

# THANK YOU. THANK YOU. THANK YOU.

(everything you need to get going!)

## IN THIS PACK...

You'll find everything you'll need for an **amazing L2B experience...**

A (delicious) guide on **nutrition** (page 2)

Tips for **training** (page 3)



### GET SET: TRAINING TIPS FOR LONDON TO BRIGHTON

While there are challenges along the route, this event is about the cycling experience, rather than competition. Choose a training program that feels achievable and improve your fitness level. Here are our top five training tips:

1. **Gradually increase your cycling distance**, aiming to include several longer rides close to 50 miles in the month leading up to the event day.
2. **Incorporate hill training** to prepare for climbs.
3. **Include interval training sessions** to improve speed and endurance.
4. **Schedule regular long rides** on weekends to simulate event duration and demands.
5. **Pay attention to nutrition and hydration** during rides, practicing consumption on the go.
6. **Incorporate rest days** into your schedule to prevent overtraining injuries.

### NIWIE RIDER (OR NOT SURE YOU'LL BE READY?)

Niwie shares her journey from being a casual cyclist to completing the ride in 2022. Learn about the reasons for her success, the challenges she was faced with, and get a behind-the-scenes look at her training and nutrition.

7. **Practice bike handling skills** such as **cornering and riding in groups** at a busy park.
8. **Use Strava for motivation and progress analysis**.
9. **Familiarize yourself with the route** and challenge yourself with **hills and climbs** to get you ahead of the day.
10. **Embrace the racing process** and celebrate your progress along the way. Remember to tag us into any social posts so we can celebrate with you!

### LOOKING TO REALLY PUSH YOURSELF?

Use Strava for motivation and progress analysis. Strava shows you stats on how you compare to other people who've taken on the same activity in the same place. If you're competitive, this can really push your progress. Strava also links to fundraising for easy sharing with friends and family.

### USE STRAVA FOR MOTIVATION AND PROGRESS ANALYSIS

Strava shows you stats on how you compare to other people who've taken on the same activity in the same place. If you're competitive, this can really push your progress. Strava also links to fundraising for easy sharing with friends and family.

**NUTRITION + TRAINING**  
Let's get off to an amazing start.

**FIRST THINGS FIRST - NUTRITION**  
Before we move on to the 12-week training plan, let's start up on some energy-boosting recipes. Ideal for training, these dishes are rich in slow-release energy for stamina, with protein for muscle growth and repair!

**Pre-ride/breakfast meals**  
A good breakfast with slow releasing carbohydrate and low fat protein 12 hours before your ride will help you start your ride with a full tank of energy.

**During the ride**  
There are refreshment points along the route, but if you're carrying a backpack, you should try making one of the options below.

**After the ride**  
Energy gels provide a quick energy boost and fit easily into a cycling vest pocket.

Some thoughts on riding **in memory of your loved one** (page 7)

Whether you've signed up to ride L2B in **memory of your loved one**, to have **fun with friends**, or simply for the **challenge**, you're going to help people say...

*"The ability to just sit and talk with others is **life changing**"*

*"Without this support I do not know how **I would have got through this**"*

*"Thanks for helping me **learn to live again**"*

**Tick lists** - pre-ride, for the ride and post-ride (page 8)

### ON THE DAY + IMPORTANT INFO

Ride lists and travel

#### READY TO GO TICK LISTS

- PRE-RIDE**
- ✓ Set up your fundraising page.
  - ✓ Set your travel to the start line on the morning and back to the Clarendon Centre from the Clarendon Centre.
  - ✓ Start your fundraising page 10 days (though plan to set up 48).

#### RIDE DAY

- ✓ Remember your starting gear.
- ✓ Your ride number.
- ✓ Remember the starting, which.
- ✓ Catch the Clarendon Centre bus.
- ✓ Light your bike at 10.
- ✓ Remember your phone and your keys.

#### BIKE-FREE ZONE? WE'VE GOT YOU.

No bikes will be permitted on London to Brighton from 15.00. But don't fret! Here are two options:

#### POST-RIDE

- ✓ Meet your friends at Clarendon Centre.
- ✓ Collect your gear.
- ✓ Update your fundraising page with the ride over the map.
- ✓ Share some selfies with us on social media with a link to your fundraising page.

#### GET SET, FUNDRAISE!

Ideas and insights to propel your fundraising forward.

#### POWER-UP YOUR FUNDRAISING POTENTIAL WITH JUSTO.VO!

Create your personalized online fundraising page on **Justo.Vo** for a chance to win a prize!

- Set yourself a goal - pages with a target raise an average of 40% more!
- Share your personal story, and inspire others to support your cause.
- Get personal - add photos and share training updates (pages with photos typically raise 24% more!).
- Share your page across your social media and via email with friends and family.

#### WITH YOUR FRIENDS or Strava Training

With your friends or Strava Training group, you can motivate each other and share your progress on the route with your friends and family to add a great motivation!

#### NOT ONLINE?

No problem! We've included a special form in this pack, complete with a payment system. It contains all the details you need to get your fundraising started, and we'll handle the admin costs.

### RIDING IN MEMORY OF YOUR LOVED ONE

Celebrate them. Take care of yourself.

Riding may be fun, overwhelming feelings and positive action can be a wonderful healing experience. We hope that by getting into the saddle, it sets a link to work through feelings associated with loss and offers a way to reconnect with ourselves and the things we enjoy.

**TELL YOUR STORY**  
If you feel comfortable, share your story and how you've coped with the loss of your loved one. It's a chance to share your experiences and allow you to help others who are struggling. Together we can help you find a future where you can live the life you want to live. We're here to help you.

**GET SET, FUNDRAISE!**  
Ideas and insights to propel your fundraising forward.

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With your friends or Strava Training group, you can motivate each other and share your progress on the route with your friends and family to add a great motivation!

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No problem! We've included a special form in this pack, complete with a payment system. It contains all the details you need to get your fundraising started, and we'll handle the admin costs.

**IN 2023, WE SUPPORTED 1600 PEOPLE**

**96%** felt understood & heard

**96%** felt more connected to others in grief

**92%** felt less alone in grief

Ideas to help you meet your **fundraising target** (page 6)

**CLICK TO BOOK YOUR L2B SPOT**

# NUTRITION + TRAINING

Let's get off to an amazing start.

## FIRST THINGS FIRST – NUTRITION

Before we move on to the 12-week training plan, let's load up on some energy-boosting recipes. Ideal for training, these dishes are rich in **slow-release energy** for stamina, with **protein** for muscle growth and repair! 🍴🏋️

### Pre ride/breakfast meals

A good breakfast with **slow releasing carbohydrate** and **low-fat protein** (2 hours before your ride) will help you start your ride with a **full tank** of energy.

[Bircher muesli](#)

[Eggs florentine on muffins](#)

[Egg and tomato wrap](#)

[Banana yoghurt smoothie](#)

[Apricot muesli with toasted seeds](#)

If you don't feel like eating too much before the ride, fruit can also be a good breakfast option.



### Main meals

[Sweet potato, spinach and chickpea curry](#)

[Turkey stir-fry](#)

[Oven baked salmon and rice](#)

[Spaghetti and meatballs](#)

[Mediterranean vegetable lasagne](#)

[Cottage pie/vegetable shepherd's pie](#)

### The night before

Avoid overeating the night before, aim for 4 grams of carbs per pound of body weight (e.g. 660 grams for 165 pounds = 2,640 calories). Opt for low-fat, low-fibre, and moderate-protein foods to maximise energy storage, and stick to familiar foods to avoid surprises!



### During the ride

There are refreshment points along the route, but if you're carrying a backpack, you could try making one of the options below.

[Banana and chocolate loaf](#)

[Fruity teabread](#)

[Carrot sultana and orange cake](#)

Energy gels provide a quick energy boost and fit easily into a cycling shirt pocket.



## GEAR UP: TRAINING TIPS FOR LONDON TO BRIGHTON

While there are **challenges along the route**, this event is about the cycling experience rather than competing, so go for training that feels achievable and improves your fitness level. **Here are our top tips...**

1. **Gradually increase** your cycling distance, aiming to include several longer rides close to 54 miles in the month leading up to the event day.
2. Incorporate **hill training** to prepare for climbs.
3. Include **interval training sessions** to improve speed and endurance.
4. Schedule **regular long rides** on weekends to simulate event duration and demands.
5. Pay attention to **nutrition** and **hydration** during rides, practicing consumption on the go.
6. **Incorporate rest days** into your schedule to prevent overtraining injuries.
7. If you haven't rode for a while, check your bike in for a **service**.
8. Practice bike handling skills such as **cornering** and **riding in groups** or a busy park.

