



Ramble for Rainbows Fundraising Pack

Let's get ready to ramble! Here are some useful hints and tips to get you started with planning your walk.

rainbows.co.uk/ramble

Registered Charity Number: 1014051


hospice for children and young people



Walk this way

Put a **SPRING** in your step and Ramble for Rainbows!

Let's get ready to ramble! Welcome to your Ramble for Rainbows Fundraising Pack. We're delighted that you've chosen to get involved. We launched Ramble for Rainbows on the back of our tremendously successful Walk of Life event. The idea is simple: plan your route, get your friends, family or colleagues together, find some sponsors and get walking!

You can do your sponsored walk in your own time, on a date to suit you. You can walk to challenge yourself, to commemorate a special occasion, in memory of a loved one or even just for the joy of seeing some beautiful countryside and getting out in the fresh air.

Whether you're a serious stroller or an amateur ambler, everyone of all ages and abilities can take part. You can even take the dog! It doesn't matter if you are walking one mile or 20 - if we all get out there, ramble and raise some money, together we can have a truly massive and lasting impact on the lives of children and young people in the East Midlands.

We're hoping that as many participants as possible will join us at our annual Open Day on Saturday 16 September 2017, where there will be an opportunity to hand over your sponsorship money in person and – most importantly – see the amazing place that you're supporting.

Don't forget to get your friends and family to donate to Rainbows Hospice, which supports children and young people across the East Midlands with life-limiting and life-threatening conditions. Donations of all amounts are welcome. Just £15 could provide

a session of arts and crafts to help a child to express themselves no matter what their medical needs, while £35 could cover an hour in our hydrotherapy pool and £75 could pay for an hour of support for a family when they need us most. Sponsorship forms as well as guidance on setting up a JustGiving page are included in this pack.

Your pack should contain everything you need, but if you have any more questions don't hesitate to call **Jess (01509 638023)** or **Ali (01509 638006)** and we'll do our best to help. When you've planned your walk, please do give us a call or drop an email to fundraising@rainbows.co.uk to let us know when it is.



Top Tips When Planning Your Walk

If you're organising a ramble for family, friends or workmates, remember to give them plenty of warning and get them signed up early. And follow these simple steps to ensure that your walk in the country is a walk in the park...

Safety Tips

1. Work out how long your walk will take and arrange your set-off time accordingly.
2. Check the weather right up until the moment you set off. Remember: there's no such thing as bad weather, just bad clothing choices. Kit yourself out with the right clothing and footwear. If it's a chilly day, wear thick socks or double up for extra padding. It's always a good idea to take an extra pair too, just in case those boots aren't as waterproof as you thought! Make sure your walkers wear hats or jackets with hoods.
4. If you'll be walking in the dark remember to wear high visibility jackets or reflectors and take a torch.
5. When planning your route, mark potential pit stops. You could identify your picnic spots in advance or, if you plan to eat at a café, restaurant or pub, think about booking ahead.
6. Rest up the day before and get a good night's sleep.

What to Take

1. Take a first aid kit, fully stocked with antiseptic cream or wipes, bandages, antihistamine and plasters for blisters!
2. Other essential items: a fully charged mobile phone, money, a pack of hand wipes and a couple of plastic carrier bags (always handy). Chuck a hat and pair of gloves in the bottom of your bag even if you think you won't need them.
3. After we've just told you to take water, snacks, money, phone, extra socks... as far as possible, travel light! Share the load by distributing essential items around the group in a good rucksack to keep your hands free.



Make the Most of Your Walk

1. Show the world why you're walking and wear something Rainbows-related! You have the whole spectrum of colours to choose from – why not pick a colour each?
2. Put a checklist together before you set off of things to spot during your walk. Include specific birds and plants, stiles, sheep – as well as particular landmarks that you'll pass. You could also include a list of games to play: I Spy, the Shopping List Game, Ten Questions etc. Turn off your technology and turn on your senses.
3. Liberate yourself from the sat-nav! Plot your route before you go using a good old-fashioned map – and remember to take it with you.

Finally...

1. The most important thing to remember is that you are not on your own land. Respect the owners of the land, stick to footpaths and please keep your dog on a lead. Always follow the countryside code.
2. Remember – you might be hiking up Ben Nevis or taking a gentle stroll with children and the dog. It doesn't matter how long your walk is or where it takes you, what matters is that you have fun and raise money for a great cause.

