

**turn  
2US**

Tackling  
financial  
insecurity  
together.

# STEP UP FOR CHANGE

**Go the distance  
to stamp out  
UK poverty**

**Choose your challenge:**

Take on 100 miles or 10,000 steps  
a day for a month - or design  
your own step challenge!

# About Turn2us?

Turn2us is a movement of people who refuse to stand by while millions of us in the UK don't have enough money to heat our homes, fill our fridges, or keep a roof over our heads.



We offer practical tools, like our Turn2us Benefits Calculator, which helps millions of people understand and access the benefits they're entitled to.



We work with partners across the UK to help people in financial crisis reach a lifeline of support and grants.

We can't live happy, healthy lives if we can't afford the basics or plan for the future. And it's not an overstatement to say that not having enough money can ruin lives.

So, with your help, we'll do whatever it takes to end financial insecurity in the UK. Together, we have the power to influence our government so they create policies for a fairer, more inclusive social security system that actually works for us all.



**Together, we can  
step up for change  
and make a  
difference.**

**Let's go!**

Your strides will help people find a safety net when they're struggling to afford the basics.



# Alicia's story

When I first encountered Turn2us, it was during a particularly challenging phase in my life. I was transitioning back to work after a long period of health issues and struggling to make ends meet despite multiple jobs.

The Turn2us tools didn't just help me financially; they **lifted a weight** off my shoulders I didn't know I was carrying. It reassured me that I was doing everything right and that there was no shame in seeking help.

The most profound moment came when I helped a friend in a similar situation. We sat at my kitchen table, inputting her details into the calculator, only to find out **she had been missing out on crucial support for months.**

The relief and gratitude in her eyes were immense. That moment solidified my trust in Turn2us—a **beacon of hope.**

**Be a beacon of hope for people like Alicia. Step up for Change to fund support for people at a difficult time.**

Photograph is of Alicia, thank you Alicia for letting us use this photo.



# What is Step up for Change?

**Step up for Change is a personal fundraising step challenge and opportunity to fight for a great cause. Welcome to the team!**

We're asking you to complete the step challenge of your choice! Choose to take on 100 miles or 10,000 steps a day for a month - or design your own challenge. Walk or run - it's up to you!



**Follow these steps for success:**

If you haven't already, set up your enthuse fundraising page in less than 60 seconds here:

**[Make your page](#)** →

- 1** Plan how you'll fit your steps into your day.
- 2** Go 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, for £100 your very own medal!**
- 4** Get your steps and strides in - and have fun!

**GOOD LUCK**

We know you can do it!



## Elena's story

**I've worked in the National Grants Team at Turn2us for the last 15 years. A lot has changed in that time, but people are always at the heart of what we do.**


I manage the Turn2us Response Fund, we work strategically with partner organisations to provide grants to people living with financial insecurity when they experience life changing events that negatively impact their financial circumstances.

I think my favourite part of my job is working with all of our partners. I love creating relationships I know will help more people who are struggling. The human side of what I do is really rewarding too. Knowing we are part of helping people to move forward from a difficult situation means so much. When we've contributed to someone's positive journey - I love getting that feedback.

In my 15 years at Turn2us, I have seen so many people who have been given a better chance through our work. We work with people from all walks of life - from single mothers to people newly released from prison, but they all have one thing in common. They have all gone through a life-changing event which has left them struggling financially.

My hope for the future for people who come to Turn2us for support is that they can live a life that is what they want it to be. I hope that they find a life that gives them peace and joy. If we can be a part of making that happen, that's fantastic.

**Our supporters help make this all to happen. Their generosity helps people to get back to their lives, to have the option of a better chance.**



**“It really does make such a difference.”**

Photograph is of Elena, thank you Elena for letting us use this photo.

# Top tips to get fundraising

Your strides will mean that people across the UK can find access a safety net at a difficult time, so they can 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 donation 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! For more information on how we can support you get in touch with our team on:

✉ [fundraising@turn2us.org.uk](mailto:fundraising@turn2us.org.uk)


# Go the distance, make a difference!








Track your daily distances below as you rack up your steps (cross off the extra days depending on the length of the month!)








**We would love to see your progress!**








Share your updates with us on social media as you hit your milestones! Every step brings us closer to change for those of us who are struggling to afford the basics.











**Off to a great start!** 



1  2  3  4  5  6  7 




8  9  10  11  12  13  14 



15  16  17  18  19  20  21 

**Halfway through! You've got this!** 

22  23  24  25  26  27  28 

 **Keep it up! You are doing great!** 

29  30  31 

 **Congratulations, you've made it! Well done!** 

**Nearly there!**

# The difference you're making

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

**Thank you.**



**£10** can help 90 people access vital support through our online Benefits Calculator – helping them to navigate the confusing social security system and identify vital support they can access.



**£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 on the table.



**£500** could provide a grant to help towards paying the rent, keeping a roof over the head of someone going through a difficult time.



“Turn2us helped find us a lifeline in a system that felt complex and hostile.”










Gary received support from Turn2us after he had to give up his job to care for his wife.



# 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 (&amp; 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 or more</p>



**Congratulations!**

You're making an enormous difference!

Thank you.



# FAQs

## Do I have to do all my steps in one go?

You have a full month to reach your step total and you can do this however you would like. If you miss a day you could double up on the next. Do whatever feels comfortable for you and please do not overstretch yourself.

## Do I have to walk or jog? 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 walk or run for any reason, we would still love for you join in and take part in any way you can.



## Does it have to be 100 miles in a month or 10,000 steps a day?

Not at all. Please feel free to set yourself the right challenge for you. You could do 50 miles in a month or 5,000 steps in a day if that sounds like a more achievable challenge for you.



# FAQs

## How can I track my distance?

We recommend keeping track of your distance by ticking off the tracker which you will find on page 7 of this pack. You can also track your steps and distance using easy to download apps such as Strava.



## How do I get fundraising?

Setting up an enthuse 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** →

An enthuse page is easy to share with friends and family on social media and via email.



## How can I pay in my funds?

Funds on enthuse 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/stepupforchange/faqs](https://turn2us.org.uk/stepupforchange/faqs)** →



**I have a question; can I talk to someone?**

We have some FAQs which might answer your question here:

**[turn2us.org.uk/stepupforchange/faqs](https://turn2us.org.uk/stepupforchange/faqs)**

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

# Thank you

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

By taking part in **Step up for Change**, you are helping more individuals and families to receive the right support so they can move from just surviving to thriving. Thank you for helping us to go the distance and for stamping out poverty.



## 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](https://turn2us.org.uk).

Alternatively, you can follow us on social media!

## Follow us



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