### NEWBIE RIDER (OR NOT SURE YOU'LL BE READY?)

follow Shelley's journey from novice to completing the ride in 2023. Learn about her **reasons** for participating, **preparation** (more was needed 🙄!), and get a detailed ride breakdown with pictures and segment analysis.

*[Read Shelley's Training Diary](#)*

9. Familiarise yourself **with the route** to mentally prepare (we'll send a route guide to you ahead of the day).
10. **Embrace the training process** and celebrate your progress along the way (+ tag us into any social posts so we can celebrate with you!)

### LOOKING TO REALLY PUSH YOURSELF?

BHF - the ride hosts, created a 12-week training plan for those who **really want to all out with their training**, or who are regular and experienced cyclists.

*[The Training Plan](#)*



### USE STRAVA FOR MOTIVATION AND PROGRESS ANALYSIS



Strava shows you stats on how you **compare to other people** who've taken on the same activity in the same place (if you're competitive, **this can really push your progress**). Strava also links to **JustGiving** for easy sharing with friends and family.



[JOIN OUR L2B FACEBOOK GROUP FOR MORE TRAINING TIPS!](#)


# BE INSPIRED

[CLICK TO BOOK  
YOUR L2B SPOT](#)



Thanks to incredible people like you, we can provide space for those who've lost their loved one to cancer. **Thank you.**

Rohan and **friends** Vanessa, Maria, and Nina took on the London to Brighton Bike Ride, raising £1,660 and **enabling 166 people** to join a **support group** to connect with others who've lost a loved one to cancer.

 Read their story: [bit.ly/RohanAndFriends](https://bit.ly/RohanAndFriends)



## ROB + SHELLEY, RODE IN MEMORY OF FIONA

*"Fiona would've been waiting with a drink for us at the finish line"*

 Read Shelley's L2B story as a newbie cyclist: [bit.ly/L2B-Newbie](https://bit.ly/L2B-Newbie)

## RYAN AND RILEY, FATHER AND SON TEAM

*"It was a **pleasure** to be raising funds for a good cause. Riley - my son - also made it **all the way up Ditchling!**"*



## FRIENDS SEAN AND ALAN

*"We had a great time and really enjoyed it. We had our **partners** and **kids** waiting at the finish line which was a **nice touch.**"*



# GET SET, FUNDRAISE!

*Ideas and insights to **propel** your fundraising forward.*

## POWER-UP YOUR FUNDRAISING POTENTIAL WITH **JUSTGIVING!**

- Create your personalised online fundraising page on **JustGiving.com** (visit: <https://bit.ly/JG-SetUp> for a video walk through).
- **Set yourself a goal** - pages with a target raise an average of **46%** more!
- Share your **personal story**, and inspire others to support your cause.
- Get personal - add **photos** and share **training updates** (pages with photos typically raise **14%** more!)
- Share your page across your **social media** and via email with friends and family.

*Following your event, update your fundraising page and social media with highlights to gently remind those who haven't contributed yet (typically, about **20%** of donations come in post-event).*

Link your **FitBit** or **Strava** training app to your JustGiving page, so your supporters can appreciate all the hard work you're putting in!

**Shelley Heath**  
12 June 2023 at 18:14 · Wyre Forest, England

**Thunderstorm** 🌩️ 🤔

Distance	Elev Gain	Time	Achievements
27.36 km	39 m	1h 40m	🏆 9

Holloway To The Tunnel PR (9:48)  
Wolverley to Cookley PR (10:01)

🎉 Congratulations, this activity is your longest ride on Strava!

Start and end hidden

JustGiving is **easy** to use, **secure** and **directly transfers** funds to us, minimising our admin costs.

## NOT ONLINE?

No problem. We've included a **sponsor form** in this pack, complete with a payment guide. It contains all the details you require to easily submit your generous donations.

