

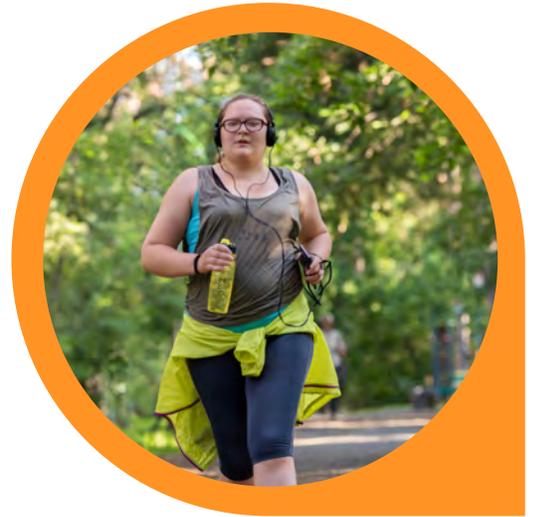


# Welcome Package

eating  
disorders  
Nova Scotia

# Welcome to Eating Disorders Nova Scotia's Running for Recovery Team

Thank you so much for joining the team!



We love joyful movement.

Dance, skip, walk or run your way through the 5K. Challenge yourself, and take on the 10 or 15K, the half, or full marathon.

Celebrate what your body can do, and raise funds to support eating disorder recovery!

Your Welcome Package contains:

- Info on Eating Disorders
- About Eating Disorders Nova Scotia
- Is the Bluenose for you?
- 8 week Training Plan
- Fundraising Ideas



# eating disorders

## Nova Scotia

### About Eating Disorders Nova Scotia

Eating Disorders Nova Scotia is a community based, charitable organization.

We believe in inspiring hope, increasing understanding, and offering meaningful support at all stages of recovery.

Our services include:

- Individual Peer Mentoring;
- Online chat;
- Virtual Peer Support group;
- Groups and Workshops;
- Nutrition counselling; and
- Families and Friends Peer Support.

All of our services are available without a referral or a diagnosis.

**We could not do this without the support of our community.**

### About Eating Disorders

Eating Disorders are the 3rd most common mental illness, impacting 7.8% (or 1 in 12) of the population.

Eating Disorders are the product of a complex interaction between genetic, biological, metabolic, psychological, and environmental factors, and affect people of all ages, genders, ethnicities, body shapes and weights, and socio-economic statuses.

The experience of living with an eating disorders often involves relentless preoccupation with food and eating, intense shame, self-loathing, isolation, sadness, hunger, disgust, and self-contempt.

These illnesses can be debilitating, impacting all areas of one's life, and have the highest mortality rate of any mental illness. Far too many people - between 66% and 90% - are not accessing the care they need to recover. But we know that with the proper supports, a full recovery is possible.

We want to change that.

We know that recovery is possible.

We believe that no-one should have to face an eating disorder alone.

We know that with the right support, care, and hope, recovery is possible for everyone.

We understand, because we've been there.

## Before you start...

Taking on a challenge like a half or full marathon, or a 5K be an empowering experience.

If you've ever had a harmful relationship with exercise, we strongly encourage you to talk with your support system, including your doctor, before joining, and invite you to complete the quiz: [Is my relationship with exercise harmful?](#)

If you currently have a harmful relationship with exercise we strongly discourage you from taking part in any activity that could put your health in jeopardy.

### Other ways you can help:

- Donate to the Eating Disorders Nova Scotia team
- Become a Monthly Donor for as little as \$5 a month
- Purchase your own Self-care Starter Kit for \$20
- Celebrate your Birthday, Anniversary, or other celebration by holding a Facebook Fundraiser
- Organize a fundraiser at your workplace (Like a bake sale, or casual day)
- Organize your own fundraiser like a book sale, plant sale, or community yard sale



## How does it work?

- Once you have registered for your race, you can sign up for the Scotiabank Charity Challenge here if you haven't already: **Donate to Eating Disorders Nova Scotia - Blue Nose Marathon — Race Roster — Registration, Marketing, Fundraising**
- Choose Eating Disorders Nova Scotia as your fundraising team
- Donate to yourself to kickstart your fundraising efforts
- Share your custom donation page on social media
- Encourage friends and family to join you in running or walking
- Fundraise by collecting donations or hosting events
- Train for your race
- Giv'er!

Once you are registered you will receive an email from Race Roster with a link to your profile. We encourage you to customize the "My Story" section and share why you are running and why you chose Eating Disorders Nova Scotia.



## Four Quick and Easy Steps to Raise \$500

This may be the first time you've participated in a charity challenge. If so, fundraising can be scary—but it doesn't have to be. We're about to show you just how easy it is to raise \$1,000. Follow these six easy steps to raise \$500.

1. Donate to yourself. Set an example because it all begins with you!	\$50
2. Ask 4 close family members to donate \$50 each	\$200
3. Ask 7 friends, and extended family members to donate \$25 each	\$175
4. Ask your boss for a company contribution of \$75	\$75
<b>TOTAL</b>	<b>\$500</b>

You are on a roll! Now that you've raised \$500, you know just how easy it is. Or maybe you already set a higher goal than \$500 (thank you!). Many of our team members increase their goal once they've hit their first fundraising goal. You can simply adjust your minimum donation amount for each donor, or increase the number of people you're going to ask. Or, both!

