BROOKENEWS



WINTER 2015



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www.thebrooke.org

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020 7470 9393 (Mon-Fri, 9am-5pm)

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Editor: Dolores Donnelly Chief Executive: Petra Ingram All images © the Brooke unless otherwise stated. Registered Charity No. 1085760 Cover Photo: Pablo the foal with his mother in Guatemala

Please note that the majority of our photos are taken by staff in the field to save costs.

CONTENTS

4 Spotlight on Afghanistan Making a lasting impact on animals' lives – despite the conflict.



6 News in brief

An update on some of our projects around the world

12 Meet Brooke Ethiopia vet **Dr Hailemariam**

A fascinating insight into a vet's work and what inspired him to help working equines.



14 A better life for brick kiln donkevs in Peshawar

Brick kiln owner Haji discovers the importance of providing his donkeys with comfortable stables and enough water, shade and fresh air.

18 My Dear Reader

Verity, our Legacy Officer talks about what a difference planning ahead can make.

Welcome



Welcome to your first newsletter of 2015.

I'd like to begin by wishing you a very happy New Year from all of us at the Brooke.

It's so encouraging to see the lasting, positive impact people like you are making on the lives of hardworking horses, donkeys and mules, month after month. This year we're resolving once again to reach even more of the animals who need us – and hope that you will continue to help us.

I'm excited to share news and views from the Brooke teams in the field, from other supporters and the people we've helped in this new-look newsletter. It's packed with features that give you an insight into how you're making life better for animals and their owners, from heart-warming case studies to life-changing campaigns.

In Afghanistan, you're supporting paravets with emergency kits containing the essentials they need to treat animals, as well as educating owners on simple ways they can improve the wellbeing of their horses and donkeys. It's really encouraging that – with you behind us – we're able to reach some of the world's neediest owners and their animals, despite the conflict (read more on page 4).

Brooke vets are so committed – but what motivates them to dedicate their lives to animals? Find out on page 12 where Dr Alemayehu Hailemariam, our Ethiopia Programme Manager shares fascinating insights into his work and what inspires him to be a vet.

Brick kiln donkeys have a particularly hard life. That's why I'm thrilled that we're making great progress in building relationships with kiln owners. As the owners improve their understanding of their animals' needs, they learn how to make sure their donkeys enjoy a life that's both content and productive (page 14).

I hope you enjoy your newsletter.

Yours sincerely,





From Afghanistan to Guatemala. Jordan to Pakistan, none of our work would be possible without your invaluable support. Thank you.

Spotlight on Afghanistan



Director of International Development, Dorcas on a recent visit to Afghanistan.

Thank you for making such an amazing impact on the lives of hard-working animals in Afghanistan' -

In September I wrote to you about the desperate need of working animals in Afghanistan – and our approach for helping them.

We were overwhelmed by your response. Your support flooded in and we raised an incredible amount for the horses and donkeys of Afghanistan and their owners. When I visited the country in October I saw for myself just what a difference we're making to their lives – thanks to you.

With your support, we're reaching more animals through paravets (local animal health service providers). Paravets already know the communities we want to reach. They understand local customs and are trusted by local people. By building their skills they can reach animals in need more quickly and treat them more effectively. That's why we've been supporting them by arranging field visits to places where animals work — like brick kilns — and through training on handling, diagnosing and treating animals effectively.

I'm so impressed by the passion and dedication of the paravets and have seen for myself that by building their confidence and their resources they're able to help more animals and owners than ever before.

Our paravet emergency kits

You helped us provide paravets in Afghanistan with equipment and resources to treat and manage a range of conditions. These kits include;

- safe head collars and halters
- surgical gloves
- bandages
- other essentials for treating working animals.

To make a donation please go to www.brooke.org/donate or call 020 7980 7234

Whatever the weather, loyal Leila keeps on working for her family

When snow falls in Afghanistan, each day is difficult for hardworking donkeys and their owners. But with your support, the Brooke is making life a little easier.

Lal Mohammad's little donkey, Leila, labours all year round. She works in the fields, takes produce to market, carries branches for fuel, collects animal feed and clears the snow from the courtyards where villagers live.



Leila waits patiently while Lal Mohammad goes through the garbage.