# RIDING IN MEMORY OF YOUR **LOVED ONE**

*Celebrate them. Take care of yourself.*

[CLICK TO BOOK YOUR L2B SPOT](#)



Finding ways to turn **overwhelming** feelings into **positive** action can be a wonderfully healing experience. We hope that as you take on this challenge, it acts as a way to work through **feelings associated with loss** and offers a way to **reconnect** with ourselves and the things we enjoy.

Celebrating memories can be healing, yet we know grief is unpredictable. During your fundraising, seek support, stay safe, involve others, and take your time. **We're always here for you.**



**Dr Erin Hope Thompson**  
MBE, Director & Founder  
of The Loss Foundation

Shelley, our Fundraiser, took part in L2B in **memory of Fiona** - her friend and former college principal. In the run up to the day, she asked Fiona's friends and family to share their **photos** and **treasured memories** (click on the video to watch).

## TELL YOUR STORY

If you feel comfortable, **share your story** and help open up conversations about the complexity of the journey through **loss**. Fundraising allows you to share your experiences and inspire others. Together, we're working toward a future where everyone has the bereavement support they need. **Thank you.**

"A **WONDERFUL WOMAN**" - PAM, FIONA'S COLLEAGUE  
"A **WRY WIT AND OBSERVANT** **SMILING PERSON**" - DAVE, FIONA'S FORMER STUDENT  
"A **FORCE OF NATURE** - FUNNY, POWERFUL, CARING, UNCOMPROMISING" - JENNIFER, FIONA'S COLLEAGUE  
"BORN TO TEACH AND **INSPIRE EVERYONE AROUND HER**" - SUE, FIONA'S COLLEAGUE  
"SHE LITERALLY **CHANGED MY LIFE**" - LAUREN, FIONA'S FORMER STUDENT

## BY FUNDRAISING IN YOUR LOVED ONE'S MEMORY, YOU'LL **CHANGE LIVES...**

### £350

70 people will attend a **Walk and Talk**, where they'll connect with other who understand.

*"It took away the isolation and provided the **safe space** I needed to **grieve**"*

- Read [Sue-Ellen's story](#)

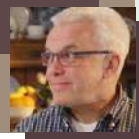


### £500

18 people will attend a **Grief Workshop**, and learn psychological strategies to face an issue arising from grief - like **troubled sleep, anxiety** or **flashbacks**.

*"Bereavement is like a **madness**"*

- Read [Peter's story](#)



### £700

70 people will attend an **Online Support Group**, where they'll find a space to **express** their loss.

*"It gave me opportunity... to talk the **whole wretched thing** out of my system"*

- Read [John's story](#)



# ON THE DAY + IMPORTANT INFO

Tick lists and travel



## READY TO GO TICK LISTS

### PRE-RIDE

- Set up your **JustGiving page**.
- Sort your **travel** to the start line in the morning and back to Clapham Common from the finish line.
- Start your **training** (your 12-week training plan is on page XX).

### RIDE DAY

- Helmet
- Your cycling gear
- Your rider number
- Wet-weather clothing
- Watch
- Cash for refreshments
- Sun/lip protector
- Light first aid kit
- Inner tubes, tyre pumps and fist pumps

## BIKE-FREE ZONE? WE'VE GOT YOU.

No bikes will be permitted on London to Brighton train routes on Sunday, June 16, 2024. But don't fret! Here are two options



### POST-RIDE

- Meet your **friends** and **family** at the finish line.
- Collect your thoroughly well-deserved **medal**.
- Update your **JustGiving page** with a new photo of you over the finish line with your medal.
- Share some **smiley selfies** on social media, with a link to your JustGiving page and #LondonToBrighton
- Comfortable **clothes** and **shoes** to change into.
- Bag** for everything else.



### CYCOOL CYCLE TAXI

CyCool streamlines your L2B journey by offering bike collection before the event and meeting you at the **start line**. They also provide **return services** for Londoners and Essex riders. **Luggage transport** from Clapham to Brighton also offered.

**£20 one way, £30 return, £5 for luggage transport.**

Learn more: [cycoolbikes.co.uk/whats-on/bhf-london-to-brighton-ride](https://cycoolbikes.co.uk/whats-on/bhf-london-to-brighton-ride)



### BHF COACH SERVICE

BHF offers coach service from **Brighton to the start line** and **back to London after your ride** for £45 each way, regardless of your direction.