Now let's get ready to ramble!

Some resources for deciding your route

It may be that you are an experienced route planner and have lots of fantastic walks at your disposal, but if you are a newbie there are loads of fantastic, free resources around that can provide you with tried and tested routes for all abilities. Here are some from the local area:

<https://www.visitnationalforest.co.uk/activities/walking/>
http://www.nationalforest.org/visit/other_walks.php
<http://www.choosehowyoumove.co.uk/explore/explore-on-foot/>
<http://www.leicester.gov.uk/leisure-and-culture/parks-and-open-spaces/our-parks/leicester-riverside>
http://www.derbyshire.gov.uk/leisure/countryside/access/walking/walks_and_trails/default.asp
<http://www.derby.gov.uk/transport-and-streets/walking/derby-walks/>
<http://www.nottinghamcity.gov.uk/transport-parking-and-streets/rights-of-way-walking-and-cycling/walking-in-nottingham/>
<http://www.nottinghamshire.gov.uk/planning-and-environment/walking-cycling-and-rights-of-way/walking>
<http://www3.northamptonshire.gov.uk/councilservices/northamptonshire-highways/walking-in-northamptonshire/Pages/default.aspx>
<https://www.lincolnshire.gov.uk/countryside/visiting/walking/walk-search/>

If you do know of any other great websites, then please let us know so that we can add them to the list! Don't forget you can always borrow books of local walks in your local area from the library.

Top Tips Sharing Information About Your Walk

When your walk is organised, help your participants to be best prepared by letting them know about the details of your walk in advance.

Here are a couple of examples for you:

Description:	A short ramble in the countryside, suitable for wheelchairs and pushchairs
Approximate distance:	2 miles
Difficulty rating:	Easy
Age limit:	Suitable for all ages
Terrain:	Flat
Timings:	The walk will start at 10am. We expect it to take one hour, but little legs may need a couple of snack stops!
Location:	Bradgate Park

Please note: there are only toilet facilities at the start and the end of the route.

Description:	A stimulating mix of history, wide expanses of green and peaks with breathtaking views.
Approximate distance:	8.2 miles
Difficulty rating:	Moderate – some outdoor walking experience required.
Age limit:	18 and over.
Terrain:	Rough terrain with some mountain track with reasonable ascents and descents.
Timings:	You will need to be at the meeting point as early as 9am. The day is expected to last approximately 6-7 hours.
Location:	Beacon Hill

Please note: there are only toilet facilities at the start and end of the route.



Fundraising: It's a Walk in the Park with these Top Tips

1. Spread the Word

Tell as many people as possible about what you're doing; friends, family, colleagues, school, college or university, plus any clubs or associations you are involved in. Facebook and Twitter are fantastic tools for getting the word out. You could even contact the local press, especially if you have a unique or interesting story behind your walk. We have press release templates you can adapt to get you started.

2. Start Early

Give yourself plenty of time to reach your fundraising target. The sooner you start, the more money you can raise for Rainbows!

3. Get Everyone Involved

Many hands make light work, and you'll be surprised how much you can raise if everyone pitches in! Whoever you're walking with, make sure they're all asking their friends, family and colleagues to support you.

4. Maximise Your Fundraising

Many employers will match their staff's fundraising efforts, possibly the simplest way to double your money! Also, the Gift Aid scheme will allow us to claim back the tax paid on donations made by UK taxpayers at no extra cost to the donor, so make sure you ask your sponsors to tick the Gift Aid box on your sponsorship form or JustGiving and you can increase every £1 you raise by an extra 25p. (And it adds up - if you raise £1,000, that's an extra £250 on top!)

5. Collect While You Walk

If you're walking in a public place, you might be able to fundraise as you walk (for example, with a bucket collection) but you need to make sure you have the appropriate permissions in place. To collect in the street or in other council-owned spaces you will need a licence from the local authority (you can apply online at your local authority's website.) If you're collecting on private land, including land owned by businesses or charities, you will need permission from the owner in order to collect there (you can usually find contact information available online.)

6. Collecting Sponsorship Money

Set up a JustGiving page (it's easy! Instructions are on the next page...) and encourage people to use it to sponsor you, that way you don't need to worry about collecting money after the event. Similarly, if you're using a paper sponsorship form (or a mix of both methods,) try to collect as much money before the event. In both cases, try to make sure your first donation is a generous one as it encourages others to do the same!



Setting Up a JustGiving Page

1. Go to **www.justgiving.com** and click the big 'Start Fundraising' button. On the next screen, you'll be asked to choose whether you're fundraising for a charity or crowdfunding. Under the 'charity' option, click 'start fundraising.'
2. You will now need to log in, or create an account (which is free and only takes a couple of minutes) if you don't already have one.
3. If you're walking as part of a team, a company or a school, please use the main address and not your home address if possible – this is where we'll send all the correspondence. If you're doing it as a family or friends group, you can use your home address.
4. Search for "Rainbows Hospice" in the charities section – we should come up top!
5. Choose 'doing your own thing' from the for event type options. On the next screen, you will be able to select 'personal walk' from the first drop down menu.
6. Tell us what you're up to – fill in the information about your walk. Please tell us the event date so we know when it's happening.
7. If you like, choose a personalised web address.
8. Answer the last few questions and click 'create page.'
9. Edit your page – add a picture, set your fundraising target, tell everyone your story, and don't forget to post regular updates!

...congratulations! You're good to go.

Get more from your donations...

If you collect money from friends, family or colleagues in person, JustGiving calls that an 'offline' donation. Make sure you add these to the page and watch your total climb.

If there are lots of people taking part, click on 'start a team', fill in the details and add your fundraising friends – everyone involved can then use the same page, rather than setting up lots of different ones for the same thing. Team pages can raise 10% more!

If you have any questions or need any assistance, please get in touch with Neil, our JustGiving guru!

neil.swift@rainbows.co.uk
01509 638005

JustGiving™

Advice on Money Handling

Wherever possible, encourage your sponsors to donate via JustGiving (or online at www.rainbows.co.uk/donate.) This removes any responsibility for cash handling from you, and the money is paid directly into Rainbows' bank account.

1. Remember to get permission and, if necessary, a license for any public collections. You can find out more about this under 'Fundraising Top Tips.'
2. Do not carry large sums of cash on you, as this leaves you vulnerable to theft.
3. Do not leave cash in your car unattended.
4. If fundraising during your walk (for example, via a bucket collection) have a method in place to transfer excess cash to a safe place, such as someone meeting you at designated points on the route to take it away.
5. Ideally, pay cash straight into a bank account – remember to keep track of how much you've raised – which you can then transfer to Rainbows via a BACS transfer.
6. If you must keep cash in your home, keep it in a safe place.
7. Bring any cash in to Rainbows – or pay it into our bank account – as soon as is possible and practical.



My details are...

Title	First Name	Last Name
Email	Confirm Email	
Home Telephone	Mobile	
Address		
Town/City	Postcode	
Signed	Date	

Please tick the box to indicate understanding that should your participation in the planned sponsored activity not go ahead, you will notify all supporters/donors to ensure they are still happy for monies donated to go to Rainbows ☐

Your gift can be worth 25% more – at no extra cost to you

giftaid it

Remember: You must provide your full name, home address, postcode and "  Gift Aid for Rainbows Hospice to claim tax back on your donation.

[illegible]

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An easy way to manage sponsorship:

Total raised:

thank you

1. Send your sponsorship form and a cheque (made payable to Rainbows) to us at
Freepost RTJT-XARS-CASK, Rainbows Hospice, Lark Rise, Loughborough, LE11 2HS.
2. Pay it online using a credit or debit card on our website.
Go to rainbows.co.uk and click on donate.
Don't forget to add a message at the end of the donation stating 'Ramble for Rainbows'
Post back your sponsor form.

Office use

Please tick how you would like us to contact you

Post	Tel	Email	SMS
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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We promise to hold your data in the strictest confidence and we will not share it with any third party. The permission you give us to contact you will remain valid for 3 years, after which time we will contact you again to ask if you still want to hear from us. If at any time you want to stop or change how we contact you, you can call us on **01509 638 049** or email us at **supportercare@rainbows.co.uk**. Our full privacy policy is available at rainbows.co.uk/privacy or on request