

# 99,000 STEPS CHALLENGE

For Together for Short Lives



## Social Media Pack 2024

This pack has everything you need to share your epic 99,000 Steps Challenge with family and friends so that you can spread the word and raise awareness for children's hospices across the UK. Here's a list of everything included in this pack:

### Social Media Assets

A range of shareable social media assets that can be used in your social media posts. They come in a variety of sizes for use across relevant channels and can be teamed up with suggested key messages below.

### Social Media Messaging

Feel free to pair these pre-drafted messages with the assets in this pack or use your own voice to bring the 99,000 Steps Challenge to life for your colleagues, customers, and clients.



### Where to find us

We need your help to make a difference. Keep an eye on our social media for more information on how you can take part in Children's Hospice Week. We will have big plans in the works...

## 2) Social Media Assets - 99,000 Steps Challenge

We have created a range of social media assets for the 99,000 Steps Challenge. Simply [download the assets from our resource page](#) on the website and get sharing across your social media channels to gather support and donations for your steps!

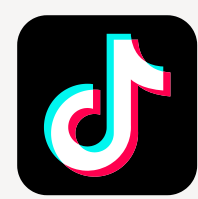
### Example Assets:



## Psst... Don't forget to hashtag!

When you post on your own social media then remember to use the hashtags

[#99000StepsChallenge](#) and [#ChildrensHospiceWeek](#)



# Social Media Messaging:

## 99,000 Steps Challenge

With every step, wheel, jump, or even dance, you can pave the way to make a difference for the 99,000 children in the UK living with a life-limiting condition.

In the UK, there are 54 children's hospices dedicated to caring for seriously ill children and their families. However, these hospices face a funding shortfall and rely heavily on donations to fund their lifeline care. By taking on the challenge of completing 99,000 steps in a week, you can join us in our mission to be there for children's hospices. Your support will help ensure that these vital services remain accessible for families today, tomorrow, and in the future.

## Draft messaging for social media for the 99,000 Steps Challenge:



I'm proud to support @Tog4ShortLives in #ChildrensHospiceWeek by taking on the #99000stepsChallenge. Children's hospices face a funding shortfall. That's why I'll be joining the challenge and showing my support to children's hospices all over the UK



We've developed these messages to fit the Twitter word limit, please do use them across other channels too - just make sure you change our handle to tag us in! (see below)



This #ChildrensHospiceWeek, I'm completing the #99000StepsChallenge to support @Tog4ShortLives, a step for every child with a life-limiting condition in the UK.  
#ChildrensHospiceWeek



This #ChildrensHospiceWeek we are taking on The @Tog4ShortLives 99,000 Steps Challenge. Check out our company leader board & see who's at the top of the stepping charts! >> link here

## Where to find us on social media:

We are proud to be able to tell the stories of some truly incredible families, whose local children's hospice is their lifeline. We'd love you to help us share these far and wide through all your channels. Follow our social media platforms to like, comment on and share these posts. You might also spot some familiar faces throughout Children's Hospice Week, with some exciting things happening!



Together for Short Lives



@togetherforshortlives



@Tog4ShortLives



@togetherforshortlives

togetherforshortlives

# Every step counts for children like Abed

Abed Arabi is a little boy with a big smile.

Abed's condition has not been diagnosed but he has a range of complex health needs, including the fact he cannot walk or talk. He depends on round-the-clock support from parents Jalal and Rita, alongside care and support from East Anglia's Children's Hospices (EACH).

Sister Yafa, 14, who has recently raised money for the hospice herself, said how much her brother loves coming to EACH

"I can't express how kind everyone is,"

"The staff have helped and offered such amazing support, which I know they do for so many other people.

EACH has helped us find activities and opportunities we can do together."

"Abed enjoys music therapy, the sensory room and being in the pool for hydrotherapy. It's the perfect mix.

"Just because he has a disability, he should still be able to enjoy life."

Every step you take as part of this challenge represents a child with a life-limiting condition. 99,000 children and young people are living in the UK with health conditions that are life-limiting or life-threatening – and the number is rising.

[Meet more of the families we support by clicking here.](#)

"He's an absolute angel – my favourite person in the world and the best thing in my life."

- Sister, Yafa

together  
for  
short  
lives



## Thank you

Every penny you raise and awareness made goes such a long way in helping children's hospices across the UK at a time when they have never needed it more. We work together to help families facing the heartbreak of knowing their child will die young. These families face unimaginable challenges, and this year is no different.

Thanks to your support during Children's Hospice Week 2024, we can help families create incredible memories, laughter, and special moments together.

**Good luck and happy stepping!**

*From the Together for Short Lives Stepping team*