To supplement Lal Mohammad's family's income, Leila also goes to nearby Bagram Airbase, where her owner goes through the garbage to find leftover food and anything else useful, which Leila brings home on her back. Lal Mohammad appreciates all Leila's hard work. "My donkey is small, but does great jobs for my family," he says. "I love my donkey," adds his son Khalil, "She gives me the chance to collect the

most valuable garbage. She brings food and garbage for my friends as well."

How you're helping to make life better for Leila and Lal Mohammad



One of Leila's jobs is to move the snow that blocks the villagers' courtyards.

We're helping families like Lal Mohammad's by training them to look after their animals as well as possible, improving their stables and giving them vital equipment from grooming brushes and hoof picks to blankets.

We're also supporting the whole community by building the skills of paravets, farriers and saddlers and by setting up a village equine welfare group who are able to organise small savings – helping owners like Lal Mohammad to meet the costs of caring for their animals.

News in brief:

World Animal Day celebrations

Brooke Ethiopia joins the **World Animal Day** celebrations in Mekelle

Last October, we joined other animal charities, representatives from the Ministry of Agriculture and around 50 vets from Mekelle University Vet College to mark World Animal Day. Two days of events were themed around 'Animal Welfare Education for Better Animal Protection.

The celebrations kicked off with a tour around the city, raising awareness of key welfare messages. Participants caught the attention of the crowds through songs, posters, banners, t-shirts, text messages – and via the local media.



The following day began with fun events like races and a horse beauty contest. In the afternoon, a workshop was attended by everyone from senior vets to representatives from the Bureau of Transport. Talks included a presentation on factors that lead to changes in human behaviour, from Dr Zenawi Zerihun of the university's psychology department, and our own Dr Alemayehu, Ethiopia Programme Manager (see page 12) and Leulseged Yirgu, our Policy Coordinator discussing equine welfare for communities.

During the celebrations more than 2.000 animals were treated for free.

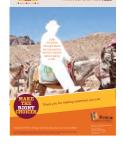


Twenty-six owners from nearby villages and their children came to the day-long celebration. Dr Amritkumar Reddy, Dr Anish Laxeman and Basha Bhai from the hospital shared their expertise, together with Dr Nandkishore Jadhav and Mohammad Rafi from Brooke India's partner the Society for Rural and Eco Development.

Five star treatment for donkeys in South India

Brooke India team collaborated with government vets to celebrate World Animal Day on 4 October at the excellent Betamcherla government veterinary hospital in the Kurnool district of South India.

The celebrations focused on influencing more owners to be kinder to their animals and to look after their welfare. It featured live demonstrations of good husbandry practices like grooming, feeding, stable hygiene and hoof care, as well as free check-ups. vaccinations and tests for sick animals.



who work there.

Protect the animals

Petra, in Jordan, is a popular tourist

destination – but conditions can be

challenging for the horses and donkeys

of Petra, Jordan

Visitors to the historic site, one of the new Seven Wonders of the World, don't realise that the animals who take them around the Park are often weak or injured.

We've joined with government and nongovernmental organisations and together with the Petra Development and Tourism Region Authority (PDTRA) we have launched the 'Care for Petra' responsible tourism campaign.

The campaign aims to improve tourist attitudes and behaviour towards working children, working animals and the historic monuments of Petra.

By following our guidance, such as walking whenever possible, tourists can enjoy their visit and protect the animals of Petra for future generations.

Thank you for helping to make this life changing campaign happen. To find out more about advocacy work go to: www.thebrooke.org/advocacy



Pakistan tunes into the Brooke

Raising awareness of good animal welfare practices goes alongside veterinary treatment.

In Jacobabad, Pakistan, we've been testing the impact of radio messages for reaching a wide audience in areas where there are lots of working horses, donkeys and mules. Owners answered face-to-face questionnaires before the broadcasts, then were resurveyed afterwards. The results were plain to see.

Radio leads to a dramatic improvement in animal welfare

After the broadcasts, almost 40% of owners said they would not use the harmful traditional practice of nostril slitting. Before fewer than 5% said they wouldn't use it. Previously, only around 30% of owners offered their animals water four times a day. It rose to nearly 80% when they'd heard our radio messages.

Following the success of the trial we plan to extend the broadcasts to other districts, reaching as many of the general public, as well as animal owners, as possible.