# QUESTIONS,<sup>VIP</sup> QUESTIONS...

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**When is it?** Sunday 16 June 2024.

**Where do I start?** Clapham Common, London, SW4 9AQ. Look for the red signage around the event.

**What do I bring?** Cycling helmet, pump, refillable water bottle and repair kit (important: you won't be able to ride unless you have a helmet).

**Anything else?** Your rider number and start time will be sent to you by mail prior to the event. Please avoid arriving more than 30 minutes early, as it may cause overcrowding and delay your start.

**What time does it finish?** It's not a race, but please ensure you cross the finish line by 7pm. Marshals along the route will assist if you're running out of time. You'll receive a guide on the day with key points and their corresponding deadlines.

**What if I get hungry or thirsty?** Numerous volunteer-run refreshment stops dot the route (remember to bring cash).

**What if I need some help along the way?** St. John Ambulance medics and bike mechanics will be stationed at various points along the route for assistance. Keep an eye out for them or use the emergency number provided on the day.

**Will I have to share the road with drivers?** Parts of the route are open to traffic. Please be considerate, follow event signage, obey road rules, heed officials and police instructions, and prioritise safety.

**What do I get at the finish line?** At the end, you'll receive a shiny London to Brighton 2023 medal, and deservedly so.

**Will I receive my time?** This ride is inclusive and accessible, so the hosts avoid anything that makes it feel like a race, including timing it (but you're more than welcome to time your own race if you want).

**Is there official photography of the day?** There will be pro photographers on the day, so make sure your rider number sticker on your bike and helmet are always visible if you want the option of purchasing our professional photos (you'll get an email when the photos are ready to view and purchase).

[CLICK TO BOOK  
YOUR L2B SPOT](#)



**Still have questions?**  
Email us at  
[info@thelossfoundation.org](mailto:info@thelossfoundation.org)



# YOU'RE A HERO OF HEALING

*Once you've collected the money from your fundraising, bank it as soon as possible so we can get straight to work.*



## ONLINE

If you'd like to pay your funds in online (via bank transfer, for example), please email the team on [info@thelossfoundation.org](mailto:info@thelossfoundation.org) and we'll be happy to provide our bank details.



## PHONE

If you'd prefer to return the money you've raised over the phone, call us on 0300 123 1022 You'll be guided through the process by our friendly team who are looking forward to speaking with you.



## POST

Write your full name and address on the back of the cheque and make the cheque payable to 'The Loss Foundation'. Pop it in an envelope (with your sponsorship form, if you have one) and post it to:

The Loss Foundation  
6 Welbeck Villas  
Highfield Road  
LONDON  
N21 3HN

All funds raised online through **JustGiving** or any other online fundraising platform will be sent to us automatically.

**Fancy a chat?** Give us a call on 0300 200 4112 or email us at [info@thelossfoundation.org](mailto:info@thelossfoundation.org)

**THANK YOU.**

[www.thelossfoundation.org](http://www.thelossfoundation.org)  
Tel 0300 200 4112



Registered charity number 1147362

THE LOSS  
FOUNDATION  
SPONSORSHIP FORM

TURN EVERY £1  
RAISED INTO £1.25  
THROUGH GIFT  
AID

If your sponsors are UK taxpayers, **remind them** to Gift Aid their donations. By doing so, we can **turn every £1 raised into £1.25** without any extra cost to them. Just have your supporters write their full name, home address, postcode, and tick the Gift Aid box overleaf.

Full name: \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_

Postcode: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

I enclose a total of £ \_\_\_\_\_

Date: \_\_\_/\_\_\_/\_\_\_

PLEASE SEND YOUR COMPLETED FORM TO:  
6 WELBECK VILLAS, HIGHFIELD ROAD, LONDON,  
N21 3HN  
MAKE CHEQUES PAYABLE TO: THE LOSS  
FOUNDATION. PLEASE DO NOT SEND CASH BY  
POST.



FROM OUR USERS,  
THANK YOU!

*"The ability to just sit and  
talk with others is **life  
changing**"*

*"Now I know I am **not alone**  
and can talk freely"*

*"Without this support I do  
not know how I would have  
got through this. **Thank you**"*

*"This group has given me  
more **relief, release, and  
comfort** than anything else  
since my wife passed away"*

