

turn 2US

Tackling
financial
insecurity
together.

Build your fitness and
help make financial
security for all a reality.

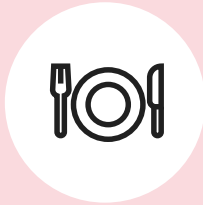


50 squats a day
for Turn2us

Who are Turn2us?

Turn2us is a national charity providing practical help to people who are struggling financially.

For over 125 years, we have been committed to ending UK poverty and making financial security for all a reality.



Our practical support helps families to put food on the table and keep the lights on, right at the time they need it the most.



Our inclusive, sector-leading tools and award-winning programmes help people to find and claim a sustainable income, providing vital breathing space.

We believe in a future where no one has to struggle to feed their family or to keep warm.



By taking on 50 squats a day for Turn2us you are helping to make this future a reality.

Together, we can make a difference.

Let's go!

With your help, more families will be able to keep food on the table and keep the lights on.



Nicola's Helpline Story

My name is Nicola and I work at the Turn2us helpline. My colleagues and I provide free, confidential, and independent support to help people to learn about the support they are eligible for.

I recently spoke to an older woman who came onto the call audibly distressed and in tears. She was no longer able to work, and her only source of income was coming from a modest War Widower's pension, meaning she was struggling to afford the very basics and was fearful about being able to keep a roof over her head.

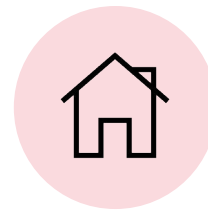


Together, we discovered that she was entitled to:



Pension credit

supports low income pensioners to bring their weekly income up to a minimum amount.



Housing benefits

supports with housing costs such as rent or some service charges for those of us on a low income.



Council tax support

helps those of us on low incomes with Council tax bills.

I experience calls like these day-in day-out, and they are truly life-changing for our service users. It's thanks to the generosity of supporters like you that we're able to continue to change people's lives.



By the end of the call, she felt confident about claiming support.

Photography is for illustrative purposes only and is not an image of Nicola.

What is 50 squats a day for Turn2us?

50 squats a day for Turn2us is a fundraising challenge. Welcome to the team!

We're asking you to complete 50 squats a day in March (a cumulative total of 1,550!). Thank you for signing up to take part, it's great to have you on our side.



Follow these steps for 50 squats success:

- 1** If you haven't already, set up your JustGiving page in less than 60 seconds here:
[Make your page](#) →
- 2** Plan how you'll fit squats into your day. Do them solo or **get friends and family involved**.
- 3** Get started with your fundraising – keep reading for our top tips! Raise £15 we'll send you a set of Turn2us shoelaces, of £100 for your very own medal!
- 4** Get your squats in - and **have fun!**

Even if you are taking on the challenge by yourself, know that hundreds of people up and down the UK will be taking part alongside you.

Connect with our online community, simply search on Facebook for:

'50 Squats a day for Turn2us'

Share messages of support and updates as you progress towards your target.

Our dedicated team will be on hand to support and motivate you every step of the way.

Not on Facebook?

Don't worry, you can still sign up to take part and set up your JustGiving page to raise funds here:

[Make your page](#) → **JustGiving™**

Thank you for showing your support for people living with financial insecurity.

Good luck - we know you can do it.

Isabelle's Story

“Turn2us has helped me a lot over the years. When I've been struggling, I've checked their website or rang the helpline to see what support is available to me. It's reassuring to know they are there.

I've had difficulties with my mental health since I was at university. My income is often changing, and I've needed to move home quite a few times.

Earlier this year, Turn2us suggested a charity who gave me a one-off grant to support the costs of moving to Northumberland. It was a huge help at a hard time for me. At the moment, my finances are not as bad as they have been.”

You are helping more people like Isabelle who are at a difficult time in their lives. Together, we will make change.

“A lot of people don't know about the charities out there giving grants.

They can make a big difference, so I do recommend Turn2us.”

Photograph is for illustrative purposes and is not an image of Isabelle.

Top tips to get fundraising

Your funds will mean you are helping even more families who are struggling to lift themselves from financial insecurity and thrive into the future.

Here's how to raise as much as possible:



Start conversations

Do you believe everyone in the UK should have enough to thrive? Are you passionate about supporting people living with financial insecurity?

Tell your family and friends why you are taking part and why their donations mean so much to you. Why not ask them to join in with you?



Share your page

Share your JustGiving page link far and wide. Friends, family and colleagues will no doubt want to support you to raise funds for a cause so close to your heart. Make sure you share photos and updates as you go to keep people in the loop.



Matched Funding

If you are employed, your company may be able to contribute to your fundraising. Ask your manager about matched giving. Not everywhere does this, but it's always worth asking!



Say thank you

Everyone appreciates a thank you. Make sure you thank all your donors and tell them what a difference they are making.



Hold an event

Boost your total by holding a bake sale, quiz night or raffle during March. For more information on how we can support you get in touch with our team on:

✉ fundraising@turn2us.org.uk

Track your squats



Tick each box as you work your way through your squats!

We would love to see your progress!

Share your updates with us on social media as you hit your milestones!



Mon

Tue

Wed

Thur

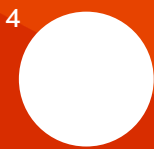
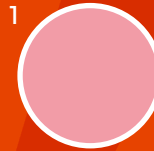
Fri

Sat

Sun



Off to a great start!



350 squats, one week, you're on fire!



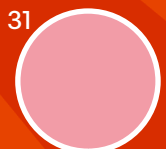
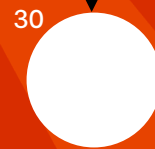
Almost halfway through, you've got this!



