



**COMMUNITY SPORTS
FOUNDATION**



RIDGEWAY WALK CHALLENGE 2020

Wednesday 19th - Sunday 23rd August 2020

www.communitysportsfoundation.org.uk



OVERVIEW

86
MILES

05
DAYS

4
COUNTIES

HIKE THE BEAUTIFUL NORTH WESSEX DOWNS & THE CHILTERN

Our challengers will hike through rolling hills, beautiful woodland, and chalk valleys that make up the North Wessex Downs and The Chilterns. Starting in Wiltshire, you'll trek 86-miles eastwards to the finish point at Ivinghoe Beacon in Buckinghamshire. While not without its share of short steep sections, the majority of the route is fairly gentle and workable.

“

On behalf of CSF, thank you for signing up to our brand new challenge – the Ridgeway Walk. The challenge is a perfect blend of beautiful scenery and a distance that will test you physically. The money you raise will have a lasting impact on the lives of thousands of our disabled and disadvantaged participants.”

Emma Fletcher

Senior Fundraising & Events Manager






THE CHALLENGE

ITINERARY

DAY 1: TRAVEL TO THE START **Wednesday 19th August**

Departing The Nest in the morning, we'll drive the challenge team in our minibuses west to Wiltshire.

There, you'll stay in Swindon, a short drive from the starting point. An early night is in order, with the challenge starting bright and early in the morning.


 Swindon Holiday Inn Express


DAY 2: WEST OVERTON TO LOCKINGE **Thursday 20th August**

Let the challenge begin! Probably the most remote leg of the excursion, there are some wonderful views, prehistoric monuments and some pretty villages to hike through.

Following lunch at Foxhill. You'll hike into open down land. Fine views north into the Thames Valley, punctuated in places by small woodlands, are typical of this section.

You'll finish at Lockinge in Berkshire, where we'll then drive back to the hotel in Swindon.

 30 miles

 Swindon Holiday Inn Express


DAY 3: LOCKINGE TO CHINNOR **Friday 21st August**

At 33 miles, today is the longest and most gruelling leg of the challenge. Morning will take you through the heart of horse racing country, with big skies and broad tracks.

After lunch in the pretty village of North Stoke, you'll cross Britain's most famous river, the Thames. From there on in, it's one of the loveliest sections of the walks – expect more beautiful villages, woodlands, water meadows and secluded footpaths.

Another county will be crossed off, as you finish the day in Chinnor in Oxfordshire. We'll drive you to a new hotel stop in Aylesbury.

 33 miles

 Aylesbury Travelodge



THE CHALLENGE

ITINERARY (CONT.)

DAY 4: CHINNOR TO IVINGHOE BEACON

Saturday 22nd August


The final leg of the challenge will take you from Chinnor to our finish point in Ivinghoe Beacon.

