

# Petals

The Baby Loss Counselling Charity



RUNNING FOR  
TEAM PETALS



# Why Team Petals?



Our service provides a lifeline to grieving families who have nowhere else to turn in the darkest of times. It's thanks to people like you that we can offer them the full support they need when they need it most.

Petals currently works with 11 partner hospitals across the South-East and London. Each hospital has a fixed budget and specifies which types of loss we can and cannot support, as well as how many sessions we can offer. These partnerships are crucial to funding much of our work but, it is your fundraising efforts that enable us to fully support each parent no matter the circumstances of their loss.



Every year Petals secures places in some of the best running events in the UK including the ASICS London 10k, Royal Parks, Cambridge and Oxford Half Marathons and for those who like a tougher challenge we have the Ring O Fire Ultra race.

Call us on 07513 701786/07513 701783 or email [fundraising@petalscharity.org](mailto:fundraising@petalscharity.org) to speak to the team.

Petals  
provided over  
4,900  
individual  
counselling  
sessions in  
2022



# THE EVENTS

Cambridge Half Marathon - 5th March 2023

London Landmarks Half Marathon - 3rd April 2023

ASICS London 10k - 9th July 2023

Ring O Fire Coastal Ultra Marathon - 1st September 2023

Royal Parks Half Marathon - 8th October 2023

Oxford Half Marathon - 15th October 2023



*"Such a wonderful event, to support this incredible charity. Without Petals I honestly don't know where I'd be. Petals is an actual lifeline for bereaved parents and we thank you from the bottom of our hearts for the kind compassionate support you have provided."*

Aine, Petals Client & Supporter





# TRAINING & SUPPORT



*"No parent ever forgets their loss, it's there with you every day, but the invaluable support from Petals provides the tools you need to survive."*

Whether you are looking to achieve a PB or you are just looking to make it round and have a fun day out having a training plan will help. We have included links below to some really useful articles from Runners World that have information for everyone.

[How to run the perfect 10k](#)

[Beginners Guide to running a half marathon](#)

[How to run a marathon for every type of runner](#)

The Petals team is always here to support you through your challenge and here's some of what you can expect:

- Join Team Petals Club on Strava
- Invitation to be part of Team Petals Challengers closed Facebook Group
- Team Petals branded technical top
- Regular email hints and tips to help you reach your distance.
- Cheer squads on race day
- Dedicated support from Petals fundraising team to help you smash your target.

Need more advice, then simply call us on **07513 701786/07513 701783** or email:

**[fundraising@petalscharity.org](mailto:fundraising@petalscharity.org)** to speak to the team.



# FIVE TOP TIPS TO GET YOU TO THE FINISH LINE



For those who have raced before and those new to running we have put together 5 top tips to help you make the most of your challenge.

## Prevent Injuries

You got this far the last thing you want to do is have to drop out of your challenge due to injury. Make sure you are fully warmed up before each run and stretch! Cool down, just as important as warming up make sure you stretch out all those muscles at the end of every training session. Don't overdo it – follow your training plan. Small gains are the way forward and if you have a pain that won't go away, see your GP.

## Eating Well

To make sure you have enough energy to complete each session you will need to make sure you are eating enough of the right type of food. You need to follow a balanced diet that meets your needs. On race day make sure you have plenty of snacks which are tried and tested before race day!

## The Right Kit

To help make your challenge as comfortable as possible it's a good idea to have the right kit. There's lots of advice online and in specialist running shops to help you choose the right footwear and clothing for you. Again, make sure everything you wear on race day you have worn before.

## Keep Hydrated

It's important that you stay hydrated before and after training days. It's also good to plan how much water you will need on race day along with any isotonic drinks you may need.

## Rest Days

These are just as important as training days. Giving your body time to repair and recover. At least one day of rest a week is recommended.



# SUPPORTING PETALS

Every year hundreds of parents experience the devastating loss of a pregnancy or baby and we're working hard to make sure we can support as many of these parents as possible.

Whether you are raising £200 or £2,000 for Petals, every pound raised takes us closer to achieving our goals. When you support Petals, you are supporting bereaved parents, ensuring they get the right, specialist support when they need it most.

Raising £80 will enable  
Petals to fund one  
counselling session

£1,200 will fund one  
new Petals approved  
counsellor

## Liam & Daria's Story

On 24 November 2018 Liam and Daria's daughter Paloma was stillborn at 41 weeks + 2 days old. The couple both received counselling from Petals. Liam says:

My wife Daria and I, we had a perfect pregnancy. Everything was fine and we were set for a home birth. We had the pool set up in our front room as we approached the due date. We went over the due date by a few days but were told everything was ok. We were excited. We were on the couch the night before talking with our other daughters and I can remember feeling Paloma kicking, and going to bed that night and feeling that tomorrow was going to be the day.

