



COMMUNITY SPORTS  
FOUNDATION



# COASTAL WALK CHALLENGE 2020

Friday 5th - Saturday 6th June 2020

[www.communitysportsfoundation.org.uk](http://www.communitysportsfoundation.org.uk)



## OVERVIEW

**47**  
MILES

**24**  
HOURS

# EXPERIENCE OUR EPIC COASTAL WALK CHALLENGE

Following the Coastal path for forty-seven miles from Hunstanton to Cromer, the challenge sees walkers hike day and night to raise funds for the Community Sports Foundation. Expect a physically demanding challenge, some beautiful scenery and an unforgettable sense of achievement when you cross the finish line at Cromer Pier.

“

It'll be a special Coastal Walk Challenge this June; it's the tenth anniversary of the fundraiser. Over the years, we've taken close to a thousand walkers along the long, but beautiful, stretch of the North Norfolk coastline.

It's a tough and gruelling challenge – and it will test you physically and mentally – but our experienced support team will be there to push you onwards. ”

**Emma Fletcher**

Senior Fundraising & Events Manager







# THE CHALLENGE


## ITINERARY

### DAY 1: THE START

Friday 5th June

We'll drive you and the team from The Nest in Norwich to our starting point: Hunstanton bandstand.

The first group will set off at approximately 10.00am, with groups setting off in 20-minute waves thereafter.

 Hunstanton

### DAY 1: MILES 12-22

Friday 5th June

This leg is perfect for experiencing all the charms of the Norfolk coast: salt marshes, sand dunes and big skies.

The sun will start to set as you breakout onto the flat sandy beaches of Holkham and Wells-Next-The-Sea.


 Wells-Next-The-Sea

### DAY 1: MILES 1-12

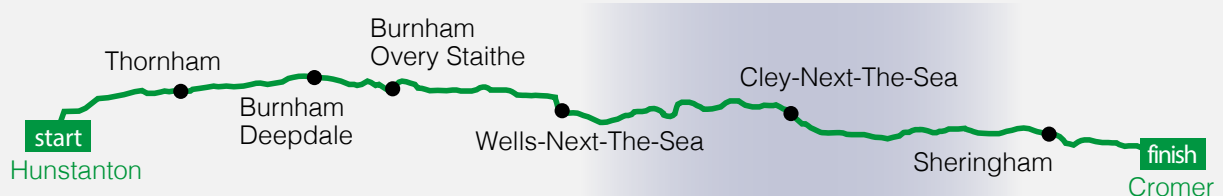
Friday 5th June

The first 12-miles take you to and from the coastline, passing through fields, beautiful villages and tidal marshes.

There's a lunch buffet at Burnham Deepdale Village hall to recharge.

 Burnham Deepdale Village

 Night walking





## THE CHALLENGE


### ITINERARY (CONT.)

#### DAY 1 & 2: MILES 22-34

Friday 5th & Saturday 6th June

After a hot meal at the beach café at Wells-Next-The-Sea, it'll be time to turn on the headlamps as night begins to fall.

By the time you hit the rest stop at Morston, it'll be dark but Cafe2U will be there!


 Morston Quay

#### DAY 2: MILES 34-42

Friday 5th & Saturday 6th June

There's hot refreshments awaiting you at Cley-Next-the-Sea; it's your choice whether you want to treat it as dinner or breakfast, with both soup and porridge available! Groups are usually here between midnight and 2am.

The early hours stretch to Sheringham is notorious for the 7-mile stretch of shingle bank. It's the most testing part of the walk, both physically and mentally, but you'll take heart in the fact that it'll be light again once completed.

 Cley-Next-the-Sea

#### DAY 2: MILES 42-47

Saturday 6th June

The final five miles sees you follow the cliff path to Sheringham, climb over Beeston Bump and continue past West Runton toward Cromer.

You can count on an unforgettable sense of achievement when you cross the finish line at Cromer Pier. We'll have a breakfast BBQ and hot drinks awaiting you, along with the finishers medal.

 Cromer

“  
Pain is temporary, pride is forever.  
Coastal Walk Challenge was truly  
memorable and the organisation  
phenomenal.”

**Tom Bailey**  
Coastal Challenger



## KEY INFORMATION

### Walk support

Each sub-team will be guided by at least two experienced volunteer team leaders, who will have maps, GPS and radios linking them to the other sub-teams and our support vehicles.

The support vehicles will be there to meet you at rest stops en-route, with free food and hot and cold refreshments available from the team.

Toilet facilities will be available at each stop.

### First aid & physio support

Volunteer physios and chiropodists will be on-hand for any issues that may arise during the challenge, and to massage any weary limbs.

Each team leader is first-aid trained, and qualified first aiders will be with the support team. At each scheduled stop there will be access to necessary first-aid equipment (e.g. plasters, Vaseline, ice packs).

### Information evening

We will be holding an induction evening in March at The Nest, the date of which will be communicated out nearer the time.

The evening is a chance to meet your team leaders and other walkers, talk through key information, and gives you the opportunity to ask any questions you may have.

### Information evening

A full risk assessment has been completed for the challenge, and all walkers will be issued with a copy and asked to sign a consent form.

### Training

We would advise that you build up your training with regular 6-mile walks, progressing to our official 14-mile training event on 5th April.

The training walk will give you a great opportunity to meet fellow walkers and talk to team leaders who have completed the Challenge previously.

Walking sections of the route in the build-up to the Challenge is also very useful; you'll experience the different surfaces that you will encounter en-route.

### Kit list suggestions

- Walking boots or trainers
- Good socks
- Wind/waterproof jacket
- Rucksack
- Base layer for evening
- Sun cream
- Gloves
- Head torch (essential)
- Personal medical essentials

Each walker will be provided with a Coastal Walk Challenge t-shirt.

