



COMMUNITY SPORTS
FOUNDATION

Norfolk Coast Path
Burnham Overy Staithes
1½ miles

The Hero Bar &
Restaurant 1½ miles
01328 738334

COASTAL WALK CHALLENGE 2019

Friday 14th & Saturday 15th June 2019

www.communitysportsfoundation.org.uk

INTRODUCTION



On behalf of the Norwich City Community Sports Foundation (CSF), I would like to say a huge thank you for agreeing to take part in this year's Coastal Walk Challenge.

What started off with a small group of fundraisers back in 2011, who had the idea to raise money for the Foundation by tackling a long, but beautiful stretch of the North Norfolk coastline, has

evolved year-on-year into one of our most special events, regularly attracting close to a hundred walkers.

Despite its growth, what never changes is the wonderful camaraderie that is built up between the walkers, the outpouring of emotion at the grand finish in Cromer, and the lasting legacy that the funds raised will have on the disabled and disadvantaged individuals we work with.

It is a tough and gruelling challenge - and it will test you physically and mentally - but myself and our experienced support team (not to mention, an endless supply of plasters and snacks!) will be there to drive you onwards.

This pack should hopefully give you a small flavour of what to expect, but please do not hesitate to contact me if you have any questions. I look forward to meeting you.

Emma Fletcher

Senior Fundraising and Events Manager

CONTENTS

- 02 INTRODUCTION**
- 03 THE CHALLENGE**
- 04 KEY INFORMATION**
- 06 SPONSORSHIP**
- 07 FUNDRAISING TIPS**
- 08 OUR SPONSORS**
- 09 POST-EVENT**
- 10 CONTACT DETAILS**
- 11 USEFUL RESOURCES**

“

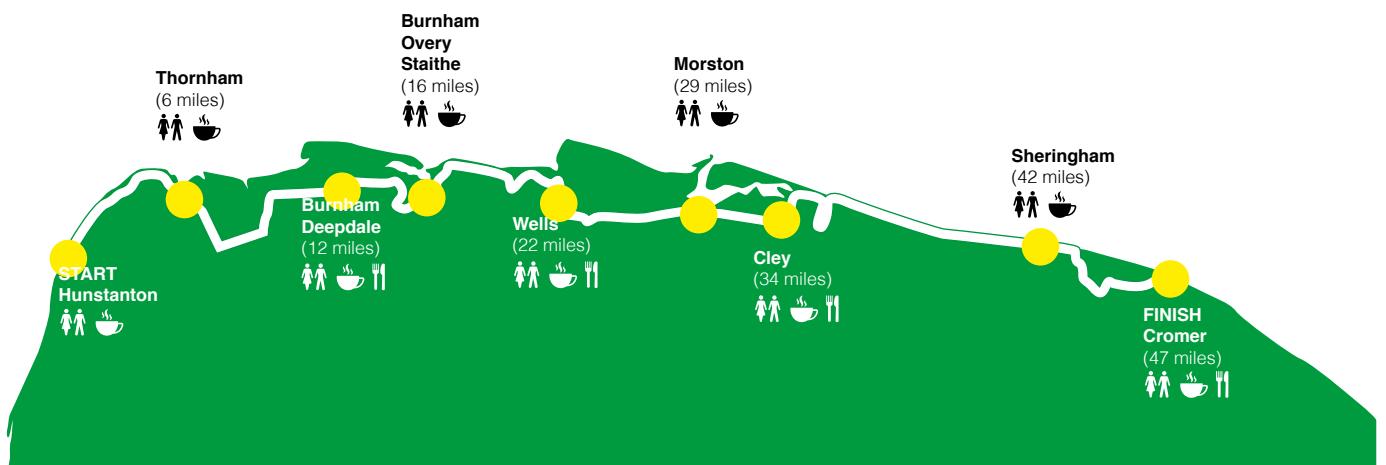
It was my fourth time taking part and my fifth time involved. It is always such a **big challenge** and different every time. We had a **fantastic group of people** doing it and it is great to **bond** with them.

”

Phil Wright
Coastal Walk Challenger



THE CHALLENGE



Please note:

For health and safety or other reasons, we may arrange an alternative route if necessary. The distances marked below are approximate.

47 miles in 24 hours

Now in its ninth year, our hugely popular Coastal Walk Challenge is our most physically gruelling, but rewarding, challenge.

