

# RUNMUM RunFree

## Shoes for change

### Proposal



Page: Runmum  
Group: Runmum - RunCrew



runmums

# RUNMUM RunFree

## What we are

Runmum consists of a collective of women determined to provide all women a safe and inclusive environment with access to the tools and resources required to improve their health and well being, regardless of age, religious & cultural beliefs, ability, status or economic status. While also raising awareness around important social issues and challenges that impact women through partnerships and charity partners.

Runmum focuses on three areas of support, our RunCrew program, RunGirls and RunFree. Each program focuses on different stages and areas with all including free resources, wellbeing tools and support as well as a supportive virtual community.

The Runmum RunFree program was established to support women in the community that may currently be facing challenging circumstances. The program aims to provide these women with the tools and support to help empower them to actively make a change.

We believe that running, it's supportive community and the achievements which can be made via running, act as the catalyst through which these women can create a future that they want, a future that they choose.



# RUNMUM RunFree

## What's the problem?

We know there are many challenges that we can't assist these women with, but providing them access to resources can create a foundation that can assist them to rebuild and improve their outcome is something we can do, with your help.

- Every night across Australia 50,000 women are homeless.
- Domestic and family violence is the principal cause of homelessness for women and their children.
- According to the Australian Institute of Health and Welfare, in 2016-17 about 72,000 women and 34,000 children seeking homelessness services reported that family and domestic violence caused or contributed to their homelessness.
- 35,000 people are on Victoria's public housing waiting list. Nearly 10,000 require priority housing, and of that group up to 8,000 are dealing with some form of relationship or family violence.

The figures and statistics are alarming and while we may not be part of the problem, as a community we need to try and be part of the solution.



# RUNMUM RunFree

## What You Can Do

We are asking for your help!

We need you, your organisation and your community's help with this program.

Runmum RunFree wants to provide as many women as possible a pre loved pair of runners and an additional item of activewear clothing along with some basic information and a plan to get them started, this is where you come in!

We are asking your business to collect pre loved shoes and activewear clothing from your staff and customers that can be distributed to those in need by organisations that specialise in this area.

As an incentive for donations, you could offer your customers a discount on new shoes and apparel in exchange for their pre loved gear. Talk with your running, gym, fitness group or local Parkrun about donating, the more we talk about the program and get others involved the greater the impact we can have.



# RUNMUM RunFree

**Thank you**

Thank you for taking the time to read this proposal  
and I hope to hear from you.

Jade Cranton

[runmums@gmail.com](mailto:runmums@gmail.com)

**Together we can make a difference**

