

Welcome to the campaign

12 OCTOBER 2026

Remember Alice and support change

On 12 October 2026, we mark ten years since Alice Ruggles was murdered by her stalker. We are asking you to do something connected to the number 10 and raise money for the Alice Ruggles Trust.

Choose your 10

Run 10 miles, walk 10,000 steps a day for as long as you choose, bake 10 cakes to sell, or sell 10 items you no longer need and donate the proceeds. Choose an activity that works for you.

Raise £100 and receive a medal

Anyone who raises £100 will receive a medal. Every amount raised is welcome and appreciated.

Start here

Choose your activity and dates. Set a fundraising target. Tell friends, family or colleagues why you are taking part. Use the posters, sponsorship form and templates in this pack to get started.

Why your fundraising matters

Our mission

The Alice Ruggles Trust's mission is to prevent what happened to Alice happening to others. Your fundraising helps us continue the work needed to make that possible.

Education and professional training

Every year, we educate thousands of young people through our primary prevention education programmes, helping them recognise stalking and unhealthy relationship behaviours. We also train hundreds of professionals to recognise stalking and respond more effectively.

Working together for change

Our annual National Stalking Conference brings academics and researchers together with frontline professionals and victim support services to share knowledge and improve practice. Through the National Stalking Consortium, we work with others, lobby for change and support projects and processes that are making positive steps towards better stalking responses.

Why we need your support

All of this work needs sustained funding. Every donation helps us continue educating, training and working for change, so that more people understand stalking and take it seriously. By taking part, you help us honour Alice's memory through prevention.

Find your 10

Move in your own way

Run 10 miles in one go or split the distance into manageable sessions. Walk 10,000 steps a day for as long as you choose. Cycle 10 miles, swim 10 lengths, or set a personal movement challenge suited to your ability.

Bake and make

Bake 10 cakes for a bake sale. Make 10 crafts to sell. Offer 10 small handmade gifts in exchange for donations. Keep costs low so more of what you raise reaches the Trust.

Clear out for a cause

Sell 10 items you no longer need and donate the proceeds. Ask friends to contribute items, or organise a small community sale with permission from the venue.

Bring people together

Invite 10 friends to a coffee morning. Host a quiz with 10 rounds. Organise a workplace challenge with 10 colleagues, or ask your employer whether they can match the amount raised.

Make it accessible

Your challenge can be creative, social, seated or active. You choose the pace, duration and activity. A shared team challenge can help everyone take part.

A simple route to £100

Ten supporters giving £10 each would raise £100. People can give whatever they can afford; there is no minimum donation.

Plan and promote your fundraiser

1 Choose your activity

Decide what your 10 will be, when you will take part and whether you will fundraise alone or with a group. The anniversary is 12 October 2026; you can choose activity dates that work for you.

2 Set a target

Aim for £100 if you would like to receive a medal. Plan any costs in advance and be clear with supporters about what you will donate to the Trust.

3 Set up your fundraising

Visit the Trust's donation page for its fundraising platform links. If creating a personal fundraising page, select Alice Ruggles Trust as the beneficiary and include the campaign name in your page title.

4 Share your story

Explain your activity, dates and reason for taking part. Include your personal fundraising link or the Trust's donation link. Use the poster and sample messages in this pack.

5 Keep people updated

Share progress and thank supporters. Ask permission before posting anyone's photo or personal story. There is no need to share sensitive details about yourself or others.

6 Finish and celebrate

Collect any outstanding sponsorship and pass on the funds. Tell the Trust what you did and how much you raised. If you have raised £100, contact the Trust about your medal.

Donations and practical guidance

Give online

Use alicerugglestrust.org/donate for the Trust's current donation options. Donations through a personal fundraising page can help you keep track of your total. Avoid counting the same donation twice.

Cash and sponsorship

Use the sponsorship form to record pledges and payments. Keep cash secure and keep a record of money collected and any agreed costs. Contact the Trust for the current instructions for paying in offline funds; do not use unverified bank details.

Gift Aid

If donating through an online platform, follow its Gift Aid prompts if eligible. For offline donations, use the Trust's approved Gift Aid process. This pack's sponsorship form records sponsorship only and is not a Gift Aid declaration.

