



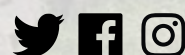
**COMMUNITY SPORTS  
FOUNDATION**



# HADRIAN'S WALL CHALLENGE 2019

Thursday 2nd - Monday 6th May 2019

[www.communitysportsfoundation.org.uk](http://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 Hadrian's Wall Challenge.

The Challenge is tough, but immensely rewarding. Last year, a group of 11 walkers took part, and it was incredibly moving to hear how the experience of it affected them.

I will be part of the team that will support you on the challenge, and I look forward to helping you every step of the way.

The money you raise will have a lasting legacy on the programmes we run for disabled and disadvantaged individuals, and hopefully the knowledge of this will spur you along as you walk the beautiful and historic Hadrian's Wall.

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

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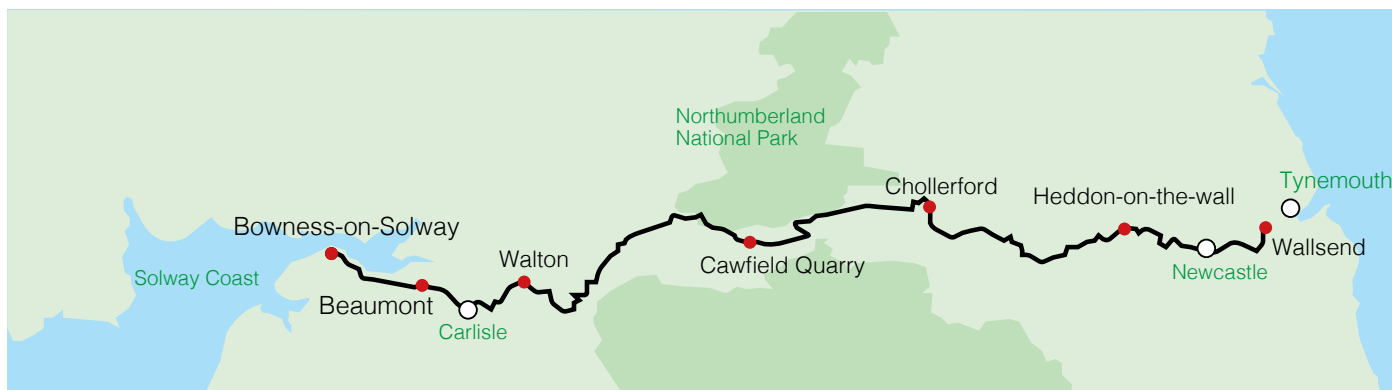


The Challenge has the perfect mix of **fantastic scenery**, tricky terrain, and an **amazing team spirit** and camaraderie between the participants. It's a **perfect challenge to push yourself**, gain fitness and raise money for a fantastic charity.

**Matt Parkhouse**  
Team Leader



# THE CHALLENGE



**The challenge: hike 85 miles in three days, along the ancient Roman paths of Hadrian's Wall!**

The path stretches from the remains of the Roman Fort Segedunum in Wallsend to the ruins of the Roman Fort Maia, in Bowness-on-Solway.

## Itinerary

### Day 1 - Thursday 2nd May 2019

- Meet at Norwich City Football Club at 7:30am
- Drive via minibus to Newcastle
- Accommodation in Travelodge

### Day 2 - Friday 3rd May 2019

- Breakfast, preparation and arrive at start of challenge in Wallsend
- Lunch at Heddon-on-the-Wall (approx 15 miles)
- Finish at Chollerford (approx 31 miles)
- Return via minibus to hotel for evening meal

### Day 3 - Saturday 4th May 2019

- Breakfast, preparation and arrive at next stage of challenge
- Lunch at Cawfield Quarry (approx 13 miles)
- Finish at Walton (approx 29 miles)
- Return via minibus to hotel for evening meal

### Day 4 - Sunday 5th May 2019

- Breakfast, preparation and arrive at next stage of challenge
- Lunch at Beaumont (approx 13 miles)
- Finish at Bowness-on-Solway (approx 25 miles)
- Return via minibus to hotel for celebratory evening meal

### Day 5 - Monday 6th May 2019

Return via minibus to Norwich

Please note: the above itinerary is subject to change.



# KEY INFORMATION

**Each person taking part in the Hadrian's Wall Challenge must raise a minimum of £250 (excluding the £200 sign-up fee) but of course, if you can raise more, then that's fantastic!**

## Induction evening

We will be holding an induction / information evening in February / March at Norwich City Football Club, the date of which will be communicated out separately. 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.

## Cost & deposit

The cost to participate is £200. This covers four nights' accommodation, charity t-shirt, minibus hire and fuel. Food is not provided; you will be responsible for costs towards your food for the duration of the challenge.

A £50 deposit is required to secure your place:

- 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](http://www.communitysportsfoundation.org.uk) (£1.00 booking charge)

The remaining £150 will need to be received no later than 29th March 2019

Proof that the minimum £250 has been raised must be given by Friday 19th April (this can be via online donations or a copy of your offline sponsor form).



## Walk support

You will be guided by experienced team leaders, who will have maps, GPS and radios linking them to the support minibuses. There will also be a volunteer physio on-hand at the rest stops to support the walkers.

## Support vehicles / rest stops

In addition to the above, you will have support / minibus drivers who will meet you at certain points on the route. They will prepare hot / cold drinks for you, transfer your luggage, and support with any personal requests.

## First aid and Physio support

Your team leaders and support team will carry first aid equipment with them. A physio will also be provided to offer support at each stop.

## 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

# KIT & EQUIPMENT

Each walker will be provided with a Hadrian's Wall 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.

Kit list suggestions are:

- Walking boots
- Good socks
- Rucksack
- Poles
- Water bladder
- Layers
- Waterproof
- Warm clothes
- Flip flops
- Sun cream
- Gloves
- Any medical essentials you require

## Training

Training walks will take place leading up to the event. They will vary in lengths and start at differing points in Norfolk. Further information on these will be shared with you in due course.



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 Soccer Skill Centre participant





# 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 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 **'Hadrian's Wall 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!

WHOM 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



# TOP TIPS FOR FUNDRAISING...

## 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 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.

## 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!



# 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: HW 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 7th June 2019.**



“

It was an exhausting but **utterly inspiring** few days. I made some **friends for life** and that feeling of walking those final few miles to the finish will stay with me for a **very long time.** ”

Hadrian's Wall Challenger







# CONTACT DETAILS

## Senior Fundraising & Events Manager

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Norwich City Community Sports Foundation

Norwich City Football Club

Carrow Road

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Norfolk

NR1 1JE

**T:** 01603 761122

**E:** csf.fundraising@canaries.co.uk

**Charity No.:** 1088239

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

**Twitter:** @NorwichCityCSF / @CSFfundraising

**Facebook:** facebook/communitysportsfoundation

**Instagram:** NorwichCityCSF

WHOM WE HELP

“

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

”



Please sponsor me as I take part in the Hadrian's Wall Challenge 2019. 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



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

**CSF Office use only**

Amount Raised:  Money Received:  Format Received:  Gift Aid collected:

# HADRIAN'S WALL CHALLENGE 2019

OUR TARGET

£



Raising funds for



**COMMUNITY SPORTS  
FOUNDATION**

Follow us on: @NorwichCityCSF communitysportsfoundation norwichcitycsf

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

# HADRIAN'S WALL CHALLENGE 2019

MY TARGET

£



Raising funds for



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