A big thank you to Mr and Mrs Brindle for helping donkeys in Kenya

We are very grateful to Mr and Mrs Brindle, whose incredible generosity is helping to fund a major project in Narok, Kenya, transforming the lives of thousands of donkeys. Their funding is also supporting the donkeys' owners and communities with welfare training, healthcare and first aid and farriery kits. Katie Brindle told us why the Brooke means so much to them:

"My husband and I support the Brooke because we both have a lifelong interest in horses. We especially love the Brooke because they focus on projects in the developing world and help to create prosperity and happiness for the people and animals alike. We love the fact that the Brooke are very open to new projects and expand into new territories, extending the benefits to more and more communities."

We value every supporter enormously, and every pound makes a difference. The contribution of philanthropists like Mr and Mrs Brindle – and those others who are able to make such a significant impact on the lives of working animals is very much appreciated.

Reaching more caring people – and more suffering animals

Thanks to your support, we are well on the way to reaching our target of increasing the number of working help to two million a year by 2016. However, many more still need us. The Brooke is determined to reach them. But we can't do it alone.

We need more people to know and care about the plight of the world's working equines and the crucial role that they fulfil in the developing world.

That's why we've been talking to some of our supporters. By finding out what people like you think and which areas of our work you care about most we're gaining insights that we will use to get our cause noticed by more people in a busy world. That way we can reach more of the animals who need us, year

To find out more please contact Rachel Bhageerutty, **Head of Communications** on 020 7653 5879



Article

An eye-opening workshop helps transform life for donkeys in Somalia

Local organisations helping to improve the lives of horses and donkeys often struggle to raise the funds they need to meet their goals. Our Small Initiatives Fund (SIF) gives grants of up to £5,000 to help organisations outside the countries where we work to improve animal welfare.

In the Hargeisa region of Somalia, many working donkeys suffer because of traditional misconceptions and a lack of understanding of their nature and needs. The Brooke enabled the Social and Animal Welfare Service (SAWS) to run a two-day workshop – the first of its kind in Somalia – which focused on the welfare of working donkeys.

Expert speakers engaged owners

Organised by Jama Suleman Elmi – a vet with 15 years' experience – the workshop featured speakers including a representative from the Ministry of Livestock, a local councillor, a community elder and animal rights campaigners.

The owners, who work transporting loads, providing water, and collecting garbage, learned how to respect and care for their animals properly and how to recognise and treat common diseases. A moving presentation showed donkeys suffering, while actors, singers, comedians and musicians brought to life the abuses working donkeys suffer and





In group discussions, the owners considered negative perceptions of donkeys and their roots in culture and traditions and looked at more positive and productive ways of treating their hardworking animals.

The speakers showed owners that by treating their donkeys well the animals would be more content, efficient and live longer. They were encouraged to set up a committee to express their needs to the Ministry of Livestock who promised to provide free veterinary care and medication for their animals.

Reaching more owners and more donkeys

The workshop was followed up by welfare messages on radio, TV and online – reaching many more people in Somalia and beyond.

The Brooke enabled the Social and Animal **Welfare Service** (SAWS) to run a two-day workshop

Interview



"The time will come when all animals will enjoy the care they deserve."

Dr Alemayehu Hailemariam, has been working for the Brooke Ethiopia since 2007. After many years in the field working as a vet, he's now Programme Manager, based in Addis Ababa

What sparked your passion for animals?

The years I spent at my grandmother's farm when I was a small child sparked my passion for animals. She kept sheep, goats, cows, dogs – but she loved her donkeys best of all. I've felt a bond with equines ever since. I scored highly in my school-leaving exam and could have studied for any career Lichose, But I knew I wanted to be a vet.

12 Brooke News

Why do you like working for the Brooke?

I love working for the Brooke because it puts animals first. The Brooke always prioritises the ones who do not talk and do not demand. The animals' welfare is at the centre and the rest follows.

What is life like for the owners and animals in Ethiopia?

Life for owners and their animals in Ethiopia is challenging. They share many of the same struggles every day and often spend the night under the same roof too. Although their lives would be dark without them, owners have a long way to go before they fulfil the needs of their horses. donkeys and mules.



Often one donkey works for two families but with neither family giving the donkey the care it needs. A lot of donkevs suffer because nobody takes responsibility for their welfare.

What difference has the Brooke made?

Some organisations distribute donkeys and carts to help poor people earn a living. We've convinced these organisations to work with us. Now we are training the owners to look after their donkeys properly.



You can easily tell a place where the Brooke has been just by looking at the animals and their owners. When I see the changes we've brought about for horses, donkeys and mules I feel better. I hope the time will come when all animals will enjoy the care they deserve from their owners.

"I love working for the Brooke because it puts animals first."

Can you give examples of areas of work the Brooke has had most impact in?

I like being part of the solution. Since I started working in Ethiopia there's been a revolution in the way wounds are treated, meaning it's not a problem now, while once it killed lots of animals.

There are no more deaths from anthrax and African Horse Sickness (AHS) now either, thanks to the annual vaccination programme, and terminally ill animals in distress are put humanely to sleep instead of left to suffer. Now that owners have been encouraged to groom their animals three times a week they are closer than ever to their animals and share a stronger bond.



What are your hopes for the future?

lasting change.

the kindness of our supporters.



Ethiopia has the second largest population of horses, donkeys and mules in the world. We must take all the positive lessons we've learned forward and reach out to the millions of equines who need us - and influence their owners for

We cannot do it without



memorable story from the field?'

It's not unusual to see a mule carrying his owner – but I once saw an owner returning the favour! His mule was thirty years old and had lost all her teeth. He kept her alive by feeding her corn and wheat porridge twice a day and even picked her up when she was too weak to walk! He said he was repaying her for her many years of faithful service.

"We must take all the positive lessons we've learned forward and reach out to the millions of equines who need us."





Brooke News 13

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Fresh air, fresh water and a fresh start for the donkeys of Peshawar

Our determination to help the donkeys who labour in the brick kilns continues. These poor animals not only endure blistering temperatures as they carry their heavy loads for many weary hours - many have no respite when the long day is over.

In a brick kiln in Peshawar, 22 donkeys carry their burden of bricks back and forth all day long. It's hot, dusty and rough underfoot. They work for at least 12 hours a day, six days a week, without respite. Some have been doing this for as long as seven years.

Then one hot morning last spring, Haji, the kiln owner called us. He couldn't understand what was wrong with his donkeys. Their health was failing - and he was worried about how he could keep earning his living.

The donkeys suffered all day and all night

Our committed team were on hand to help. We found the donkeys crammed together in a tiny, rickety, airless shed. They were packed so closely together, they had stopped eating and drinking,

they were weak and listless – and their condition was deteriorating fast.

Ouick action in a crisis

The team acted immediately. The donkeys were taken outside to an open, shady space by a stream. They soon started to revive – grazing, drinking and cooling themselves in the water. We checked each donkey carefully and gave them treatment on the spot.

Our next step was to make sure the donkeys never returned to those terrible conditions. We explained to the owner that his animals needed enough space to rest and eat as well as fresh air to breathe and frequent opportunities to graze by the stream.

Life-changing long-term help

The next day we cleared the area around the stable giving them almost double the space, as well as room to roam outside. The stable was thoroughly cleaned and holes were made in the wall for ventilation. The owner also followed our advice and hired someone to care for the donkeys. What's more, Haji now understands how to treat his donkeys well – so they don't suffer and his kiln can operate smoothly. The donkeys are no longer over-worked and over-loaded and they get a day off when the weather is harsh.

Back at the stable the donkeys can wander freely inside and out. Their shed is always clean and they are regularly groomed. Their feed is soaked for them to ensure dust doesn't cause them

breathing problems and they can drink whenever they're thirsty.

Best of all, at the end of the working day, the donkeys return to their tranquil, shady grazing spot by the nearby stream.



Photo shows the donkeys cramped in a shed.

Thanks to the support of people like you, we're changing the lives of brick kiln donkeys across India, Afghanistan and Pakistan. We work with kiln owners. helping them to understand what their donkeys need and how to treat them well – benefiting both the animals and the people who depend on them.

"I'm really grateful to the Brooke for helping me realise this issue. Now I can see my donkeys are happy." - Haji



Working with communities in Guatemala to change the future for animals.

As Filipe was coming home after a hard day's work in the Guatemalan hills he noticed his mule Chikita wasn't walking at her usual brisk pace. He couldn't understand why she kept slowing down. Chikita wasn't old and had seemed fine all day.

