

REP YOUR SHIRE CAMPAIGN PROSPECTUS

fof-consultancy.co.uk/rep-your-shire.html

Information edition · 30 October 2026

01 / LOCAL ACTION

Put your Shire on the map.

Rep Your Shire invites people across the UK to raise awareness of FOF and help build fairer, healthier communities. The website uses a directory of 92 historic counties as a way to find and choose an area to represent.

Raise awareness

Share FOF’s purpose of remedy, equity and freedom in your area, using messages that are accurate and approved.

Bring people together

Invite neighbours to learn about FOF and the local challenge. Start small and work with the team on an approach that fits your time.

Move with purpose

Join the weekly exercise, help others take part in an appropriate way, or support the team with organising and sharing.

Keep it accountable

Use confirmed donation routes, seek permission before publishing anyone’s image, and report local activity honestly.

The historic county directory is a campaign organising tool. People can ask FOF for help if they are unsure which area to select.

02 / PENNY A REP

Small amounts. Visible effort.

For every penny donated to the Penny a Rep campaign, participating FOF members take on one exercise rep as a shared target. Each week brings a different exercise and suitable adaptations. The target belongs to the team, not one person.

1p = 1 team rep target

£1 = 100 reps · £10 = 1,000 reps

01 Donation confirmed

A contribution adds to the team target. The website calculator illustrates the exercise target only.

02 Team completes exercise

Members film their reps, use a sensible pace and submit videos to FOF. Unfinished reps carry forward; they are never reported as complete.

03 FOF checks and shares

Only approved videos with a verified rep number are counted on the public counter and linked with the participant’s permission.

Watch the evidence

The Rep Your Shire page shows the verified team total and links to approved social videos. It begins at zero and grows only as verified entries are added.

03 / JOIN THE MOVEMENT

Start where you live.

Choose your county on the website and send a short expression of interest. Tell FOF whether you would like to raise awareness, join exercise videos, help organise, or explore a role together.

01 **Find your area**

Search the historic county directory and choose the county you want to represent.

02 **Open the signup email**

Add your name, contact email, town if you wish, and the type of contribution you can make. Your email app opens for your review before sending.

03 **Agree the next step**

FOF responds about the role, weekly exercise and any video submission instructions. Publication of your image or story requires your agreement.

Explore and contact

Visit fof-consultancy.co.uk/rep-your-shire.html or email fof-consultancy@proton.me with the subject “Rep your Shire”. The website also carries the current verified rep counter.

Donations requested through Penny a Rep support FOF’s wider nonprofit work. Contact FOF to enquire about making a donation. FOF will explain the purpose and current arrangements before accepting one. Adapt fitness to your ability.