



COMMUNITY SPORTS FOUNDATION



MINI COASTAL WALK CHALLENGE 2020

Sunday 26th April 2020

www.communitysportsfoundation.org.uk



OVERVIEW

06
MILES

12
MILES

22
MILES

HIKE THE BEAUTIFUL NORFOLK COASTAL PATH

A shortened family-friendly version of our popular Coastal Walk Challenge, the challenge sees walkers hike 6, 12, or 22 miles to raise funds for the Community Sports Foundation. Expect a fun challenge, some beautiful scenery and a great sense of achievement when you cross your chosen finish line – not to mention a super t-shirt and finishers medal!

“

A big thank you for signing up to our Mini Coastal Walk Challenge. 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 volunteer team and I (not to mention, an endless supply of plasters and snacks!) will be there to support you every step of the way. And who knows – completing the challenge may give you the confidence to join us for the full Coastal Walk Challenge next year! ”

Emma Fletcher

Senior Fundraising & Events Manager





THE CHALLENGE

ITINERARY

ROUTE 1:

Sunday 26th April
Hunstanton to Thornham

06
MILES

Still a distance not to be sniffed at, our shortest route – the 6 miler - takes you from the bandstand at Hunstanton through to the village of Thornham.

ROUTE 2:

Sunday 26th April
Hunstanton to Burnham Deepdale

12
MILES

The 12 mile challenges starts from Hunstanton. The Challenge takes you to and from the coastline, passing through fields, beautiful villages and tidal marshes; there's a rest stop at Thornham to recharge.

 Thornham

ROUTE 3:

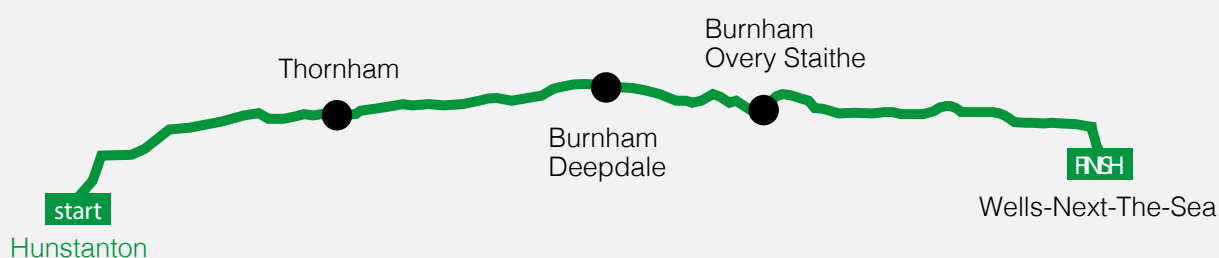
Sunday 26th April
Hunstanton to Wells-Next-The-Sea

22
MILES

The not-so-mini 22-miles challenge is our longest route. Starting at 10.00am from Hunstanton, you'll experience all the charms of the Norfolk coast: salt marshes, beautiful villages, sand dunes and big skies.

The sun will be setting as you breakout onto the flat sandy beaches of Holkham and the finish line at, Wells-Next-The-Sea.

 Thornham & Deepdale





KEY INFORMATION

Walk support

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

If you are doing the 12-mile or 22-mile routes, 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

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).

Other information

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 walks.

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.

Dogs

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

Kit list suggestions

- Walking boots or trainers
- Good socks
- Wind/waterproof jacket
- Rucksack
- Sun cream
- Gloves
- Personal medical essentials

Each walker will be provided with a Mini Coastal Walk Challenge 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.

COSTS

✓ What's included

Charity t-shirt & medal
Refreshments
Post-walk transport

Fundraising deadline

Proof that the minimum **£35** has been raised must be given by **Friday 24th April 2020**.

✗ What's not included

Hot meals

EVENT COST

£9

Children

£15.00

Adult

FUNDRAISING

Min. of £35

(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**

(£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: MC 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 29th May 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
Click 'Start Fundraising'

Step 2

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

Search 'Mini Coastal Walk Challenge 2020'

Step 3

Select the Foundation's 'Mini 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.

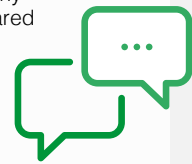


COMMUNICATION SCHEDULE

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.



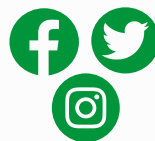
CUSTOMISE YOUR FUNDRAISING PAGE

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!



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

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?
<i>PETER BLOCK</i>	<i>26 KIRKLEY AVE</i>	<i>OL5 0NX</i>	<i>£ 15.00</i>	<i>YES</i>
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			£	
TOTAL:			£	



OFFICE USE ONLY

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