

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 17 partner hospitals across the country. Each partnership 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 Royal Parks, London Landmarks, Cambridge and Oxford Half Marathons and, for those who like a tougher challenge, we have the Ring O Fire Ultra race and many different Ultra Challenge events to choose from.

Call us on 07513 701786 or email events@petalscharity.org to speak to the team.

Petals
provided over
6,500
individual
counselling
sessions
in 2024

TRAINING & SUPPORT



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. Here's some of what you can expect:



- Join Team Petals Club on Strava
- Team Petals branded technical top
- Regular email hints and tips to help you reach your distance
- Cheer Squads on race day
- Dedicated support from our Petals fundraising team to help you smash your target

"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."

Need more advice? Simply call us on **07513 701786** or email: **events@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! Cooling down is 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 you start!

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 has been 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.

JustGiving™

Create your Just Giving page today and kick-start your fundraising for Petals.

Click on the link below and select 'Raise Money'. You will be asked to create an account, if you do not have one, and answer several questions to get your page set up.

[Petals - JustGiving](#)

You can personalise your page with your photos and tell your supporters why you are fundraising for Petals, as well as post regular updates on how your training is going.



Set a target



Update
page story



Upload a
profile picture



Link
Fitness

Keep your supporters updated on your training by connecting your Just Giving page to Strava and your Fitbit and share the link to your page on social media, in your workplace and with your friends and family.

Petals can create bespoke posters for you linked to your fundraising page. Contact our team for more information - events@petalscharity.org

Raising £80 will enable
Petals to fund one
counselling session

£1,200 will fund one
new Petals approved
counsellor

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.

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 no 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

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: events@petalscharity.org

call: 07513 701786

social: [@petalscharity](https://www.instagram.com/petalscharity)



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