



# Welcome pack

[www.fancyagirlsnightout.com](http://www.fancyagirlsnightout.com)

# Important information



Welcome to the best girls' night out in Gloucestershire. Now we have some stuff we have to tell you . . . . .

If you receive a place and for some reason cannot take part your place is not transferable. Please let us know if you are unable to walk by calling the Fundraising Team on 01453 886868, as there may be somebody else waiting to take your place.

Your registration fee covers your expenses, including administration of your entry, your T-shirt, breakfast, drinks and a medal. It secures your place on the walk and is non-refundable. Each entrant is expected to raise further sponsorship.

The minimum age of participants is 12. All young people under the age of 16 must be accompanied by an adult who takes full responsibility for them throughout the walk.

The consumption of alcohol prior to and during the walk is strictly prohibited.

Thank you again for signing up. We aim to make it the best night of your life!



Thanks so much for signing up to one of our Cotswold Midnight Walks 2011. We aim to make it a night to remember for all involved.

Our 10 or 5-mile sponsored walks raise desperately needed funds for Cotswold Care Hospice, which cares for patients facing life-limiting illnesses and their families. All the people we support live in Gloucestershire.

As the Hospice is not part of the NHS we need to raise more than £2.1million each year - and 90 per cent of that comes from you - the community.

Since our first Midnight Walk in 2008 more than 4,700 amazing ladies have taken part and raised more than £417,000 for Cotswold Care.

Your involvement means that Cotswold Care will be here in the future to help people who need us most. On behalf of the hundreds of people the charity supports we say a special thankyou.

This booklet is your guide to your chosen walk. It is packed with useful fundraising hints and tips and important information. We have included some frequently asked questions.

We think we have covered pretty much everything. If we haven't please give us a call on 01453 886868, or email [midnightwalks@cotswold-care.org.uk](mailto:midnightwalks@cotswold-care.org.uk).



Welcome

# Fundraising tips

Now you've signed up for the challenge – here are some fundraising hints and tips to help you raise as much sponsorship as you can for Cotswold Care.

Our Midnight Walks are about having fun. Raising money shouldn't be pressured. It's for a great cause and there are lots of ways to boost your sponsorship money. Here are some ideas to help you.

## Boosting your sponsorship money

We haven't set a minimum amount of sponsor money that you need to raise but we ask that you try and raise as much as possible to help support our hospice. We give you the sponsorship forms to enable you to ask your friends, family and colleagues for sponsorship.

### Top Tips

- Set a goal, decide how much money you think you can raise and have something to aim for. Be ambitious – most people are surprised by how it all adds up.



- The earlier you start the better - to give people as much notice as possible.
- Always carry your sponsorship form with you – don't leave home without it. You never know who you might encounter unexpectedly
- Work at it – Most people give to charity but few go out of their way to do so. The more people you ask, the more you will raise.
- Approach as many people as possible and get them to spread the word.
- Get a generous sponsor at the top of each sponsorship sheet to set the standard. Ask your sponsors for donations in advance to save you chasing them up after the event.
- Approach your employer to match your fundraising £1 for £1 as many companies now do this. They can claim a tax break too.
- Get people in your community involved – tell them all about the Midnight Walk and get them to pledge money or raise awareness of your fundraising.
- Hold fun and easy-to-organise events like cake sales at work or a raffle to boost your funds.

### Gift Aid

Encourage everyone who sponsors you to gift aid their donation – that way for every £1 you raise, an extra 28p will be donated at no extra cost to you. If someone sponsors you £50, the Hospice would receive £14 extra for no additional effort. We raised more than £8,800 through Gift Aid from our 2010 walk.

### Join us on Facebook

We have set up a group page on Facebook. Come and join us and become a friend! You can catch up with all the other walkers and get up to the minute information on the walk. Visit [www.facebook.com](http://www.facebook.com) and search for Cotswold Care Hospice Midnight Walk under groups

### Create your own online fundraising page

Creating an online fundraising page allows you to reach all your friends, family and work colleagues wherever they are. It also collects the money and sends it directly to Cotswold Care for you. It's quick and easy to do.