You may need to invest in kit and equipment. We recommend visiting Go Outdoors, as you will be eligible for a charity discount on most purchases.

### TRAINING WALK

**10am, Sunday 5th April 2020**  
Morston to Wells (14-miles)

### PLEASE NOTE:

Unfortunately, for a number of reasons, we are unable to allow dogs to take part



# COSTS

## ✓ What's included

- Charity t-shirt & medal
- Refreshments
- Hot n' cold food
- Transport to start
- Support team

## Fundraising deadline

Proof that the minimum **£150** has been raised must be given by **Friday 24th April 2020**.

**EVENT COST**  
**£27**

**FUNDRAISING**  
Min. of **£150**  
(ex. Gift aid)

### How to pay the event cost:

Cheque: Make payable to '**Norwich City Community Sports Foundation**'

Call **01603 761122** to pay by debit/credit card

Pay online at **[communitysportsfoundation.org.uk](http://communitysportsfoundation.org.uk)**  
(£1.50 online booking charge applies)





## POST EVENT

When is it 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 can you 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 3rd July 2020.**

# FUNDRAISING

## Online sponsorship

We are listed on Virgin Money Giving – it's a fantastic platform to collect sponsorship on, and for ease of transferring the funds to us.

### Step 1

Visit [uk.virginmoneygiving.com](http://uk.virginmoneygiving.com)  
Click 'Start Fundraising'

### Step 2

Register your details, and when asked 'What are you doing to raise money?'

Search 'Coastal Walk Challenge 2020'

### Step 3

Select the Foundation's 'Coastal Walk Challenge 2020' page, and you'll be good to go!

Alternative online fundraising platforms are available, including Facebook fundraising. This can be set up through the Community Sports Foundation's Facebook page.

## Offline sponsorship

In addition to online donations, please feel free to use one of our sponsorship forms included at the end of this pack. Encourage people to use gift aid where possible.

## Good to know

Organisations and businesses often support their staff/employees by contributing donations, or by matching the amount of money they raise. It's always worth asking!

We have a number of incentives and rewards to help encourage you with your fundraising, including:

Signed  
Norwich  
City FC  
photo

Raise

**£150**

2x Norwich  
City FC  
ground  
tour tickets

Raise

**£250**

2x Norwich  
City FC  
match  
day tickets

Raise

**£400**

Signed  
Norwich  
City FC  
football

Raise

**£500**

Signed  
Norwich  
City FC  
shirt

Raise

**£700**

Signed &  
framed  
Norwich  
City FC  
shirt

Raise

**£1,200**

2x Norwich  
City FC  
match day  
hospitality  
tickets

Raise

**£2,000**



# FUNDRAISING TOP TIPS

## START EARLY

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



## SET A TARGET

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



## CONTACT EVERYONE!

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



## 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.

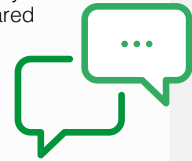


## COMMUNICATION SCHEDULE

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.

## IF YOU DON'T ASK

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.



## 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.



## 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'.



## 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.



## 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!



## WHAT WE DO



# MAKING A DIFFERENCE IN NORFOLK

The Community Sports Foundation supports **38,000 people every year** within the community including people with disabilities and people from disadvantaged backgrounds.

Our fundraising is vital for the sustainability of the Foundation. It funds many of our programmes, which in turn make a huge difference to the lives of many people across Norfolk.

Whether it's our Street Life Soccer programme that helped 120 people to improve their chances of employment and independent living last year, or our disability programmes, which helped over 600 people improve their health and social skills, the Community Sports Foundation is committed to removing barriers and raising aspirations in Norfolk.

“

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

**Caron**

Parent of Tommy, Down's Syndrome Soccer Skill Centre participant



## CONTACT US

**If you have any queries in the build up to the challenge, whether about the challenge itself, or about your fundraising, don't hesitate to get in touch!**



### **EMMA FLETCHER**

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🌐 www.communitysportsfoundation.org.uk

Norwich City Community Sports Foundation, Norwich City Football Club, Carrow Road, Norwich NR1 1JE





# COMMUNITY SPORTS FOUNDATION

## SPONSOR FORM

NAME OF FUNDRAISER: .....

ADDRESS: .....

..... POSTCODE .....

EVENT: .....

DATE: .....

### GIFT AID

If I have ticked the below Gift Aid box, I confirm that I am a UK income or Capital Gains taxpayer, I have read this statement and want Norwich City Community Sports Foundation to reclaim tax on the donation detailed below, given on the date shown. I understand that I must pay an amount of Income Tax and/or Capital Gains Tax in the tax year at least equal to the amount of tax that all the charities that I donate to, will reclaim on my gifts for that tax year. I understand Norwich City Community Sports Foundation will reclaim 25p on every £1 that I have given.

FULL NAME	HOME ADDRESS	POSTCODE	DONATION AMOUNT	PAID?
PETER BLOCK	26 KIRKLEY AVE	OL5 0NX	£ 1500	YES
			£	
			£	
			£	
			£	
			£	
			£	
			£	
			£	
			£	
			£	
			£	
			£	
			£	
			£	
TOTAL:			£	



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FULL NAME	HOME ADDRESS	POSTCODE	DONATION AMOUNT	PAID?
PETER BLOCK	26 KIRKLEY AVE	OL5 0NX	£ 15.00	YES
			£	
			£	
			£	
			£	
			£	
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			£	
			£	
			£	
			£	
			£	
			£	
			£	
			£	
<b>TOTAL:</b>			£	



#### OFFICE USE ONLY

AMOUNT RAISED:  MONEY RECEIVED:  FORMAT RECEIVED:  GIFT AID COLLECTED: