



Could you be an Every Cloud SuperHero and Run Cheltenham 2026?



20 SEPTEMBER 2026

RUN
Cheltenham
/HALF/10KM/COMMUNITY MILE

Why Fundraise for Us?

Thank You for Considering Supporting Every Cloud Play & Creative Arts Therapy

Thank you for considering fundraising for **Every Cloud**.
Every penny raised helps us support local children and young people recover from emotional and psychological challenges.

Who We Support

We work with a wide range of children and young people who have experienced:

- Psychological difficulties such as **depression, anxiety, aggression, learning difficulties** or **the emotional impact of unmet neurodiversity needs**
- Early childhood adversity or challenging life experiences including **abuse, bereavement, family breakdown** or **domestic violence**

What is Play & Creative Arts Therapy?

Our Play & Creative Arts therapy is the dynamic process between child or young person and Play Therapist in which they explore at his or her own pace and with his or her own agenda those issues, past and current, conscious and unconscious, that are affecting the child/young person's life in the present. The child/young person's inner resources are enabled by the therapeutic alliance to bring about growth and change.

Our Commitment: *No Child Left Behind*

A cornerstone of our pledge is **accessibility**. We are committed to increasing capacity so that **every child or young person who needs support can access it—regardless of their financial circumstances**.

Your fundraising helps make this possible.
You are directly supporting the children and young people who need it most.

Get in Touch

If you would like more information or to discuss anything in this pack, please contact us:

admin@everycloudtherapy.org.uk

Who We Are & What We Do?

Every Cloud Play & Creative Arts Therapy

Based in the heart of Cheltenham, **Every Cloud** is a Community Interest Company (C.I.C.) providing specialist Play & Creative Arts Therapy. Our BAPT Registered Play Therapists® work on a **not-for-profit** basis.

This means that **every penny we make is reinvested directly** into providing more therapy sessions for local children and young people who need our help. By working in this way, our aim is to help as many children and young people as possible to access our services when they need them.

Our Approach

Child-Centred Non-Directive Play and Creative Arts Therapy means that each child/young person is free to explore their emotions and experiences in a way that feels right for them.

We offer a wide variety of creative materials to support this process—materials that:

- Provide sensory regulation and comfort
- Encourage imaginative expression
- Support emotional healing through play, movement, art, sand, and storytelling

Your Impact

Your fundraising helps make these sessions possible:

- £25 could fund waiting room refreshments for parents and carers for a month
 - £40 could part-fund one therapy session
 - £100 could fund art and creative materials for a month
- £1,320 could fully fund a block of therapy sessions for a child/young person in need

Need for Additional Funding

There are a growing number of children/young people needing significant therapeutic support that do not qualify for funding via the usual streams or whose families simply cannot afford it. Even children normally supported through statutory means have seen their funding significantly reduced.

Run Cheltenham Logistics

Run Cheltenham is an annual event held at Cheltenham Racecourse every September with runners running for fun or to compete with many raising vital funds for local charities.

Every Cloud has a small team of Every Cloud SuperHeroes who will be running in September 2026 and fundraising to support our service. We hope you will join them! We will be there to cheer you on and provide our Every Cloud SuperHero capes.



When: Sunday 20 September 2026

Time: 7am parking opens

8.20am 10k start

9am Half marathon starts

Participants can enter or fundraise for the **half marathon or 10k**

If you would like to fundraise for us, please chose your race (half marathon or 10k).

Please ensure you **sign up as soon as possible (ticket prices increase early in July)**, by purchasing a **standard** ticket from: www.runcheltenham.com

The website also includes other logistical information how to prepare and other FAQ's.

Fundraising Goals and Your Entrance Fee:

We are very, very grateful to everyone who commits to the fundraise for us and we don't set fundraising goals - the more you raise the more children and young people we can help. We are happy for you to deduct the cost of your ticket from your raised funds should you wish to.

If You Can't Participate

You can still be a SuperHero for us even if you can't participate:

- Help our fellow runners by sharing their story and fundraising pages across your social media or with family and friends can be a great help.
- Help us sign up more runners by printing and sharing our poster in the Appendix.
- Also, please come along on the day to cheer our superheroes on! It's a great day out and really helps get the runners over the finish line.

Just Giving Instructions

Thank you so much for wanting to support Every Cloud Play and Creative Arts Therapy by becoming one of our Fundraising SuperHeroes.

This is a step-by-step guide to setting up a Just Giving page on behalf of Every Cloud and includes text you can use to describe our service and pictures that can illustrate your story.

Step 1: Go to [justgiving.com](https://www.justgiving.com)

Step 2: click on 'Start Fundraising' and click 'No I'm fundraising for my own cause' (this is because we're not a charity but a not-for-profit organisation/ Community Interest Company (CIC)).

Step 3: choose 'Children and Youth'

Step 4: Choose how much you'd like to raise: set a target that feels achievable for you knowing the support network you plan on accessing.

Step 5: Personalise your Just Giving page. Please use the text on the next page to copy and paste information from Every Cloud as well as your own personal motivation for taking part. Please ensure you maintain confidentiality of any individual children and young people that have or could access our services. We have included some images, including our logo, in the attached file but you could also use some of your own.

Step 6: Finalise the page and launch it!

Step 7: Please share your Just Giving page and it's unique QR code as widely as you can with all your friends, family & colleagues. If you share on Facebook please tag us in @Every Cloud Play & Creative Arts Therapy on Facebook so we can spread the word on our Facebook page or email us the link and we will create a post to big you up and spread far and wide.

When sharing on social media you may wish to add the following #tags

#RunCheltenham or #Cotswoldway2026

#LocalHeroesforLocalcauses

#EveryCloudSuperHeroes

#ChildrensMentalHealth

#NCLBChelt

#PlayTherapy

Step 8: Get started on training and update your Just Giving page with occasional updates, sharing widely at regular intervals to keep momentum going.

Step 9: Complete the RUN!

Step 10: Once completed, send us some photos and a little testimonial so we can add you to our Supporters Wall of Fame on our website! We plan to catch up with all our runners at the event.

STEP 11: Once all your funds are collected, you can request that Just Giving transfer the funds to you, please then BACS them to us – please ask for the details and feel free to deduct your race fee should you wish to.

Please find below text you can use to adapt and add in your own personalised touch.

Every Cloud Play and Creative Arts Therapy CIC is a Cheltenham based community interest company supporting the mental health of children and young people through Play and Creative Arts Therapy. This is a form of person-centred psychotherapy delivered by BAPT Registered Play Therapists® and accredited by the Professional Standards Authority.

Every Cloud provides 1:1 Therapy sessions for children and young people aged three to seventeen at their bespoke Therapy Practice in the centre of Cheltenham. Their child-centred approach offers children and young people a safe, accepting and non-judgemental space to explore and work through difficult experiences and feelings.

Every Cloud's Creative Arts room, for young people aged 11+, includes a wider range of art and craft materials, enabling them to engage young people in expressing themselves creatively, processing the tough stuff without having to find the words.

Every Cloud receive referrals for a variety of reasons including trauma, family breakdown, abuse, bereavement, domestic violence, illness and the challenges faced by neurodiversity. Every Cloud's biggest obstacle is the financial barrier to these services that many families face. Your fundraising support enables Every Cloud to deliver their support to more families and at a lower cost. Literally every penny raised will go towards keeping this much needed therapeutic support going for local families and improving the mental health of Gloucestershire's children and young people.

Thank you once again for being one of our SuperHero Supporters.

The Every Cloud Team