PFT Every Breath Club presents:

EVERY BREATH IS PRECIOUS

900 MILES WITH NICK CHALLENGE

This September, ultra-runner Nick Ashill will run approximately 900 miles from John O'Groats to Land's End.
He's running to raise awareness of pulmonary fibrosis — a life-changing lung disease that affects thousands of people and families across the UK.

You don't need to run 900 miles.
Walk. Run. Cycle. Swim. Choose your own challenge.
Every mile helps raise awareness and support people living with pulmonary fibrosis.

Join the movement

charity number

pulmonaryfibrosistrust.org

THE PULMONARY FIBROSIS TRUST

Every Breath is Precious

Supporting people and families affected by Pulmonary Fibrosis

www.PFTrust.org

EVERY BREATH IS PRECIOUS

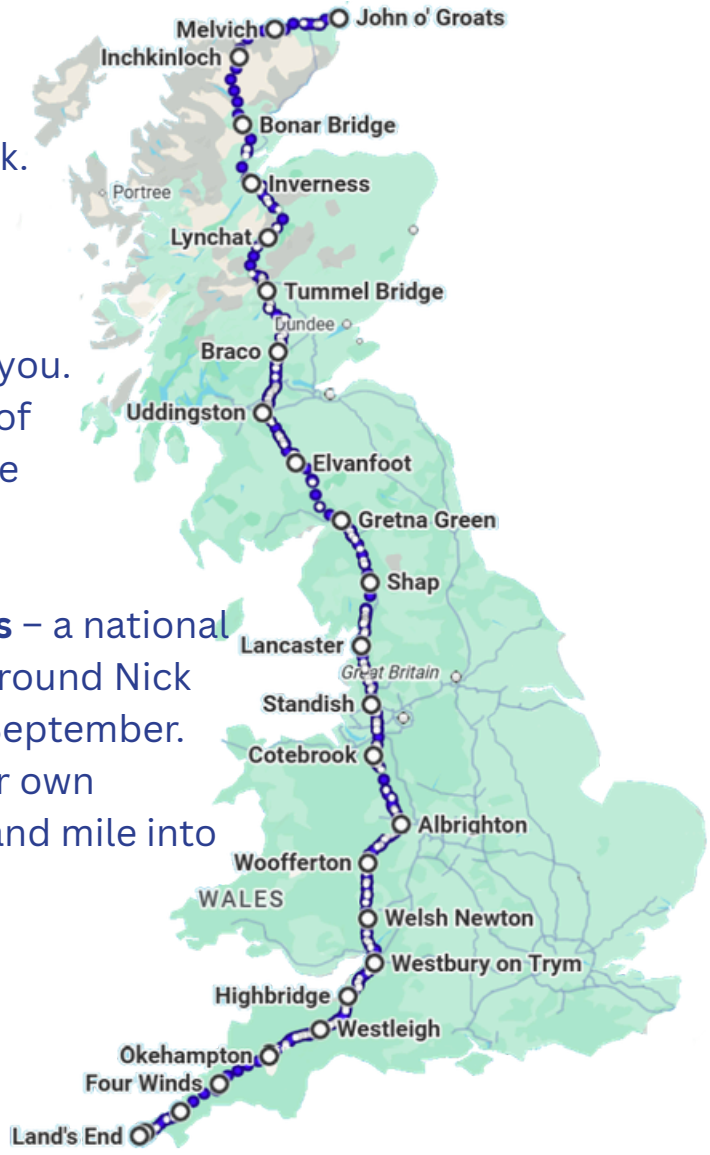
900 MILES WITH NICK CHALLENGE

Welcome

You don't have to be an ultra-runner like Nick.
You don't need to hit a certain distance.
You just need to start.

Walk, run, cycle, swim – whatever works for you. Every mile you move helps raise awareness of Pulmonary Fibrosis (PF) and supports people living with this life-changing condition.

This guide is part of **Every Breath is Precious** – a national fundraising and awareness campaign built around Nick Ashill's John O'Groats to Land's End run in September. Inspired by his journey, you can take on your own challenge and help turn every breath, step and mile into hope.



What is Pulmonary Fibrosis?

Pulmonary: affects the lungs

Fibrosis: scarring

Pulmonary fibrosis causes scarring in the lungs, making it harder to breathe over time. It is a serious, life-limiting condition that affects both patients and their families.