We got up in the morning and were excited. I remember Daria ran a bath and could feel contractions and then we rang the midwife. The midwife came over and went into the bedroom with Daria. Lillie our daughter was baking in the kitchen. I just remember stopping because it was silent. The midwife had the machine to listen to the baby's heartbeat, and when you've been to enough scans you get to know the whooshing sound you should be hearing. I remember the midwife looking at Daria and I and saying 'I don't want to alarm you but I think you need to go to hospital because I can't hear a heartbeat.'

In that moment I just shuddered. I remember thinking 'well ok that's wrong but sure we will go'. All three of us grabbed our stuff, shooting out of the door to the car and driving as fast as we could to the hospital. The midwife had phoned ahead. There was lots of panic, Daria was crying.

We got to the hospital and were ushered into a room. A doctor came in with the scanner, and I remember them turning to us and saying; 'I'm really sorry'.

It's in those three words where you shatter.



*Daria, Liam & Paloma*

This must be wrong. I couldn't understand, no one tells you that you could lose a baby – it's not mentioned in your NCT class. We were just crying, and they had to bring another doctor in to verify and the hope builds. They just couldn't hear a heartbeat. In that moment Paloma had gone.

The contractions were still coming. We stayed at the hospital. Daria gave birth to Paloma at 9.32pm that evening. You don't know what's going to come but the midwife made it so much like she was still living, and like this is still your baby. I am so thankful for how the midwives helped us in that moment. They got us to hold her, stroke her hair, hold her hand.

You don't expect to lose a baby, it hit us. I think I'm a strong person, but I don't know how anyone gives birth to a child after knowing they've lost them. How my wife managed to do that I don't know. It takes so much courage and strength, then to be handed a baby who has passed away – it's really so sad.

We found out about Petals through a referral from our midwife. They told us there and then. In a world where there isn't much information about losing a child you reach out for hope.

Counselling has been an enormous help for us. The support we received was as a couple and I think that's really important. I know the stats are quite high for couples who break up after losing a child.

You do grieve differently as a mother / father, and what having counselling together enabled us to do was to talk through the differences. The couples counselling allowed us to understand the differences between what each other was feeling and why we felt that. It puts an enormous strain on you when you lose a child. Being able to talk through it with someone who understands and has experience of dealing with other couples helps you so much to move through the grief. I 100% believe Petals kept our relationship going. Daria excitedly fell pregnant again and we also had an extended period of counselling to help us through that anxious time.

Our future is very different from how I thought it would be the first time we had counselling. We suffered such loss and were in such a dark place.

We've gone on to have another child – Betty – she lightens our life. You need to have that light in your life when you have such sadness as well. We're incorporating Paloma into Betty's life. You worry that you will replace one with another and our counselling made sure we knew that wouldn't happen. But our future is exciting. It's nice to be in a loving marriage with our children.

The reality is there were times when I didn't think this is where I would be two years later. I say it to everyone I meet, this wonderful charity kept our relationship going. Betty wouldn't be here without our Petals counselling that helped my wife Daria, and I, unlock how different our grief was.

Now when I think of Petals I see it as safety. In a time of my life that was really difficult, they wrapped around me and kept me safe.



# BOOST YOUR TOTAL

## Gift Aid

Make every pound count with gift aid, for every £1 donated with Gift Aid, Petals will receive an extra 25p from the government at not extra cost to you or your donor!

## Match Funding

Many companies offer employees the chance to increase their fundraising total by matching the amount raised. Some companies will match the full amount whilst other may offer a maximum amount. Why not ask your HR department if your company will match your total?



*“I will always believe that counselling saved my life. I nearly gave up, but the support and genuine care that I felt from the counsellor made me believe I could get through it – words will never be enough to explain this.”*



## QUICK & EASY FUNDRAISING IDEAS

It's always good to have a few tools to help give your fundraising a boost to help you reach your target. Our favourites are:

**Petals Sweepstake Poster** – ask everyone to guess how long it will take you to do your challenge in return for a donation of course.

**Hold A Quiz Night** - either virtually or in person, quiz nights are a great way to get people together whilst helping your favourite cause.

**The Great Petals Bake Sale** – it's been a long tradition in Petals fundraising circles to hold bake sales to raise money. Who doesn't enjoy a natter and a slice of cake?



# GET IN TOUCH

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If you would like to sign up for a running event or would like any further information, please contact us using the details below. We can't wait to welcome you to Team Petals!

email: [fundraising@petalscharity.org](mailto:fundraising@petalscharity.org)

call: 07513 701786 or 07513 701783

social: [@petalscharity](#)



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