



COMMUNITY SPORTS  
**FOUNDATION**

Official event partner:

**Ashtons**  
LEGAL

# MINI COASTAL WALK CHALLENGE

Sunday 28th April 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 Mini Coastal Walk Challenge.

Our Mini Coastal Walk Challenge is a wonderful way to bond with family and friends, while supporting our work with disabled and disadvantaged individuals in Norfolk. Completing this challenge may even give you that confidence boost you need to join us for the full Coastal Walk Challenge next year!

Depending on the distance you choose to go for, it can be a tough and gruelling challenge – and it will test you physically and mentally – but our experienced team and I (not to mention, an endless supply of plasters and snacks!) will be there to support you every step of the way.

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

**Ashtons**  
LEGAL



Thank you to Ashtons Legal for sponsoring the event and Swash Nosh for supporting with the refreshments.

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It was **an amazing experience** and **a day we will look back on** in years to come. If we can take part in this, **anyone can!**

**Bianca Cini**

Mini Coastal Walk Challenge participant



# THE CHALLENGE

## 6, 12, or 22 miles

A shortened family-friendly version of our popular Coastal Walk Challenge event, the Mini Coastal Walk Challenge offers families and individuals the opportunity to walk sections of the beautiful Norfolk Coast Path.

Starting in Hunstanton on the Sunday morning, challengers set out in groups led by experienced team leaders, choosing to walk 6, 12, or 22 miles to raise funds for the Community Sports Foundation.

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

Our challengers can expect a fun family challenge, some beautiful scenery, and a great sense of achievement when they cross their chosen finish line.



**Please note:**

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





# KEY INFORMATION

**Each person taking part in the Mini Coastal Walk Challenge must raise a minimum total of £30 (excluding entry fee), but of course if you can raise more, that's fantastic - we have special Norwich City FC prizes for doing so!**

**Entry Fee - due by Monday 25th March 2019:**

Child: £8.50

Adult: £12.50

**Please note:** a maximum of two children per adult.

Each entry fee includes a t-shirt, CSF medal and certificate.

- 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)

We request proof that the minimum £30 has been raised by Friday 19th April. This can be via online donations or a copy of your offline sponsorship form (see back of pack).

## 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.

## Support vehicles/rest stops

In addition to the above, further support will be available to you at key 'rest stops' en route. All 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.

## First aid and physio support

Qualified first aiders will be with the support vehicles and a minimum of one team leader will be 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 and all walkers will be issued with a copy and asked to sign a consent form.

## Kit & equipment

Each walker will be provided with a Coastal Walk Challenge t-shirt 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)**
- **Sun cream**
- **Gloves**
- **Any medical essentials you require**

## Training

We would advise that you build up your stamina with regular training walks.

# SPONSORSHIP

## Online sponsorship

Your minimum fundraising target can be reached through the use of an online sponsorship page, or an offline sponsorship form (see back of pack).

If you would like support setting up your fundraising page, please do not hesitate to contact a member of the CSF Fundraising Team.

## 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



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:

- **Via your online fundraising platform.**  
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: MCC 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 24th May 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 Soccer Skill Centre participant





# CONTACT DETAILS

## Senior Fundraising & Events Manager

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## Charity office

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**Charity No.:** 1088239

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

**Twitter:** @NorwichCityCSF / @CSFfundraising

**Facebook:** facebook/communitysportsfoundation

**Instagram:** NorwichCityCSF

WHOM 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 Mini Coastal Walk Challenge 2019, as I walk \_\_\_\_\_ miles. 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	Post code	Amount per mile	Fixed amount	Gift Aid?	Date collected
						DD/MM/YY



# MINI COASTAL WALK 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  
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# MINI COASTAL WALK CHALLENGE 2019

MY TARGET

£



Raising funds for



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

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