



Bowelbabe Fund

for Cancer Research UK



October 2026 Walk 45 Miles Challenge

Your fundraising guide

Introduction

By joining the Walk 45 Miles Challenge, you're supporting the Bowelbabe Fund for Cancer Research UK. We fund cutting-edge cancer research that's helping give more people affected by cancer more time with the people they love.

Known as Bowelbabe, Dame Deborah James was an inspiration to us all. Her story and incredible work to raise awareness of cancer has touched so many lives.

This October, as we mark what would have been Deborah's 45th birthday, your 45-mile challenge is a powerful tribute to her. By raising money for the Bowelbabe Fund, you're supporting causes and projects that Deborah really cared about, such as clinical trials and research.

Thank you for continuing Deborah's amazing legacy.

Deborah's story

Dame Deborah James was diagnosed with bowel cancer in 2016 at the age of 35. She was a tireless campaigner and fundraiser, sharing her cancer experience with unflinching honesty to raise awareness of bowel cancer signs and symptoms and smash taboos around talking about poo.



In May 2022, Deborah announced that the time had come to stop treatment and receive palliative care at home with her family. However, defiant to the last, she was determined to still give one last, big F*** YOU to cancer. That's why, together with her family, she set up the Bowelbabe Fund for Cancer Research UK. On June 28 2022, Deborah's family announced that she had died peacefully, surrounded by her loved ones.

Thanks to the continued generosity of the public and partners, the Fund has now raised over £21m. This incredible amount is helping give more people more time with the people they love, by funding research into early detection and personalised medicine and raising awareness of the signs and symptoms of bowel cancer. Together with partners such as Bowel Cancer UK, and the Royal Marsden Cancer Charity, the Fund is driving breakthroughs that change lives.

Her commitment to campaigning, fundraising and raising awareness of cancer has touched so many lives and will continue to for years to come.

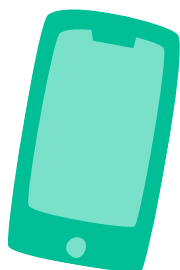
Ready, set, walk!

Simple steps to get your challenge off the ground and give one big F*** YOU to cancer!



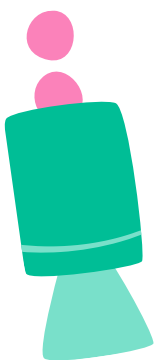
1. Spread the word

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



2. Plan your month

Think about how you'll cover 45 miles across October, whether that's walking one or two miles every day or doing longer walks at the weekend.



3. Get fundraising

Use the tips and tools in this pack to start collecting sponsorship.



4. Track your miles

Show your supporters your progress by connecting your online Giving Page to **Strava**. If you don't have Strava, you can still post your mile count on your online Giving Page so your supporters know you're walking to help beat bowel cancer.

Fundraising ideas

To make sure your incredible effort raises as much as it deserves, we've put together these handy fundraising tips.

Kickstarters

Set a target

Keep yourself motivated with a fundraising goal. If you set a target on your online Giving Page, you can raise 46% more sponsorship.

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 a thank you to your lovely donors!

Make the first move

Show potential supporters you're committed by making a contribution to your own online Giving Page to kick off donations.

Team up

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

Share online

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

Join our Facebook Group

Meet other walkers, share top tips and motivate each other throughout the month by joining our [Walk 45 Miles Challenge Facebook Group](#).

At work

Ask your employer

Walking 45 miles 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.

Tell your colleagues

Send an email to your work colleagues to let them know you're walking 45 miles in October to raise money for cutting-edge research. Remember to include a link to your online Giving Page!



Fundraising boosters

Use these ideas to give your fundraising a lift and smash your target.



1. Film a video

Video yourself out on a walk to let friends and family know you're supporting the Bowelbabe Fund for Cancer Research UK and share it across your social media.



2. Organise a walking tour

Show your friends and family a great new walking route you've found and ask for donations in return for guided tours!.



3. Host a pasta party

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



4. Hold a wrap-up event

'I'll donate when you've done it' – the words no walker 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.