Following the Coastal path for 47 miles from Hunstanton to Cromer, the Challenge sees walkers hike day and night to raise funds for the Norwich City Community Sports Foundation.

The Challengers set out in groups led by experienced team leaders, with the aim to cross the finish line at Cromer Pier just 24 hours later. The first group will start

at 11am on the Friday. The groups will be set off every 20 minutes thereafter.

There is a support team to help you along every step of the way, as well as a number of scheduled food stops and toilet breaks.

Our challengers can expect a physically demanding challenge, some beautiful scenery and an unforgettable sense of achievement when they cross the finish line at Cromer Pier.

WE HELP

“

He's had that **support from the Foundation**, which has meant that he's wanted to **keep going**.

David Elvin
Parent of Ollie, Wish day participant





KEY INFORMATION

Each person taking part in the Coastal Walk Challenge must raise a minimum total of £150 (excluding £25 deposit), but of course if you can raise more, that's fantastic!

Induction evening

We will be holding induction/information evenings at The Nest / Norwich City Football Club during February and March 2019. The evening offers walkers the chance to meet other walkers, talk through key information and the opportunity to ask any questions. You only need to attend one of the dates. If you are planning to walk as part of a work team, we can even arrange a date to come to your workplace.

Walk support

Whether you are planning to enter as a group, or as an individual, there will be a number of 'Team Leaders' that will be familiar with the route and emergency procedures. These key people will be made known to you on the day.

Incentives

We have a number of Norwich City FC incentives & rewards to help encourage you with your fundraising:

Raise £100: Signed Norwich City FC photo

Raise £200: 2 x Norwich City FC ground tour tickets

Raise £300: 2 x Norwich City FC match day tickets

Raise £400: Signed Norwich City FC football

Raise £600: Signed Norwich City FC shirt

Raise £1,000: Signed & framed Norwich City FC shirt

Raise £1,500: 2 x Norwich City FC match day hospitality tickets

Support vehicles/rest stops

In addition to the above, further support will be available to you at key 'rest stops' en route. All food, including snacks and drink for the duration of the challenge will be available to you free of charge at the designated stops. Due to the nature of the Challenge we will endeavour to ensure that cover and toilet facilities are available at each stop, however this is not always guaranteed.

Cost & deposit

A £25 deposit is required to secure your place
- due by 20th April 2019 (including a £1.50 booking fee):

- Payment by cheque made payable to 'Norwich City Community Sports Foundation'
- Call 01603 761122 and pay by debit/credit card
- Book online at www.communitysportsfoundation.org.uk (£1.50 booking charge)

Please note: spaces are limited so book early

Proof that the minimum £150 has been raised must be given by Friday 24th May 2019 (this can be via online donations or a copy of your offline sponsor form).

KEY INFORMATION

First aid and physio support

Qualified first aiders will be with the support vehicles and each team leader is first aid trained. At each scheduled stop there will be access to necessary first aid equipment i.e. plasters, Vaseline, ice packs etc.

A full risk assessment has been completed for this Challenge. All walkers will be issued with a copy and asked to sign a consent form.

Kit & equipment

Each walker will be provided with a Challenge t-shirt (once your minimum fundraising target has been achieved) for the walk, but we would also advise the following:

- Walking boots or trainers (whatever you feel most comfortable in)
- Good socks (couple of pairs)
- Wind / waterproof jacket
- Small rucksack for essentials (extra clothing)
- Base layer for evening
- Sun cream
- Gloves
- Torch or head light (essential as you will be walking during the night)
- Any medical essentials you require

Training

We would advise that you build up your training with regular 6-mile walks, progressing to the 11-mile training event from Wells to Cley. The training walk will give you a great opportunity to meet fellow walkers and talk to team leaders who have completed the Coastal Walk Challenge previously. You will need to confirm with Emma if you will be attending.

Coastal Walk Challenge training walk

Sunday 7th April 2019, 11am:

Wells-Next-The-Sea to Cley (9 miles)

Start address: West Quay, Wells-Next-The-Sea, NR23 1AT

Walking parts of the Challenge in the build-up to the weekend is also very useful as you will experience the different surfaces that you will encounter on the full Challenge.

