

# Can you support WLM spread the word about the upcoming 5K May challenge in aid of our services for people affected by homelessness?

Thursday 15 April, 2021

## WLM partners with Run For Heroes for new charity challenge in May!

*This May you can run, roll, walk, cycle or even swim... it's completely up to you. It's all about getting out and feeling good while you're doing it!*

If the pandemic has taught us anything, it's that the smallest things can make the biggest impact and there's no better example of that than Run for Heroes. That's the charity that started the infamous 5km running challenge - Run 5, Donate 5, Nominate 5 - during the first lockdown.

What started as a plan to raise £5,000 for NHS charities at the beginning of the Covid-19 pandemic went completely viral on social media, becoming a major fitness motivation and fundraising tool for more than a million people. Since its humble beginnings in 2020, Run For Heroes has raised more than £7 million for NHS Charities and founder Olivia Strong has been awarded an MBE. After the success of the original fundraiser, the nation is once again being encouraged to get active in the name of charity as lockdown restrictions continue to ease.

Run for Heroes partners with WLM and is launching its latest challenge by turning the month of May into a celebration of physical activity with the 5kMay campaign.

As the name suggests, it's all about getting fit and hitting that 5km target.

It's not just about running though - you could walk, roll, skip or even swim your 5 kilometers if you wish!

All that matters is getting your body moving and raising vital funds for WLM, supporting us to empower people affected by homelessness, poverty and trauma to make positive changes in their lives.

You can take part on your own or as a group, donate your £5 or more to WLM, then nominate 5 friends or family members to complete their own 5km challenge in aid of WLM. If you wish to donate more than £5 you might want to consider getting sponsored, so feel free to set up your own fundraising page and invite your family, friends and colleagues to get involved and support you!

With famous faces like Mo Farah, Ellie Goulding and even Prime Minister Boris Johnson backing previous Run For Heroes challenges, you may even spot a celebrity while out on your 5kMay journey.

Don't forget to give us a shout out by tagging WLM on Facebook, Twitter or Instagram if you choose to take the 5K challenge in aid of our cause, we would love to share your activity with our followers and thank you publicly!

Your support will help WLM's services to continue empowering positive change to the lives of people affected by rough sleeping, alcohol addiction, unemployment, isolation, trauma and financial struggle so thank you!

To get more information on the challenge or to sign up please visit WLM's website  
<https://www.wlm.org.uk/>

## Media:



## Related Sectors:

Charities & non-profits ::

## Related Keywords:

5k May :: West London Mission ::  
WLM :: Challenge :: Fundraising  
:: Fundraise :: Support ::  
Homelessness :: Homeless ::

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### **Additional Assets:**

<https://www.wlm.org.uk/News/wlm-partners-with-run-for-heroes-for-new-charity-challenge>

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