Training guide

Adapt the challenge to suit you

People of all fitness levels are taking part in 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 45 miles, you'll be sticking two fingers up to cancer.

Ease your way in

Remember to stretch before and after every walk and gradually build up your miles throughout the month. Why not find out what route, distance and even 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 45 miles, whether that's one or two miles a day or longer walks at the weekend.

Team up

Walking in a group will inspire you to push harder and go further than you might 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

Get the gear

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

Track every mile

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

Keep hydrated

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



Walk 45 Miles Challenge Calendar



Bowelbabe Fund
for Cancer Research UK



Keep track
of your miles
in October.

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

Visit cruk.org/walk-45-miles-oct



Walk 45 Miles Challenge Totaliser



Bowelbabe Fund
for Cancer Research UK

Name

**is walking 45 miles
this October to
continue Dame
Deborah James'
incredible legacy.**

Donate to their
online Giving Page
to help them smash
their target.

Your online Giving Page URL

Visit
cruk.org/walk-45-miles-oct

Target

£ _____

Total

£ _____

Week 4

£ _____

Week 3

£ _____

Week 2

£ _____

Week 1

£ _____

Please support the Bowelbabe Fund for Cancer Research UK, raising money to fund clinical trials, research and cancer information and awareness, as well as other initiatives to combat cancer and support those affected by cancer. The Bowelbabe 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.



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Walk 45 Miles Challenge Sweepstake

Step 1: Ready

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

Step 2: Set

Ask your friends, family and colleagues if they'd like to guess your total 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: Return your donations

Return your donations in the form of a cheque (payable to the Bowelbabe Fund for Cancer Research UK), or postal order to: Walk 45 Miles Challenge, Cancer Research UK, 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. **Please include the code on the back of the cheque (N26U5T).**



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Walk 45 Miles Challenge Sweepstake

How many miles will _____ walk this week?
Please donate* £_____ to have a guess and support
the Bowelbabe Fund for Cancer Research UK.
The person with the closest guess to the total weekly
mile count will win _____



..... Guessed by	 Guessed by	 Guessed by
..... Guessed by	 Guessed by	 Guessed by
..... Guessed by	 Guessed by	 Guessed by
..... Guessed by	 Guessed by	 Guessed by
..... Guessed by	 Guessed by	 Guessed by

Visit cruk.org/walk-45-miles-oct

*No donation is necessary.

1. To enter, pick a box and fill out your name and predicted number of miles in the box.
2. Closing date _____ Winner will be revealed by _____
(Please write the closing date and when you'll announce the winner here.)
3. The person whose guess is closest to the walker's distance will win the prize listed above.
If the winning distance is exactly between two guesses, the prize will be given to the guess with the shorter distance of the two.
4. All money raised will be donated to the Bowelbabe Fund for Cancer Research UK.
5. The promoter to collect and send money to Walk 45 Miles Challenge, Cancer Research UK, CRUK
2RP PO Box 81666 LONDON E15 9LJ. Please include the code on the back of the cheque (N26U5T).
6. The promoter is _____
(Please write the name and address of the person organising this sweepstake here.)
7. Cancer Research UK is not the promoter and does not accept any responsibility for your sweepstake.
8. For use in the UK only.

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Walk 45 Miles Challenge

Finisher 2026



This October

Your name

walked a total of

Total mile count

miles

raising £ _____
to give more people more time
with the people they love.



Thank you for your support!

The funds you've raised will help drive cutting-edge research into early detection and personalised medicine, raise awareness of signs and symptoms, and tackle the stigmas around bowel cancer with unflinching honesty.

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Walk 45 Miles Challenge

Sponsorship form



Bowelbabe Fund

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Please make sure to 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.

Please use a 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.

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:

Title	First name	Last name	Postcode	Home address	Amount	Date collected
MISS	ANNE	EXAMPLE	AB1 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 Walk 45 Miles Challenge, Cancer Research UK, CRUK 2RP PO Box 81666 LONDON E15 9LJ. Please include the code on the back of the cheque (N26U5T). (please don't send cash).
- Please don't photocopy this form. If you need additional forms please print separately.

Visit cruk.org/walk-45-miles-oct

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