Dogs

Unfortunately due to a number of reasons we are unable to allow dogs to take part.

“

I really had a **fantastic time**. We couldn't have been looked after better and **the experience was priceless**.

”

Coastal Walk Challenger





SPONSORSHIP

Online sponsorship

We are listed on Virgin Money Giving and it is a fantastic site for you to set up your online sponsorship page and have the funds transferred to us with ease. An online sponsorship page is a simple way for you to monitor your fundraising target and is a great way to spread the word about your fundraising and why you are doing it for Norwich City Community Sports Foundation. Virgin Money Giving has some useful guides on how to set up a team page, registering as a fundraiser and setting up a single page online.

Here is a simple step-by-step guide for how to set up a fundraising page:

Step 1:

Click the ‘set up a fundraising page’ button on our charity homepage to start

Select what kind of event you’re taking part in, when the event is taking place, where, and if you’re doing it alone or with friends. If you’re taking part in an organised event the details may already be loaded onto Virgin Money Giving so simply search for ‘Coastal Walk Challenge 2019’.

Step 2: Your charity

Select Norwich City Community Sports Foundation as the charity you would like your sponsorship to go to.

Step 3: Register or sign in

Register with your contact details. Select a web address for your Virgin Money Giving Page, it will be the same for every event you take part in, so it’s best to avoid one that’s related to a specific event or date. It’s now set up and you are free to customise your page!

In addition to online please feel free to use one of our sponsor forms included in this pack. Encourage people to use gift aid where possible.

Business sponsorship

Have you thought about getting your place of work involved? Did you know that certain organisations support their staff/employees by matching the money they raise, or by contributing a certain amount? It's always worth asking!

WE HELP
WHOM

“

The Foundation has **helped me change my life** for the better by getting fitter, having a better routine, and **building my confidence**. They are a fantastic charity and have been a **great support**.

Brian Cook
Street Life Soccer participant

”



TOP TIPS FOR FUNDRAISING...

START EARLY

The sooner you start, the more money you will raise.



CUSTOMISE YOUR EMAILS



Why not personalise your personal or work email signature to include a link to your fundraising page? Recipients of your emails may be inspired to help support your walk.

CUSTOMISE YOUR FUNDRAISING PAGE

Try to add photos, videos, a story and even a blog - let people feel what you are going through and why.



FUNDRAISE WITH OTHERS

Join forces and raise money with another fundraiser - two heads are often better than one! Having a shared target can motivate both of you to reach your goal.

SET A TARGET

Your goal should be reachable, but also if you are getting close to your goal, stretch it again!



COMMUNICATION SCHEDULE



Plan dates in advance for when you will contact people. Don't bombard your friend list with emails, but make sure you keep up a regular stream of communication.

CONTACT EVERYONE!

Check your personal and work address book and, let your contacts know. You may be surprised at who will support your cause.



IF YOU DON'T ASK YOU DON'T GET!



People can only donate if they know about it, so make sure you tell them! Don't be shy and don't be scared to remind them.

SOCIAL MEDIA

Update your status on Facebook, Twitter, LinkedIn, or Instagram. Keep directing them to your fundraising page!



BE CREATIVE AND FUN

Cake sales, pub quizzes and car-washes are some of the most common fundraising events but don't be afraid to think 'outside of the box'.



STAY FOCUSED

If you need reminding of why you are completing the walk, visit the charity's website, watch our videos, read our case-studies and get re-inspired!



SAY THANK YOU!

Make sure you say thank you to your donors. You might need them again next time!





OUR SUPPORTERS



Swash Nosh
Catering & Events

Since 1997, Swash Nosh have been providing private catering services to sports facilities and functions across North Norfolk.

Their mobile unit can cater for fetes, carnivals, weddings, as well as children's parties and summer functions.

www.swashnosh.co.uk
Tel: 07788 375453



We are a team of Podiatrists able to treat all foot-care problems using a wide range of skills and a wealth of experience that we have developed over many years.

www.randellsfootcare.co.uk
Tel: 01263 732959



It was an **amazing experience** and my efforts have **inspired** others to join in which has been really **amazing**. Thank you to everyone at CSF for their time, **enthusiasm** and patience.