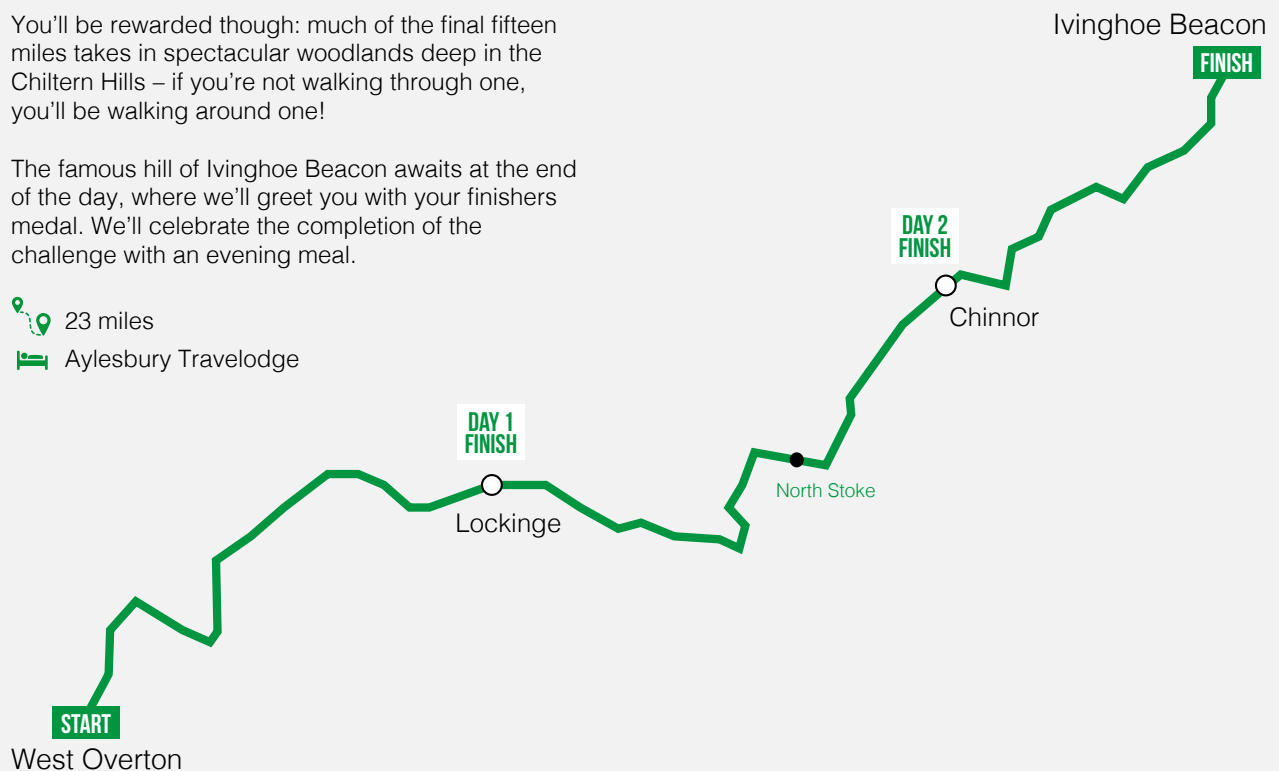
The morning will see you take on the most undulating section of the Ridgeway Challenge, with climbs in and out of valleys.

You'll be rewarded though: much of the final fifteen miles takes in spectacular woodlands deep in the Chiltern Hills – if you're not walking through one, you'll be walking around one!

The famous hill of Ivinghoe Beacon awaits at the end of the day, where we'll greet you with your finishers medal. We'll celebrate the completion of the challenge with an evening meal.

 23 miles

 Aylesbury Travelodge



DAY 5: TRAVEL TO NORWICH

Sunday 23rd August

After a big breakfast, it's your chance to put your feet up and recuperate as we drive you back to The Nest in Norwich.



KEY INFORMATION

Walk support

You will be guided by experienced team leaders, who will have maps, GPS and radios linking them to the support minibuses.

The support minibuses will meet you at various points along the route, ready to serve you refreshments and hot n' cold drinks.

All your luggage will be transferred between hotels.

First aid & physio support

A volunteer physio will be on-hand with the minibus team to support any issues that may arise, and to massage any weary limbs. Team leaders will all carry first aid equipment with them.

Information evening

We will be holding an induction evening in May 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.

Training

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

Accommodation

Walkers will stay in hotel accommodation each of the four nights of the challenge.

The cost of this event is based on two people sharing a twin room. Single rooms are available, subject to a supplement payment.

Kit list suggestions

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

Each walker will be provided with a Ridgeway 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.

COSTS

✓ What's included

- Four nights' accommodation
- Charity t-shirt & medal
- Refreshments
- Breakfast & light lunch
- Transport

✗ What's not included

- Evening meals

Deposit

A **£70** deposit is required to secure your place on the challenge. The remaining **£150** will need to be received no later than **Friday 29th May 2020**.

Fundraising deadline

Proof that the minimum **£250** has been raised must be given by **Friday 9th August 2020**.

EVENT COST
£220

FUNDRAISING
Min. of **£250**
(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)

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 'Ridgeway Walk Challenge 2020'

Step 3

Select the Foundation's 'Ridgeway 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.

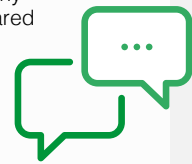


COMMUNICATION SCHEDULE

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.



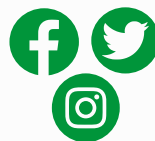
CUSTOMISE YOUR FUNDRAISING PAGE

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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🌐 www.communitysportsfoundation.org.uk

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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	£ 15.00	YES
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			£	
TOTAL:			£	



OFFICE USE ONLY

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