	/ /
					£	/ /
					£	/ /
					£	/ /
					£	/ /
					£	/ /
					£	/ /
					£	/ /
					£	/ /

I've raised a total of £

Next steps

- Collect your donations from your sponsors and send this sponsorship form, along with a cheque made payable to Cancer Research UK, to CRUK 2RP, PO Box 81666, London, E15 9LJ (please don't send cash).
- Please don't photocopy this form. If you need additional forms please print separately.

Visit cruk.org/run66miles

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Run 66 Miles Challenge Pledge card



I'm getting involved in
this challenge because...

Add your story of why you're
taking part and share across
socials alongside your
online Giving Page.