Organise safely

Choose an activity that suits your ability and plan a safe route or venue. For group activities, consider access needs, supervision and an emergency contact. Ask the venue or Trust about any permissions and insurance needed for your event.

Food and personal information

For a bake sale, follow current food safety and allergen guidance. Keep ingredient information available. Store completed sponsorship forms securely and do not post donor names or details online.

Your medal

Anyone who raises £100 will receive a medal. Contact info@alicerugglestrust.org with your name, activity, amount raised and fundraising page link or payment reference so the Trust can advise on the next steps.

Messages you can adapt

Fundraising page introduction

I'm taking part in "10 for 10 years without Alice" for the Alice Ruggles Trust. On 12 October 2026, we mark ten years since Alice Ruggles was murdered by her stalker. My challenge is [activity], taking place [dates]. I'm aiming to raise [target] to support the Trust's stalking awareness and education work. Please donate if you can: [fundraising link]. Thank you.

Short social media post

My 10 is [activity]. I'm raising money for the Alice Ruggles Trust's "10 for 10 years without Alice" campaign, marking the anniversary on 12 October 2026. Please support my challenge: [fundraising link]. Every donation is appreciated. #10ForAlice #AliceRugglesTrust

Workplace or community email

Subject: Please support my 10 for Alice

Hello everyone,

I'm organising [activity] on [date] to support the Alice Ruggles Trust's "10 for 10 years without Alice" campaign. You can join us at [venue or details], or support my fundraiser at [link]. Funds raised will support the Trust's work to raise awareness of stalking and educate young people.

Thank you for your support.

[Name]

Local business request

Hello [name],

I'm organising [activity] for the Alice Ruggles Trust's "10 for 10 years without Alice" campaign. Would you consider supporting us with [specific request, such as a donation, matched funding or a venue]? The event takes place [date]. Please contact me at [contact details] if you can help. Thank you.

[Name]

Thank your supporters

Thank you for supporting my 10 for Alice. Together, we raised [amount] for the Alice Ruggles Trust. Your generosity will help support the Trust's stalking awareness and education work. I'm grateful to everyone who donated, took part or shared my fundraiser.

Sponsorship form

Fundraiser name

My activity

Activity dates

Fundraising page or reference

I am fundraising for the Alice Ruggles Trust's 10 for 10 years without Alice campaign. Thank you for your support.

Sponsor name	Pledged £	Paid £	Date paid

Total pledged £ _____ **Total collected £** _____

This is not a Gift Aid declaration. For Gift Aid, please use the Trust's approved form or the online donation process.

Keep this form secure. Do not share completed forms publicly. Contact info@alicerugglestrust.org for instructions on paying in sponsorship.

10

for 10 years without Alice

12 OCTOBER 2026

Mark ten years since Alice Ruggles was murdered by her stalker. Choose your 10 and fundraise in her memory.

RUN 10 MILES

WALK 10,000 STEPS A DAY

BAKE 10 CAKES TO SELL

SELL 10 ITEMS AND DONATE THE PROCEEDS

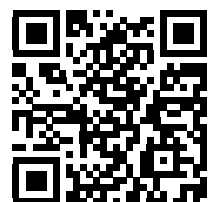
Raise £100 and receive a medal

Every amount raised is appreciated.

Donate or get started

alicerugglestrust.org/donate

info@alicerugglestrust.org



10

for 10 years without Alice

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Our activity

Date and time

Venue or how to join

Fundraiser contact

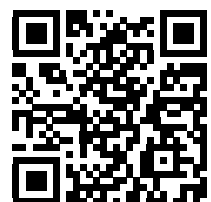
Every amount raised is appreciated.

Donate or get started

alicerugglestrust.org/donate

info@alicerugglestrust.org

Registered charity 1186309



Thank you for fundraising

10 for 10 years without Alice

12 October 2026

This certificate is presented to

For taking part in

And raising £ _____

Thank you for remembering Alice and supporting the Alice Ruggles Trust's work to raise awareness of stalking and educate young people.

Date _____ Signed _____