Coastal Walk Challenger



The Grove in Cromer will be providing our walkers with a celebratory beachfront breakfast following the completion of the walk, while butchers Icarus Hines will be supplying their award-winning sausages!

www.thegrovecromer.co.uk
Tel: 01263 512412
@TheGroveCromer



www.icarushines.co.uk
Tel: 01263 514541
@icarushines



Cafe2U baristas of the year 2014/15, Peter & Kirsty Boyce will be providing hot & cold refreshments en route.

Follow them on Twitter here: @Cafe2UNorwichEa



POST-EVENT

When it is time to transfer the money raised to Norwich City Community Sports Foundation, you can use one of the three methods below:

- **Using Virgin Money Giving** any monies donated against the fundraising page you have set up, are automatically sent through to our bank account on a weekly basis.
- **Via bank transfer** – Pay to the account of: Norwich City Community Sports Foundation.

Bank: Barclays

Sort Code: 20-62-61

Account Number: 83299104

Please reference: CW followed by your name

- **By cheque or Charities Aid Foundation (CAF)** made payable to Norwich City Community Sports Foundation.

We appreciate at times actually collecting in the money after an event can cause delays; where at all possible we encourage you to try and collect the money as people pledge. However we have also found that quite often people will donate post event, especially when they hear first-hand your experiences on the day. Don't be afraid to leave your online page open for up to four weeks after the event.

We do ask however that any offline money is collected and returned to us as soon as possible, or at the latest **Friday 12th July 2019**.



WHOM WE HELP

“

The happy, **welcoming environment** at the sessions gives Tommy not only an opportunity to exercise, but to be **part of a team**, build **friendships** and have **fun**. ”

Caron

Parent of Tommy, Down's Syndrome participant





CONTACT DETAILS

Senior Fundraising & Events Manager **Emma Fletcher**

Norwich City Community Sports Foundation, Norwich City Football Club, Carrow Road, Norwich NR1 1JE
T: 01603 761122 | **M:** 07879474077
E: emma.fletcher@canaries.co.uk

Head of Marketing & Communications **Daniel Wynne**

Norwich City Community Sports Foundation, Norwich City Football Club, Carrow Road, Norwich NR1 1JE
T: 01603 761122
E: daniel.wynne@canaries.co.uk

Charity office

Norwich City Community Sports Foundation
Norwich City Football Club
Carrow Road
Norwich
Norfolk
NR1 1JE
T: 01603 761122
E: csf.fundraising@canaries.co.uk

Charity No.: 1088239

Website: www.communitysportsfoundation.org.uk
Twitter: @NorwichCityCSF / @CSFfundraising
Facebook: facebook/communitysportsfoundation
Instagram: NorwichCityCSF

WHO WE HELP

“

Annabel is such a quiet and shy girl - the skills and **confidence** she is **developing** through dance are great not only for her physical fitness but also her **social interaction** with others...

Sarah,
Parent of Annabel, disability Dance participant

”



Please sponsor me as I take part in the Coastal Walk Challenge 2019, as I walk 47 miles in 24 hours. I am fundraising for the Norwich City Community Sports Foundation who use sport to improve the quality of life for those who need it most in Norfolk, and every penny will make a difference!



Name of participant:

Address:

..... **Postcode:**

Gift Aid

We, who have given our names and addresses below, and who have ticked the box entitled 'Gift Aid', want the above charity to reclaim tax on the donation detailed below, given on the date shown. We understand that each of us must pay Income Tax or Capital Gains Tax equal to the tax reclaimed by the charity on the donation.

PLEASE FILL THE SPONSORSHIP FORM IN BLOCK CAPITALS

Full name	Home address	Postcode	Amount	Gift Aid?	Date collected
					DD/MM/YY



COMMUNITY SPORTS FOUNDATION

SPONSOR FORM

CSF Office use only

Amount Raised:

Money Received:

Format Received:

Gift Aid collected:

COASTAL WALK CHALLENGE 2019

OUR TARGET

£



Raising funds for



Follow us on: [Twitter](#) @NorwichCityCSF [Facebook](#) communitysportsfoundation [Instagram](#) norwichcitycsf

Norwich City Community Sports Foundation Norwich City FC, Carrow Road, Norwich, NR1 1JE
www.communitysportsfoundation.org.uk / 01603 761122 / Registered charity number: 1088239

COASTAL WALK CHALLENGE 2019

MY TARGET

£



Raising funds for



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