Finally Filipe got out of the saddle to try and find out what the problem was. He couldn't afford to lose Chikita's help.

Without her to carry the firewood from the land where he worked as a labourer. he wouldn't be able to earn a living. And without money he couldn't buy food for the family.



As Filipe stood at the side of the road wondering what to do and Chikita grazed beside him, happy to be spared the pain of walking, a truck pulled up. It was a van belonging to Brooke's Guatemalan partner Healthy Equines for the People, driven by expert vet Marco!

Poor owners depend on their animals to feed their families

Filipe and Marco started chatting and Filipe asked the vet if he could have a look at Chikita.

"She's very important to me."

Marco observed Chikita's limp. He checked her hooves and saw they were healthy. But when he started to examine her back leg muscles he noticed that one of her knee joints was stiff and painful at the back. As they talked, Filipe remembered that Chikita had slipped on the walk down the hillside, and the pair realised that this was what had made her lame

Simple steps to better welfare

Filipe was worried. "My family will be devastated if she is unable to work. What will we do without her?" Marco reassured him that Chikita would soon heal with a little rest and pain relief. He advised Filipe to stick to the path and go slowly down the hill, so Chikita would be less likely to slip. He also reminded Filipe how important it was to find water and

a shady place for Chikita to graze during the day.

"I owe you a lot of thanks," Felipe told Marco. Marco replied that he would call Filipe next time he visited the community and see how Chikita was getting along. Filipe promised to follow Marco's advice and also agreed to go to a community training session on hoof care in a nearby village.

Thanks to a chance meeting, Filipe started to learn more about how to give Chikita the best care so she could stav healthy and help the family.

Thank you for helping owners like Filipe care for their animals better.



Helping poor communities and their animals in Guatemala

We work with our

Guatemalan partners to help poor rural communities who don't have veterinary services. Welfare assessors and local service providers are trained in diagnosing and treating animals and community leaders are encouraged to spread knowledge among local people. Welfare clinics – like the hoof care one Filipe decided to attend – help owners to look after their animals' welfare, handle them properly and identify basic health problems.

My Dear Reader

Verity Owers, our Legacy Relationship Officer, considers the benefits of planning ahead.

At the Brooke planning ahead is critical to our success. Benjamin Franklin said, "By failing to prepare, you are preparing to fail." Here at the Brooke planning has meant we have been here for over 80 years helping millions of working horses, mules and donkeys who desperately need our help.

At work and in life, planning can be the difference between events running smoothly or becoming a problem.

Unfortunately we can't plan for everything. The drought in Nicaragua last year, for example, meant we had to invest time and resources into feeding starving animals unexpectedly. But, thanks to gifts left to us by kind supporters in their wills we are better equipped to deal with the unpredictable.

Gifts in Wills enable us to plan ahead, so we can reach as many suffering animals as possible. Although we may not know exactly when a legacy gift will reach us, knowing it is coming helps us to organise our work efficiently and effectively.

It's wonderful to think that a legacy left to us by a supporter now could help alleviate the suffering of working horses, donkeys and mules in the future. By planning ahead and leaving a gift to the Brooke in your Will, you will make a difference – however and wherever the need is greatest, when the time comes.

If you have already made that pledge for the future, thank you from me and all the animals your gift will help. If you are considering doing so and would like to know more, please feel free to get in touch with me.





Verity Owers, Legacy Relationship Officer Direct line: 020 7653 5860 Email: verity.owers@thebrooke.org Website: www.thebrooke.org/legacies

Ouiz

1. What is a hinny?

- a) Another name for a donkey
- b) The offspring of a male horse and a female donkey
- c) The offspring of a female horse and a male donkev
- 2. How many British horses were sent to the frontline in World War One?
- a) 1 million
- b) 1.5 million
- c) 100.000

3. Which year was the Brooke founded in?

- A) 1934
- B) 1918
- C) 1946
- 4. A male donkey is known as a jack. What is a female donkey called?
- a) A jane
- b) A jackie
- c) A jenny

5. What percentage of the Brooke's total net income came from legacies in FY 2013/14?

- a) 11%
- b) 34%
- c) 63%

6. What is this?







Wordsearch

Hidden below are the following words: equine, surra, hoof, lameness, hinny, exhaustion, paravet, nepal, harness, brick kiln.