Visit [www.justgiving.com/cotswoldcare/raisemoney](http://www.justgiving.com/cotswoldcare/raisemoney) and it only takes a few minutes to set your page up.

- If you don't have one already, register for a Justgiving account, following the instructions on the screen.
- Add a photograph and some text about yourself and your challenge.
- Email the link to your page to everyone you know and they can visit the page and sponsor you online.
- Please also send a link to [midnightwalks@cotswoldcare.org.uk](mailto:midnightwalks@cotswoldcare.org.uk) so that we can note the page address for our records.

Justgiving pay the money direct to Cotswold Care so you don't have to run around after the event trying to track down your sponsors.

### Promote your involvement

Download one of our Midnight Walk Posters from our website [www.fancygirlsnightout.com](http://www.fancygirlsnightout.com) to let

everybody know about the event.

Write to your local newspaper and contact your local radio station, asking them run a story about your fundraising efforts and encourage their readers and listeners to support your efforts.

**Staff Newsletter** - If there is a company newsletter, ask the person who puts this together to put a story in it about your involvement in the challenge.

Talk to your clients and customers about the walk. Many will be

more than willing to support your efforts.

**Poster** - Download a poster from our website to promote your involvement in the walk so that you can encourage work colleagues and customers to support your efforts.

For more fundraising ideas go on to our website at [www.fancygirlsnightout.com](http://www.fancygirlsnightout.com)



Everything you need to know about the event – from shoes to fancy dress to sponsorship – it's all here.

## Where will the Walk start from?

## Parking facilities on the night?

## The route of the walk?

## What time to arrive?

## What time will we set off?

We cannot tell you this information too early as they may be subject to change. We will let you know closer to the time.

## Can I get food and drink on the night?

Fruit, a 500ml of bottled water and breakfast are provided free of charge. You can bring your own refreshments and suggest you bring water. Alcohol is not permitted within the event site or during the walk. Please take all litter home with you.

## What is the terrain like?

The walks have been designed for women of all ages and fitness levels. There is some hill walking but the gradients are not too demanding.

## Will the routes be lit?

Much of the walks will take place where there are street lights. Where street lighting isn't available we provide as much light as we can. The walks will be fully marshalled. The marshals will chaperone walkers through any dimly-lit sections. We advise you to bring a torch. Head torches are good and available from outdoor pursuit shops.

## How long will the walks take?

The walks are not races and there will be no pressure to finish in a certain time. We anticipate it will take from 1 to 3 hours for our 5-mile routes and 2 to 5 hours to complete our 10-mile walks. You are not allowed to run or jog. No walker must pass the walk leader.

## What if I can't finish the walk?

A minibus will bring you back to the start/finish point of the walks. If you feel that you are unable to continue with the walk, please inform a marshal who will arrange for the bus to collect you.

## Will it be safe?

Your safety is of the utmost importance. The routes will be marshalled by male volunteers and a radio communications team will be out on the courses. We ask that you bring a torch and your mobile phone, which should be turned on, fully charged and have credit.

## Will there be anywhere to leave any valuables?

There are no facilities to leave possessions so please only bring essential items with you.

## Will there be first aid facilities?

We will have first aiders available at the registration venues and along the routes.

## Will there be toilets en route?

Toilet facilities will be available at the start/end of the routes and at designated points along the routes.

## What should I wear?

We recommend you **wear comfortable shoes** and clothes (inc. your Midnight Walk T-shirt). You may need to bring some wet weather gear. You are welcome to come along in fancy dress. While the walks take place in the warmer part of the year, they are at night so we suggest that you wear layers.

Wear comfortable footwear - either trainers or hiking boots. Trainers are comfortable with cushioning on the

heel and flexion at the ball of the foot. Try and get ones with a mesh front so the foot can breathe. Hiking boots offer more support for the ankle. Please ensure your footwear is well worn in.

