



Mini Mermaid and Young Tritons UK
271 Lidgett Lane
Leeds
LS17 6PD

22nd September 2017

Welcome to the launch of Mini Mermaid and Young Tritons UK 'Dawn Til Dusk' challenge!

Mini Mermaid and Young Tritons UK's mission is to teach every girl to lead a balanced life by listening to her inner voice, valuing her uniqueness, learning to love movement and activity and discovering that 'the finish line is just the beginning.' We inspire every boy to become emotionally and physically balanced through self-compassion, cooperation, and developing a broadened definition of strength.

Each programme consists of twice a week meetings for 6 weeks in small groups of 10 participants, to work through a carefully written curriculum with different weekly topics whilst training for a 5km challenge. They are encouraged to take part in this final challenge at their own pace, using everything that they have learned throughout the programme to cross the finish line.

We use a unique and innovative curriculum which combines physical movement with cognitive behavioural tools. This in turn creates resilience and problem solving through positive reinforcement and character driven stories.

Through our programmes, we see children's self-worth blossom, they increase their ability to stand up for others and themselves, broaden their goal horizons to face new and challenging opportunities.

From when the UK programmes began in 2015 we have achieved:

- 1,152 sessions
- 500+ participants engaged
- 3,456km run
- 2,304 volunteer hours logged
- Over 200 volunteers engaged
- 640 finish lines crossed

We are now launching Mini Mermaid and Young Tritons in London after piloting the Mini Mermaid programme at Newington Green Primary School, Islington.

THE DAWN TIL DUSK CHALLENGE!

On the 30th September, a team of Mama Mermaids, Papa Mermaids, Mini Mermaids and Young Tritons, led by our London Ambassador Khara, are attempting to run NON-STOP around Highbury Fields park, Islington, from when the sun comes up to when it goes down, to raise our profile and funds to develop and grow Mini Mermaids and Young Tritons in London!

How can you help?

Share this letter to generate lots of interest for our wonderful team in London!

Come on down with your friends, family or colleagues to Highbury Fields – we'll be on the 'top' field near the newly refurbished leisure centre (Highbury & Islington station end) any time from when the sun rises at 7am, to when it sets at 6.40pm, and join in with 1, 2, 3 or 10 laps around the park! Coming down to support and cheer everyone on would also be very welcomed.

You can make a donation to our fundraising page at Podium Partners.

<https://www.podiumpartners.org/appeal/mini-mermaids-in-london>

£550 will fund a Mini Mermaid or Young Triton programme, this includes:

12 x fully coached sessions (18 hours in total)

All resources to implement the programme (T-shirts, journals, handbooks, posters, stationary, challenge day supplies)

Training days and safeguarding training for 2 x Coaches per programme

By using our partners at Podium Partners, we are able to get the benefit of Gift Aid, which means that for every £100 we raise, we actually get £118!

If you would like to take part in 'Dawn Til Dusk' on the 30th September, at any point throughout the day, please contact khara@minimermaidrunningclub.org or on 07808 160909 to register your interest.

If you require any more information on where your fundraising will be used, please contact hannah@minimermaidrunningclub.org

Kind regards,

Hannah

Executive Director Mini Mermaid and Young Tritons UK

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