Here are five more ideas to raise an additional \$500

1. Ask 5 co-workers to donate \$20 each	\$100
2. Ask 6 neighbors to donate \$15 each	\$90
3. Ask 3 of your fav local businesses for \$20 each	\$60
4. Ask 5 members of your church, class, or club you belong to donate \$10 each	\$50
5. Ask your hairdresser, accountant, trainer, etc. to donate \$25 each	\$100
6. Hold a car wash, bake sale, garage sale, raffle, or tip night to raise another...	\$100
<b>NEW FUNDRAISING TOTAL</b>	<b>\$1,000</b>





## Don't forget about social media!

Tell your social media friends that you're running in the Scotiabank Blue Nose and raising funds for Eating Disorders Nova Scotia. Let them know why you chose us as your charity of choice. Consider text, images or videos to share your story.

Make sure to keep your followers updated! Post a pic of you training, how far you went in your training or practicing some self-care. Make sure to ASK and include the link to your fundraising page.

It's especially important to post on social media frequently as your challenge gets closer. People respond to a deadline. Don't forget to tag us!

## Sample Social Media Posts

Well, it's official. I'm running in the [Scotiabank Blue Nose Marathon](#) in support of [Eating Disorders NS](#).

Click the link to read more about my story and help me reach my goal of \$250. I've donated \$15, so just \$235 more to go!



RACEROSTER.COM

### Help Sarah raise money for participating in Scotiabank Blue Nose Marathon on...

This will be my first time running in the Scotiabank Blue Nose 5km. I've chosen to run in support of Eating Disorders NS and am asking...

It's here, it's [Scotiabank Blue Nose Marathon](#) weekend! I need your help, I'm so close to reaching my fundraising goal for [Eating Disorders NS](#). Every dollar goes directly to program supports for folks living with eating disorders.

Join me in donating here:

<https://raceroster.com/.../scotia.../pledge/participant/2508>



## 8 Weeks to the Bluenose!

We want you to have an awesome time at the Bluenose, so here's how to train for your 5K and hit your fundraising goal ahead of schedule. Taking part in our Running for Recovery team is all about having fun, celebrating your body, and practicing self-care.

Please consult with your doctor or other qualified health care professional before using any training outline in this document.

- 1** Start your running training. Begin with a walking warm-up of five minutes to prepare your body for the run ahead.  
  
Try running 1km in intervals. Run or jog for 15 seconds, then walk for 45 seconds. Intervals help you build aerobic stamina. Do this 3 – 4 times this week. Finish with a walking cool down to bring your body back to rest. Remember to stretch. If you find that you are gasping for air, slow down. It's a sign you're pushing too hard.  
  
Start strong! You are an amazing human being, and you are doing this!  
  
Send an email to your list announcing that you're running and invite them to join you... or at least donate.  
  
Post on social media with your fundraising page link. Self-donate!

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- 2** Add .5 kilometer weekly to build stamina. Get plenty of rest. Fuel up.  
  
Post a funny picture of yourself training on social media. Include a link to your fundraising page.

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- 3** Add .5 kilometer to each training run Get plenty of rest. Fuel up.  
  
Check with your employer to see if they will match donations or make a donation to your run.

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- 4** Add .5 kilometer to each training run Get plenty of rest. Fuel up.  
  
Update your family and friends on your training and share another story or image.

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- 5** Add .5 kilometer to each training run Get plenty of rest. Fuel up.  
  
Remember – you've got to nourish to flourish! Listen to your hunger and be sure to fuel up.

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- 6** Add .5 kilometer to each training run Get plenty of rest. Fuel up.  
  
Post on Facebook, Twitter, or Instagram (or all three!).

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- 7** Add one more .5 kilometer. Create your race plan so you are visualizing how to navigate the course.  
  
Day Before: Get plenty of rest. Fuel up. Layout all your clothing and running snacks before you go to bed.  
  
Post on social media this week with your fundraising link giving people one more chance to support you. Send a final email to your list with a deadline (deadlines are so helpful to people who have been meaning to donate to you).

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- 8** Race Day! Eat for energy before your run. Get to your start corral early.  
  
Post on social media... thanking your donors and reminding everyone they have 24 hours left to donate. Email all your donors a thank-you, update, and share a photo if you have one. Post on social media from the finish line. Congrats you did it!

## Fundraising Ideas

We want you to have FUN as part of the Charity Challenge! Here are 10 fun ideas our runners have shared to raise money. We know you'll think of more!

**Video Game Tournament** – Host a weekend tournament with entry fees that are donated to your fundraising. Get food, drink, and prizes donated (although most gamers we know will be happy with food, drink and bragging rights).

**Board Game Night** – Love Balderdash? Monopoly? Apples to Apples? Bring out the board games, charge at the door, break into teams and let the fun begin!

**Host a Theme Party!** – Relive the 60s, 70s, 80s or 90s!! Hold a theme party for a bunch of your friends and their friends. Donation: \$30 per person. Spend no more than \$10 per person on the food and you'll have \$20 per person or more to take away that night.

**Tip Night** – Are you in the hospitality industry? If so, dedicate all your tips to your run and let your patrons know

**Garage Sale** – Clean out the house and sell off your gems and junk for a great cause. Let your buyers know that all proceeds benefit your Charity Challenge charity.

If you want more ideas or need a letter for businesses to let them know you're involved in the Scotiabank Charity Challenge let us know - we'd love to help!

