



THE
FISHERMEN'S
MISSION

Runner's Guide





About us

The Fishermen's Mission has been supporting the UK's fishing communities since 1881. We are the only national charity dedicated solely to the welfare of active and retired fishermen and their families.

Fishing is one of the most dangerous and unpredictable jobs in the UK. When things go wrong, whether it's injury, illness, bereavement, or financial hardship, we're there to help.

By running for the Fishermen's Mission, you're helping us:

- ☀ Provide emergency grants to families in crisis.
- ☀ Support fishermen recovering from accidents at sea.
- ☀ Offer physical and mental health support.
- ☀ Bereavement support.
- ☀ Food parcels and essentials to those in need.

Your fundraising makes a real difference.



"I WOULDN'T HAVE BEEN HERE WITHOUT THE HELP THE FISHERMEN'S MISSION GAVE ME."

Robert, a fisherman from South East Scotland

"WE ARE DEEPLY HUMBLLED BY THE LOVE AND SUPPORT THE FISHERMEN'S MISSION SHOWED US, ESPECIALLY AT CHRISTMAS WHEN THEY MADE IT AN EXTRA-SPECIAL TIME FOR OUR CHILDREN."

Partner of a fisherman



Among the many maritime charities, the Fishermen's Mission stands out as the only national charity that is solely dedicated to supporting members of our fishing community, past and present. Your willingness to push through the pain barrier, run the extra mile and raise extremely valuable funds for the Fishermen's Mission is very much appreciated.

As Patron of The Royal National Mission to Deep Sea Fishermen (the Fishermen's Mission) I wish you every success in your training and on the day of the event.

Her Royal Highness The Princess Royal, the Patron of the Fishermen's Mission.

"SHIPWRECKED AND INJURED FISHERMEN RELY ON THE UNIQUE CARE THE FISHERMEN'S MISSION GIVES. SO OFTEN WE FOCUS ON THE DRAMA OF THE RESCUE AT SEA BUT DON'T THINK TOO MUCH ABOUT WHAT HAPPENS NEXT."

William Macleod, Fishermen's Mission.



Fundraising Expectations

Each running event has its own fundraising target which charity runners are required to meet. Your welcome email and this pack will confirm the amount for your chosen run.

Minimum Fundraising Target

1. London Marathon: £2,000

2. Loch Ness Marathon: £500

As Enthuse is the race's official fundraising partner and platform, you'll automatically have a personal fundraising page created for you upon registration. To make the most of it, simply log in to Enthuse to personalise your page, add your story and photo, and start sharing it with friends and family.

As a charity, we cover the cost of premium marathon places, so your fundraising efforts are vital to ensure we can keep supporting those who need us most.

We ask that you aim to reach your £2,000 or £500 target at least two weeks before race-day. Starting early gives you time to build momentum and confidence - and it means less stress as the big day approaches.

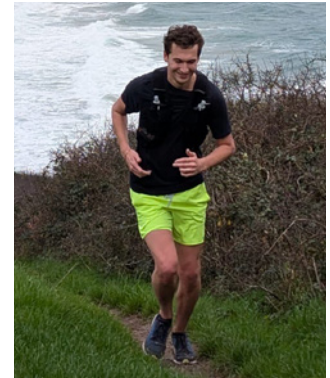
- Remember, you're not alone! We're here with tips, resources, and encouragement every step of the way. Together, we can make your fundraising journey as rewarding as your run.
- If you find yourself struggling with any aspect of the fundraising, reach out to us for ideas and support.
- If you need to withdraw, let us know as soon as possible.



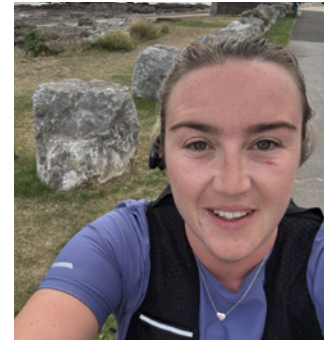
“Running for the Fishermen’s Mission isn’t just about crossing the finish line, it’s about helping those who risk their lives at sea every

day. Each mile you run and every pound you raise makes a real difference. Thank you for supporting such an important cause.”