1,000 squats! Keep it up!



Nearly there!

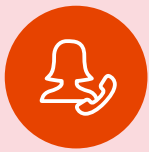


Congratulations, you've made it! Well done!

The difference you are making

When you're feeling tired and your legs are burning, know that every squat and every pound will help individuals and families to keep food on the table and the lights on.

Thank you.



£50 could help ten families who are experiencing financial insecurity can receive vital information and support via our helpline during a challenging time.



£100 could support a family to buy a new cooker so they can feed their children.



£200 can help cover a week's worth of groceries for two families struggling to keep food in the table.












£500 could provide a grant to help towards paying the rent, keeping a roof over the head of someone in need.



You can do this!

We're asking you to raise a target of £100 but we would love to see how far you can go!

Tick off your boxes as you reach your fundraising milestones during the month. Every penny will help someone to turn the page and thrive into the future.

<p>1</p>  <p>Created fundraising page</p>	<p>2</p>  <p>Personalised your page</p>	<p>3</p>  <p>Shared page</p>
<p>4</p>  <p>Got 1st donation</p>	<p>5</p>  <p>Shared a photo on social media (& tagged Turn2us)</p>	<p>6</p>  <p>Raised £50</p>
<p>7</p>  <p>Raised £100</p>	<p>8</p>  <p>Raised £200</p>	<p>9</p>  <p>Raised £500</p>



Congratulations!

You're making an enormous difference!

Thank you.



FAQs

Do I have to do all my squats in one go?

You have the full month of March to reach your squat total and you can do this however you would like. You could do them all in a week (a huge challenge!), but equally you could stick to 50 every day throughout the month. If you miss a day you could double up to 100 on the next. Do whatever feels comfortable for you.



Do I have to squat, can I do another exercise?

Taking part in the same exercise means we will all have lots to talk about in our community, swapping stories! However, if you are unable to do squats for any reason, we would still love for you join in and take part in any way you can. Please do whatever feels comfortable for you and do not overstretch yourself.

Does it have to be 50 squats a day?

We hope everyone who takes part can complete the full 50 squats a day throughout the month. However, we do not want anyone to overstretch themselves and pick up an injury. Of course, if you would like to challenge yourself to go further than 50 squats a day, that is also very welcome!



Can I start before March?

Starting the challenge at the same time means we can all take part as a community. Together we can motivate each other to keep going, so we ask that you try to keep to March where possible. Of course, if you are struggling to fit in your squats, you can absolutely take a little longer. If you start the challenge a little late, you are welcome to either do a few extra squats a day (without overstretching yourself) or to continue after the end of the month. If you would like to practise your squat technique before March, you're very welcome to do so.

FAQs

How can I track my distance?

We recommend keeping track of your squats by ticking off the tracker which you will find here in this pack. Each circle represents 50 squats.

How do I get fundraising?

Setting up a JustGiving page is the easiest way to raise money to help people and families who are struggling. You can set one up in just a few seconds:

[Create your page](#) →

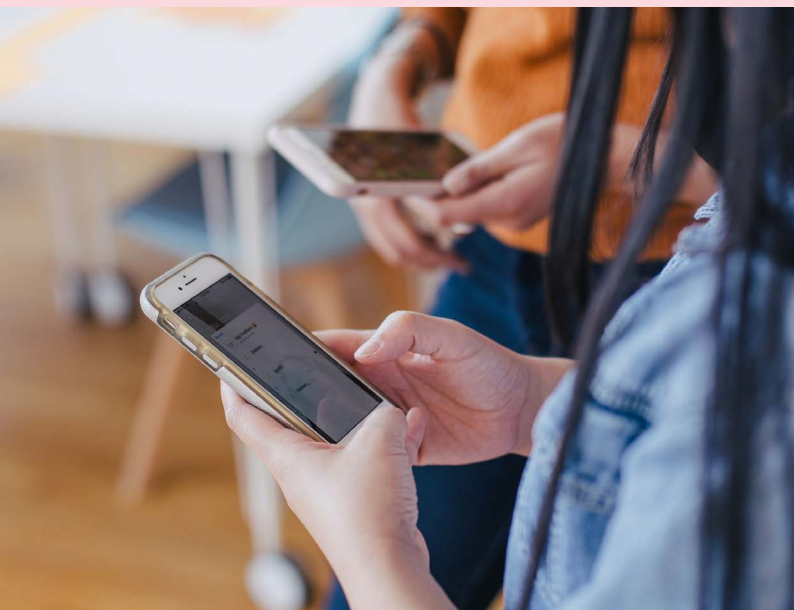
A JustGiving page is easy to share with friends and family on social media and via email.

JustGiving™

How can I pay in my funds?

Funds on JustGiving will automatically be sent to us so we can put them to work to support people facing financial insecurity. If you have raised funds offline, you can find all the information you need to pay these in at:

turn2us.org.uk/50squatsadayfaqs →



I have a question; can I talk to someone?

We have some FAQs which might answer your question here:

turn2us.org.uk/50squatsadayfaqs →

If you can't find the answer you need, our team would love to help. You can get in touch on:

✉ **fundraising@turn2us.org.uk**

Thank you

A huge thank you for all of your support, squats and fundraising.

By taking part in 50 squats a day for Turn2us, you are helping more individuals and families to receive the right support so they can move from just surviving to thriving.



Keep in touch

We would love to keep in touch, make sure you are signed up for updates on our work, our latest campaigns and more ways to get involved at turn2us.org.uk.

Alternatively, you can follow us on social media!

Follow us



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[turn2us_org](https://www.instagram.com/turn2us_org)



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