



Bowelbabe Fund

for Cancer Research UK



May 2026 Jog 31 Miles Challenge

Your fundraising guide

Introduction

By joining the Jog 31 Miles Challenge you're supporting the Bowelbabe Fund for Cancer Research UK. We fund cutting-edge cancer research and helping to give more people 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.

By jogging 31 miles this May and 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 and smash taboos around talking about poo and the symptoms of bowel cancer.



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 continued generosity of the public and partners, the Fund has now raised over £19m. This incredible amount of money raised 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 cancer, including working in partnership with organisations such as Bowel Cancer UK, the Institute for Cancer Research and the Royal Marsden Cancer Charity.

Her commitment to campaigning, fundraising and raising awareness of cancer has touched so many lives and will continue to have far-reaching impact in the years to come for people affected by cancer. Deborah was a proud runner for research and now it's your turn!

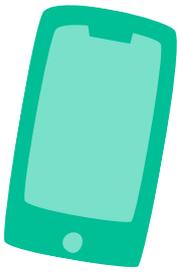
Ready, set, jog!

Simple steps to get your challenge off the ground and help 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 31 miles across May, whether that's that's jogging one mile everyday or doing longer jogs at the weekend.



3. Get fundraising

Use the tips and tools in this pack to start collecting sponsorship. The money you raise will give more people affected by cancer more time with the people they love.



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 friends know you're running every step for a brighter future.

Fundraising ideas

We want to make sure your incredible effort raises as much as it deserves. That's why we've put together these handy fundraising tips to kickstart your challenge.

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 of course a thank you to your lovely donors!

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.

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 joggers, share top tips and motivate each other throughout the month by joining our [Jog 31 Miles Challenge Facebook group](#).

At the office

Ask your employer

Jogging 31 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.

Virtual collections

Send an email to your work colleagues to let them know you're jogging 31 miles in May to help support cutting-edge research. Remember to include a link to your online Giving Page!



Fundraising boosters

Use these ideas to smash your target.



1. Film a video

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



2. Organise a running tour

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



3. Pasta party

Joggers 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 a big day of running the next day.



4. Wrap-up event

"I'll donate when you've done it!" – the words no jogger 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 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 31 miles, you'll be helping to stick two fingers up to cancer.

Ease your way in

Remember to stretch before and after every jog and gradually build up your miles throughout the month. Why not find out what pace, 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 31 miles, whether that's one mile a day or longer jogs at the weekend.

Team up

Jogging 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

Get the gear

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 jogs.



Jog 31 Miles Challenge Calendar



Bowelbabe Fund
for Cancer Research UK



Keep track of your
miles in May.

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

Visit cruk.org/bbfjog31



Jog 31 Miles Challenge Totaliser



Bowelbabe Fund
for Cancer Research UK

Name

**is jogging 31
miles this May to
continue Dame
Deborah James'
incredible legacy.**

Help them smash
their target and
donate to their
online Giving Page.

Your online Giving Page URL

Visit
cruk.org/bbfjog31

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.



Jog 31 Miles Challenge

Finisher 2026



This May

Your name

jogged 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 raise will support cutting-edge research into early detection and personalised medicine, raise awareness of signs and symptoms and tackle the stigmas around cancer with unflinching honesty.

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Jog 31 Miles Challenge Sponsorship form

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 Cancer Research UK, to Cancer Research UK, PO Box 1561, Oxford, OX4 9GZ (please don't send cash).
- Please don't photocopy this form. If you need additional forms please print separately.

Visit cruk.org/bbfjog31

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