Rick Stein CBE,
Vice Patron of the Fishermen's Mission



Lucian, London Marathon training



Lauren, London Marathon training



Ed Whittle, Loch Ness Marathon



Jim, London Marathon

WE ASK THAT YOU AIM TO REACH YOUR £2,000 TARGET FOR THE LONDON MARATHON AND £500 FOR LOCH NESS MARATHON AT LEAST TWO WEEKS BEFORE RACE-DAY.

Fundraising Tips and Digital Support

We want to help you hit your target and enjoy the journey! Here are some simple ways to boost your fundraising and make the most of your online presence.

Make Your Page Shine

Whether you are using Enthuse or another platform like JustGiving, make sure to:

- 🌀 Add a personal story – why you are running and why you care.
- 🌀 Upload a photo (training, sea-themed, or just smiling works wonders!).
- 🌀 Share regular updates – people love to follow your progress.



Social Media Tips

- 🌀 Post training updates and countdowns to race-day.
- 🌀 Use hashtags like **#FishMishRun** and **#RunForFishermen**.
- 🌀 Tag **@FishMish** so we can cheer you on and share your posts.
- 🌀 Don't forget to thank your donors publicly – it encourages others to give!

Contact
us for
advice and
support

WhatsApp Group and Community Spirit

Running for a cause is always better with a team behind you, and that is exactly what our WhatsApp groups are for!

Once you have signed up, you will be invited to join a private group for your event. It is a friendly space where you can:

- 🔔 Share training updates and race-day tips.
- 🔔 Get encouragement from fellow runners.
- 🔔 Receive reminders and updates from our team.
- 🔔 Ask questions and swap fundraising ideas.

We will keep things positive and supportive. You are welcome to join at any time – just let us know and we will send you the link.

“I LOVED BEING PART OF THE WHATSAPP GROUP – IT KEPT ME MOTIVATED AND MADE THE WHOLE EXPERIENCE FEEL LIKE A TEAM EFFORT!” – Joe

We will use the group to ask if you have any training photos or videos we might be able to use on our social media channels. You do not have to share this type of content with us, but it really helps us boost donations and awareness.

We also use Strava clubs to help keep runners connected, share encouragement, and celebrate achievements - building team spirit and motivation every step of the way.



You will receive

Not only will we be cheering you on, but every runner also receives a **personalised Fishermen's Mission running vest** with your name or nickname printed on the front, plus a few extras to say thank you for your support. These include a **branded water bottle** and **branded beanie hat** for winter training.

Your kit will be posted out well in advance of your event, once we've received your sizing details and confirmed your place.

“HAVING MY PERSONALISED RUNNING VEST IS SUPER EXCITING - PEOPLE SHOUTING YOUR NAME FOR THE ENCOURAGEMENT GIVES YOU THE BOOST YOU NEED.” – Lauren

Getting the right fit

We'll contact you to confirm your vest size. If you're unsure, just ask us – we can help you choose the best fit based on your usual running gear.



You will be part of a special group

You are joining a brilliant community of runners who have gone the distance for UK fishing families.

Here are just a few words about previous running events to give you a taste of what's ahead:

“CROSSING THE FINISH LINE IN MY FISH MISH VEST WAS UNFORGETTABLE. I FELT PART OF SOMETHING BIGGER.”



“I’VE WANTED TO TICK THIS ONE OFF MY LIST FOR A LONG TIME, AND DOING IT FOR SUCH A GREAT CAUSE MADE THE WHOLE THING EVEN BETTER.”



CONTACT & SUPPORT



THE FISHERMEN'S MISSION

If you have any questions, need help with fundraising, or just want to share your progress, we're here for you.

Your Main Contact

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General Enquiries

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Social media

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