Asda Foundation Sheffield 10K  
Sunday 22 September 2019

GUIDANCE DOCUMENT

TO BE READ BY PARTICIPANTS BEFORE COMPLETING YOUR ENTRY FORM

Event details

- On Sunday 22 September 2019, thousands of runners will descend on the city’s streets to take part in the Asda Foundation Sheffield 10K.
- The University are issuing free charity places for runners in the event to raise funds to support Sheffield Scholarships. We have raised over £40,000 so far from Community Fundraising events including the Sheffield Half Marathon and The Big Walk.
- This much-talked about event starts in Arundel Gate in the heart of the city and takes runners along Charter Row and along Ecclesall Road, before skirting the edges of pretty Endcliffe Park. It continues along Riverdale Road, along Endcliffe Vale Road, past Endcliffe Village, then travels down Brocco Bank and back to the city centre.
- The event is being organised by Run For All Ltd.
- Development, Alumni Relations & Events (DARE) will be responsible for signing up the runners to the host organisation.
- The University and DARE take no responsibility for the organisation of the Sheffield 10K event
- Full details about the event including the route map can be found at https://www.runforall.com/events/10k/sheffield-10k/route/
Entry

- To register for one of the Sheffield 10K spaces, participants **MUST** fill out the online **Entry Form found on the website here**
- We aim to confirm that you have registered one of our charity spaces within 3 working days.
- Your name and e-mail address will be sent to Run For All Ltd who will contact you with further information regarding the event.

The event day

- The University of Sheffield will be organising a cheering squad of volunteers to help propel runners to the finish line. Further details will be available nearer the day of the run. We would encourage runners to ask their friends and family to join the cheering squad on the day.

Minimum Sponsorship / Fundraising

The charity places have been purchased by the University to help raise funds to support scholarships at the University of Sheffield. Participants are expected to raise a minimum sponsorship of £150. We hope that runners will be able to raise significantly more than this minimum.

- Ideally, all participants must have raised and paid in all of their sponsorship money by **Friday 25 October 2019**.
- Ideally participants will set up a Just Giving page to collect donations. Support will be given to participants in order to help them set up a fundraising page. A fundraising pack will be sent via email to all participants.
- All runners will receive a **Sheffield Scholarships** branded T-shirt prior to the run.
- The University of Sheffield is an exempt charity (X1089) and Gift Aid can be collected on all eligible donations. The University is registered with the Fundraising Regulator.
Why are we fundraising for Sheffield Scholarships?

- Our goal is to give as many students as possible the opportunity to study at the University of Sheffield by fundraising for scholarships.
- Scholarships are vital to reduce barriers for bright students from disadvantaged backgrounds, giving them the opportunity to have a university education.
- The experience of going to university is much more than the higher education itself. University is about new insights, friendships, growing in independence and confidence, and leading the way to better-paid jobs and successful careers.
- Unfortunately, the cost of university is increasing, which is reducing the number of students able to attend university from lower income and disadvantaged backgrounds. The rising costs are not just tuition fees, but all costs encompassing living such as rent and bills, textbooks, equipment, course field trips, sports, activities and travel costs.
- Students who are from lower-income backgrounds often have to turn to loans to cover the cost of living, which can leave these students with debts of over £50,000 or more. Fear of these debts can put off both prospective undergraduates and bright graduates from pursuing further study through a Masters degree.

Find out more about Sheffield Scholarships here: [http://donate.group.shef.ac.uk/](http://donate.group.shef.ac.uk/)

Further information and Support

If you have any questions or would like to get in touch about any aspect of the run, please contact the Community Fundraising Team at communityfundraising@sheffield.ac.uk