

CORPORATE COASTAL WALK CHALLENGE

23RD JUNE, 2022



INFORMATION PACK

OVERVIEW

22
MILES | **08**
HOURS

HIKE THE BEAUTIFUL NORFOLK COASTAL PATH

A team-building day like no other – swap the office for the beautiful Norfolk coast for our first ever Corporate Coastal Walk Challenge!

Following the stunning Norfolk Coast path, the challenge will see walkers hike the 22-miles between our start in Hunstanton and the finish line in Wells-Next-the-Sea.

Participants will be supported by a dedicated support team and there are a number of scheduled food and refreshment stops – including a celebratory Finisher's BBQ at Wells-Next-The-Sea. Along the way, we'll also be setting a number of additional tasks and challenges, with the overall winning team being crowned champs!

“

Expect a physically demanding challenge, some beautiful scenery and plenty of opportunities to build connections! ”

Samantha Willmott
Partnership Manager





THE CHALLENGE

THE START

Thursday 23rd June



We will meet at the starting point at Hunstanton bandstand.

Transport will be available from the finish area (Wells-Next-The-Sea) to take you to start.

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

MILES 1-12

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

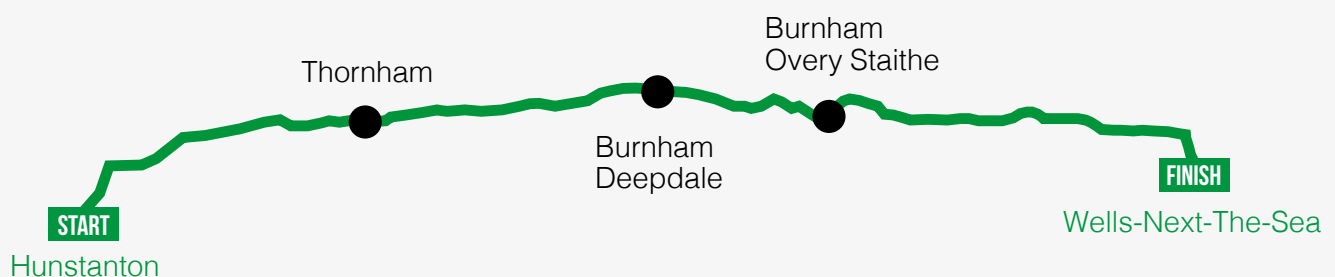
MILES 12-22

The sun will start to set as you breakout onto the flat sandy beaches of Holkham.

Arriving at the finish line at Wells Town Football Club you will be treated to a celebration BBQ.

Scores will be counted from the scavenger hunt and the winning team will be crowned 'Corporate Coastal champions'

  Wells-Next-The-Sea





KEY INFORMATION

Walk support

There will be marshals on route and maps will also be provided. But part of the challenge will be to ensure as a team you make it to the finish!

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 support

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).

Health and Safety

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 longer distances.

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
- 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.

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
- Lunch (sandwiches)
- Finishers BBQ
- Marshalls & support team
- Scavenger hunt prizes
- Trophy for the winning team

Fundraising deadline

Proof that the minimum **£500** has been raised must be given by **Monday 13th June 2022**.

EVENT COST

Sign up in teams of 4-10

£25^{PP}

FUNDRAISING

Min. of **£500**
Per team
(ex. Gift aid)

How to pay the event cost:

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

Call **01603 984000** to pay by debit/credit card

Pay online at **communitysportsfoundation.org.uk**

(£1 online booking charge applies)



FUNDRAISING

Online sponsorship

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

Step 1

Either click this [link](#) or visit www.justgiving.com search 'Norwich City Community Sports Foundation'

Step 2

Click on the Charity and then click on Fundraise, at this point you will need to either sign in (if you have an account) or register

Step 3

Click on 'Taking part' in an event then choose 'Corporate Coastal Walk Challenge'

Offline sponsorship

Complete the process

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

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!



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 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!





WHAT WE DO

MAKING A DIFFERENCE IN NORFOLK

The Community Sports Foundation is Norwich City FC's official charity. We use the power of sport to support and inspire our community. Our charitable objectives are driving inclusion for people with disabilities, boosting mental health and wellbeing, and supporting disadvantaged people to raise their aspirations.

Driving inclusion for people with disabilities

20% of people in Norfolk have a disability, which is higher than the national average. The Foundation works to provide inclusive environments that meet the needs of those taking part, so that they may enjoy the benefits of sport.

Boosting Mental Health and Wellbeing

An estimated 38,000 people in Norfolk experience loneliness. We use the physical and social benefits of sport to improve people's mental health and physical wellbeing. Our work helps to combat loneliness, anxiety, and inactivity for people in Norfolk.

Inspiring disadvantaged people

Norfolk has the third highest school exclusion rate among rural counties. Sport and Norwich City Football Club are powerful tools for engaging with harder to reach groups and inspiring them to raise their aspirations, and reach their potential.

Find out more at communitysportsfoundation.org.uk



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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