е	b	а	е	у	i	d	I	С	f
q	r	у	r	S	n	а	t	0	Ι
u	i	r	n	r	m	n	0	е	r
i	С	h	t	е	u	h	i	а	g
n	k	е	n	0	р	S	t	h	n
е	i	е	р	а	r	a	٧	е	t
S	S	е	n	r	а	h	_	C	С
S	b	r	i	С	k	k	i	I	n
е	w	t	n	n	s	k	а	р	r
n	0	i	t	S	u	a	h	Х	е

Answers: 1.c, 2.a, 3.a, 4.c, 5.c, 6.frog

Community



Show your love

Are you planning your wedding? Why not share the happiness of your big day with working horses, donkeys and

mules, with Brooke wedding favours. Our wedding favours are a great way of showing your support and are also inspiring gifts for wedding guests. Our horse shoe pin badges can be mounted onto our specially designed Brooke place cards, and we have a variety of other decorative items.

For more information please contact our Fundraising Team at community@thebrooke.org or alternatively you can ring us on 020 7470 9393.

A Ride for Remembering

Last September, the Exmoor Brooke Champion Group organised a Commemorative Ride celebrating the Brooke's 80th Anniversary and to pay tribute to all the horses, mules and donkeys lost in the First World War. The ride took place near Minehead, which was one of the main areas where mules purchased from America, were kept for rest and recuperation before going to France. Official statistics state that 101,043 mules passed through the different Somerset depots. By mid-March 1919 only 1,500 mules were resold in the UK.

The ride was a great success and raised a wonderful f910! We would like to thank the British Mule Society for taking part and bringing their mules along for the ride, and a special thanks to Maggie Robertson of the Exmoor Brooke Champion Group for her incredible organisational skills.

If you would like to learn about your local Champion's fundraising activities, have a look at the enclosed insert to find the one closest to you.



Every penny counts

Help make this year even better for working horses, donkeys and mules overseas.

The funds you raised go a long way in the countries in which the Brooke works. From cake sales to street collections, obstacle races to teddy bears picnics - every penny you raise can make a lasting impact.

As many of you know, the Brooke's goal is to reach 2 million working animals a year by 2016. We are so close, and so we are appealing to all of our supporters to hold a fundraising event this year, whether big or small.

Any passion or talent can be turned into a fundraiser, and we are here to help and encourage you all the way. As well as personalised advice from our dedicated Fundraising Team, we also have fundraising packs that are full of useful and practical tips to make your fundraising a great success. We can provide you with advice and materials to help you publicise your activities, along with information about the Brooke's work including leaflets, posters, bunting and balloons.

To see how every penny counts, visit our website to see our new fundraising video www.thebrooke.org/everypennycounts



Get in touch

We would love to hear from you, and so if you would like to find out more and receive a fundraising pack, please contact our Fundraising Team by emailing community@thebrooke.org or calling us on 020 7470 9393

Royal Parks Half Marathon – Join the Team!

After a huge success in 2014,
Team Brooke will once again be
running our asses off at the Royal
Parks Foundation Half Marathon
this October – why not join us?
Becoming part of Team Brooke is a
great way to get fit, see London's
most iconic sights, and also
experience the buzz of an event
brimming with team spirit.

Last year 26 Brooke supporters took part, and this year we are aiming to double that number. We want to flood the course with Brooke orange! We will support you all the way, with a fundraising pack, Brooke running vest, special monthly updates and encouragement on the day from our enthusiastic cheerers, plus a post race message!



Don't miss out on these runs and challenges

The Brooke needs runners for these exciting events: **BUPA 10K (25th May)**

Edinburgh Marathon & Half Marathon (31st May)
Spartan Obstacle Race (various dates & locations)
Thames Path Challenge (12-13th September)
Bournemouth Marathon & Half Marathon
(4th October)

So whether you run, walk, or crawl, contact us today to get your spot and join Team Brooke!



An important part of every event is the support from the side lines, and we are recruiting enthusiastic volunteers to help cheer our Brooke runners all the way to the finish line. We will have clappers and Brooke t-shirts for everyone, and so if you and your friends and family would like to join in the fun please get in touch.



or call us on 020 7470 9393