### **I have a disability can I take part?**

Disabled entrants are welcome to take part but due to the nature of the event we ask you to contact us prior to completing the form as some disabilities may not find the events suitable. If a disabled entrant requires assistance from another person, this person must also enter as an individual.

### **Do I need to train?**

The Walk is not designed to be a challenge event. However they are 5 or 10 miles long. There are no steep hills and the walks will keep to paths and roads. We recommend that you feel comfortable that you will be able to complete the walk.

### **Can we walk as a group?**

Yes absolutely. You don't need to tell us and we leave the organisation of your group up to you. You will be able to walk as a group throughout the event, as all walkers will set off at the same time.

### **Can I take part in the Walk alone?**

You can enter our Midnight Walks alone, but we recommend you encourage friends or family to take part with you. The routes will be well marshalled and lit.

### **Can I bring pets?**

We cannot accommodate pets or animals except for Guide Dogs.

### **Do I have to raise a certain amount of money?**

We have not set a minimum sponsorship amount that you need to raise, but we ask that you raise as much as you can. You will find sponsorship forms enclosed with this pack for you to use.

### **Why can't I download a sponsor form from the website?**

We would hate for someone to collect sponsorship money before officially registering for the walk and then find out that all of the spaces had been filled. If

you are able to, we are happy for you to photocopy your sponsorship forms. You can email us at [midnightwalks@cotswoldcare.org.uk](mailto:midnightwalks@cotswoldcare.org.uk) or call us on 01453 886898 and we will happily email you more or send some out to you in the post.

### **Can I gift aid my donation?**

You can ask each person who sponsors you to gift aid their donation by ticking the gift aid box on the sponsor form. Only personal donations are eligible for gift aid. Please make sure your sponsors fill in their complete home address and postcode, otherwise we are unable to claim gift aid.

### **Can I hand in my sponsor money on the night?**

Unfortunately we do not have the facilities to take money on the night. Please do not bring your sponsor money with you. We ask that you return your sponsor money to us by the beginning of August 2011 for our Cirencester Walk and November 1 for our Gloucester Walk. You can do this by sending a cheque made payable to Cotswold Care Hospice to: Cotswold Care Hospice Midnight Walk, Cotswold Care Hospice, Burleigh Lane, Minchinhampton, Glos, GL5 2PQ. Further details will be sent to you closer to the time of the walk.

### **How old do I need to be?**

Entrants must be 12 years of age or over. An adult guardian must accompany each entrant aged 12-16 for the duration of the walk. For school and youth groups there must be a ratio of 2 adults per 5 pupils. The guardian must sign the registration form in the space provided and enter separately in the Walk. The applications must be submitted together and the full entry fee is applicable for both entrants.

### **Why can only women walk?**

We feel there is something special about a group of women joining together for a common cause. We do need lots of volunteers on the night so any men who would like to be involved please contact us about joining the team.

# Get in shape with Ben

The following training programme should get you through the 10-mile or five-mile walks. All times are based on an average walking pace of 3mph. 2-3 times per week short walks -then longer walks at weekends

<b>Week One</b>	1/2hr	1/2hr	1hr
<b>Week Two</b>	1/2hr	1/2hr	2hrs
<b>Week Three</b>	3/4hr	3/4hr	2hrs
<b>Week Four</b>	1hr	1hr	2 1/2hrs
<b>Week Five</b>	1hr	1hr	2 1/2hrs
<b>Week Six</b>	1hr	1hr	3hrs
<b>Week Seven</b>	1hr	1hr	3hrs
<b>Week Eight</b>	1hr	1hr	3 1/2hrs
<b>Week Nine</b>	1hr	1hr	4hrs
<b>Week Ten</b>	1hr	1hr	2hrs

You should aim to complete at least half of the above as a minimum. Ensure that you wear a decent standard of footwear. Warm up and cool, down with some gentle stretching exercises after an after each session

**Good luck  
and thank you**

**And enjoy  
yourself!**