The Pulmonary Fibrosis Trust provides personal support to everyone affected by pulmonary fibrosis.

We offer practical help and raise awareness of the daily challenges faced by patients and their families.

Founded by people living with pulmonary fibrosis who experienced a lack of information and support – **we are here for you.**

“Thank you all for all the help you gave in getting me a scooter. It’s been a lifeline for getting me around ”

The Pulmonary Fibrosis Trust are here to support all those affected by pulmonary fibrosis, whether you are a sufferer or have a loved one with pulmonary fibrosis.

How it Works (keep it Simple)

Start exactly where you are. There are no minimum distances, speeds or fitness expectations – short, steady and local all count.

- Choose how you want to move – running, walking, cycling, swimming or a mix.
- Choose when – one day, one week or throughout the campaign.
- Set up your fundraising page and share why you're moving.
- Invite friends, family or your club to join you or sponsor you.

There's no pressure to go far or fast. Participation matters more than performance.

Getting Started

Create your fundraising page via Enthuse as an individual or as a team. Here you can share updates and images from your challenge and interact with donors and other challenge members.

Don't forget to link to your Strava and social media accounts to share your journey with your friends, family, and followers! Scan to start!

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Join the movement

Ideas for Running Clubs

These ideas work whether you have 10 members or 300 – they're designed to fit around existing training, socials and parkrun-style culture.
Perfect for clubs of all sizes – from social joggers to competitive runners.

1. **Club Miles Challenge**
   - Each runner commits to a few miles (at training, races or parkrun).
   - Pool your total miles as a club.
   - Ask supporters to sponsor £1–£5 per mile.

Why it works: Collective effort builds momentum and makes the impact visible.

2. **"Run the Route" Week**
Members choose their own pace and distance.
All miles count towards the shared total.

- Choose one week in September.
- Your club recreates Nick's journey distance together (scaled to your size)
- Share photos and updates tagging: #EveryBreathIsPrecious

Ideas for Running Clubs

3. **Take Over a Training Night**
   - Dedicate one regular club session to PF.
   - Ask for a small donation to attend (£5–£10).
   - Finish with a group photo or short awareness message.

4. **Match Miles with Miles**

Ask a local business, physio or gym to match your total miles with a donation.

- Invite a local business or gym to match your club's miles with a donation.
- Simple sponsorship, big impact.

Ideas for Individuals

Walking, stopping and starting all count.
No club needed – just movement and motivation.

5. **September Movement Pledge**
- Commit to moving every day in September.
- It could be 10 minutes or 10,000 steps.
- Share your progress weekly to keep supporters engaged.

6. **Your Distance, Your Way**
It doesn't have to be impressive – it just has to be personal.
- Pick a meaningful number: 9 miles, 26 miles, or one mile a day.
- Connect your distance to your story or to someone you're running for.

7. **Walk & Talk**
- Organise a local walk with friends or colleagues.
- End with coffee and conversation about PF.
- Ask each person to donate what they can.

8. **School or Family Challenge**
Short distances, lots of encouragement,
big collective impact.

- Walk or jog around the playground or local park.
- Children can collect sponsorship per lap.

Keep the Momentum Going

Regular updates help everyone feel part of something bigger.

- Post mid-challenge updates – honesty beats polish.
- Thank donors publicly (if they're happy with that).
- Remind people that every mile means something.

Help us Spread the Word

Every post helps raise awareness of Pulmonary Fibrosis and invites others to get involved.

How to share:

- Post a photo or short video of your walk, run or activity
- Tell people why you're taking part (one sentence is enough)
- Tag your club, friends or workplace to invite them to join you
- Add the campaign hashtags so we can find, share and celebrate your efforts

Use these hashtags on every post:

- #EveryBreathIsPrecious
- #NickRunsBritain
- #900MilesWithNick
- #PulmonaryFibrosisTrust

Join the movement

THANK YOU
FOR MAKING A DIFFERENCE

"Without the PF Trust, the quality of life of many of our members would have been greatly affected. By receiving support from you, they were able to enjoy life a little more. Thank you for everything you do."

"Soon as diagnosis was confirmed these guys were a tremendous help to my brother."

"The PFT does so much to support individuals living with this horrible disease. The Trust is a lifeline of emotional support"