

# The Elms January Challenge

A quick guide to getting involved.



## Why take part?

By taking on a personal challenge and getting sponsored, you're helping build The Elms, the UK's first women-only detox centre.

Your challenge helps create a safe, specialist space that supports women with dignity, care and compassion at a meaningful point in their journey.

## What is the January Challenge?

It's simple:

- You choose a challenge for January.
- You get sponsored by friends, family or colleagues.
- You help raise vital funds to bring The Elms to life.
- Your challenge can be big, small, personal, practical or creative, whatever works for you.

### Quick Links

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## How to take part (3 easy steps)

### 1. Choose your challenge

Pick something that fits your life and feels achievable.

This could be:

- Dry January
- Walking, running or swimming
- Yoga, meditation or journalling
- Giving up or taking up a habit
- A team challenge with colleagues or friends

👉 See more challenge ideas [here](#).

### 2. Set up your fundraising page - it's so easy!

- Scan QR code or [click here](#).
- Create your fundraising page!
  - Set your own fundraising target
  - Add videos or images
  - Share your story
- If you need support, [get in touch here](#).



👉 Create your fundraising page [here](#) or scan the QR code.

### 3. Share (only if you want to)

You're welcome to share your challenge with friends, family or colleagues to invite sponsorship, but there's no pressure to post publicly or share updates if that's not your thing.

If you do want to share, we've made it easy.

👉 Use ready-made social posts, messages and emails [here](#).

## Completing your challenge

Take on your challenge in a way that feels right for you.

Some people enjoy sharing updates or thanking supporters along the way, while others prefer to keep things low-key, both are absolutely fine. Even a quick thank-you can help supporters feel connected, but it's entirely up to you.

The most important thing is choosing something that works for you.

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## Thank you

Thank you for taking part in the January Challenge for The Elms. Your commitment helps fund a safe, specialist environment that aligns with what women tell us they need - dignity, care, compassion and support during a tough moment in their journey.

We're so grateful you're part of this movement.

[www.crowdfunder.co.uk/p/theelms](http://www.crowdfunder.co.uk/p/theelms)

**#BuildTheElms**



## Questions or need a hand?

If you have any questions, need help setting up your fundraising page, or want to talk through a challenge idea, we're here to help.

Contact us



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## Challenge ideas

Pick something achievable, enjoyable, or meaningful to you. It can be physical, creative, wellbeing-focused or completely personal.

### Physical challenges

- 30 miles in January
- Walk 10,000 steps a day
- Run 5k, 10k or more
- Swim 20 times
- Take the stairs all month

### Wellbeing challenges

- Dry January
- Daily meditation
- Yoga every morning
- Journalling each day
- Digital detox hours

### Creative or lifestyle challenges

- Cook all meals from scratch
- Create one thing a day
- Read 10 pages a day
- Cold water dips once a week
- Try something new every day
- Learn a new hobby

### Team challenges

- Department step count
- Service “walk the length of the UK”
- Group fundraising goal

Any challenge works, the key is committing to something for the month of January.



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## Tips for fundraising success

- Start with people you know well - they're your most reliable early supporters.
- Post your challenge publicly early in January so others can share.
- Add photos or videos - people respond more when they can see your progress.
- Update your page weekly - even short updates boost donations.
- Thank supporters quickly - gratitude encourages others to join in.
- Set a realistic fundraising goal - you can always increase it.

Every pound raised helps create a safe, specialist space where women can recover with dignity.



## Template posts and messages

### Social media caption

I'm taking on a January Challenge to raise funds for The Elms, the UK's first women-only detox centre. The Elms will provide the safe, specialist care they need. My challenge: *[insert challenge]* Sponsor me here: *[link to your crowdfunder page]* #BuildTheElms #JanuaryChallenge

### WhatsApp / DM message

Hi! I'm taking on a challenge this January to support The Elms, a new women-only detox centre designed to provide safe, specialist care. If you're able to sponsor me, I'd really appreciate it. Here's my page: *[link to your crowdfunder page]*

### Email template

Subject: I'm taking on a January Challenge for The Elms

Hi everyone, This January, I'm taking on *[insert challenge]* to raise funds for The Elms, the UK's first women-only detox centre. The centre will offer specialist care at a meaningful point in many women's recovery, and I'd love your support. You can sponsor me here: *[link to your crowdfunder page]* Thank you so much, *[Your Name]*

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## FAQs

### **Do I need to complete the challenge every day?**

Not necessarily, it's your challenge. You choose the format, frequency and goal.

### **Is there a minimum fundraising amount?**

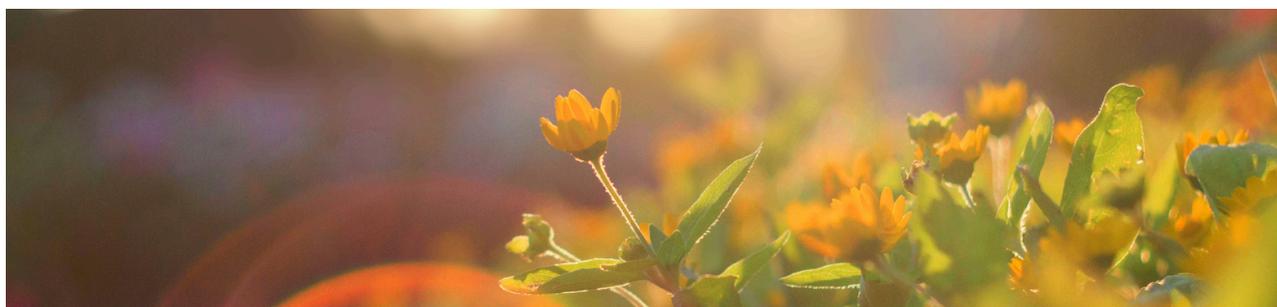
No. Every contribution makes a difference.

### **Can teams take part?**

Yes, teams, services, departments or groups of friends can join together.

### **Will Via share updates?**

Yes, we'll share stories throughout January and would love to highlight your challenge.



## Safety notes

- Choose a challenge that is realistic and safe for your health.
- Make adaptations if needed, your wellbeing comes first.
- Challenges don't need to be physical. Creative, reflective or wellbeing-based challenges are just as valuable.
- Outdoor challenges should consider weather, daylight and conditions.
- Consult a GP if you're unsure about undertaking a physical challenge.