

10km

SPOOKTACULAR



GLOW WALK

Participant Guide

Get your glow on for Keech Hospice Care.

Saturday **27** October **2018**

Glow hub opens at 6pm.
10km walk starts at 8pm.

Keech Hospice Care,
Great Bramingham Lane,
Luton, Bedfordshire
LU3 3NT



Tel: 01582 707940
letmehelp@keech.org.uk
www.keech.org.uk/glowwalk

Let's party!

Thank you for signing up to our Spooktacular Glow Walk and supporting Keech Hospice Care.

By taking part in our Halloween-themed 10km Glow Walk, you're helping Keech Hospice Care continue making the difference when it matters the most to local adults and children with life-limiting or terminal illnesses, and their families.

The Spooktacular Glow Walk is a party with a difference. The fun starts at our Glow hub at the hospice, where you put your glow on using the face paints we provide. Then you're off, lighting up the streets on a 10km thriller walk in the dark!

The theme is obviously spooktacular glow so the brighter you look, the better – colourful, neon and fluorescent! If fancy dress is your style, make it spooky.

To help you with training and fundraising in the run-up to the big event, we've included lots of hints and tips in this handy booklet. This year, we're urging all our Glow Walkers to try and hit £100 target sponsorship. Imagine if 1,000 Glow Walkers all raised £100 – that would be £100,000 for us to put towards caring for seriously ill adults and children, and supporting their families when they need us the most.

Don't forget the fundraising team is always here to help. If you need any advice or support, just call us on **01582 707940** or email letmehelp@keech.org.uk. The money you raise will make an enormous difference!

Good luck with your fundraising and a huge thank you from us all. We look forward to seeing you getting your glow on!



Event details

Date: Saturday 27 October 2018

Venue: Keech Hospice Care, Great Bramingham Lane, Luton, LU3 3NT

Registration opens at the Glow hub: 6pm

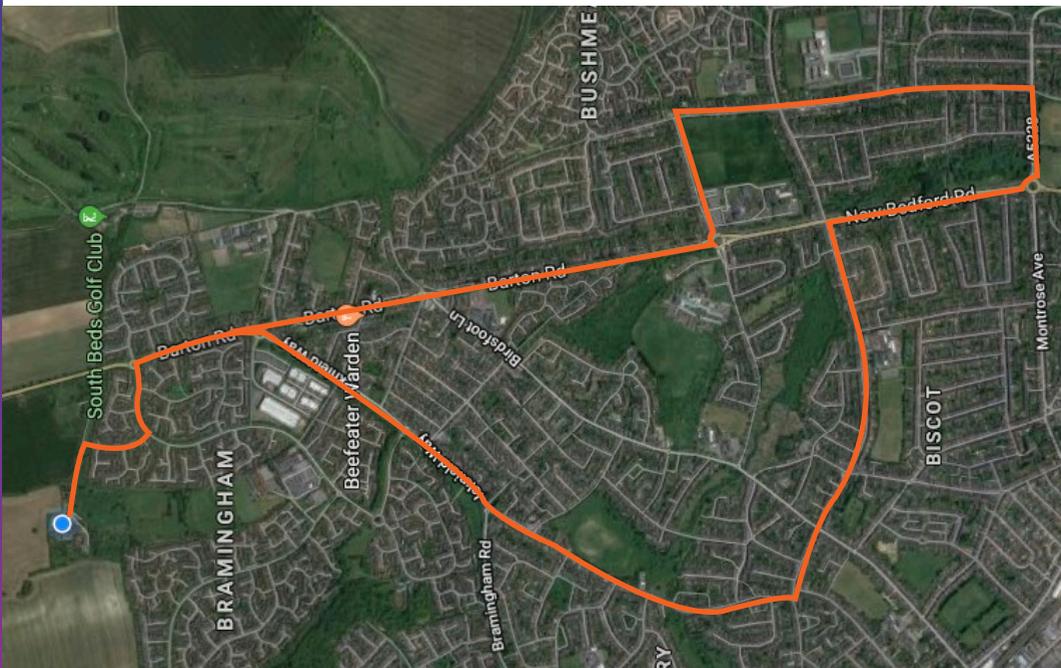
Walk starts: 8pm

Participant car park: Bramingham Primary School, Freemans Avenue, Luton, LU3 4BL (adjacent to Sainsbury's, Bramingham).

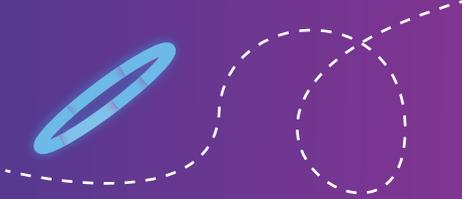
Join us from **6pm** for the party in the Glow hub and get your glow on with face paints. If dressing up is your style, we look forward to seeing you in your Halloween costume!

At **8pm**, you'll start your 10km sponsored walk for Keech Hospice Care - the route is shown on the map below.

When you arrive to register on the night, you'll be given your bright white t-shirt, glow paints, glow sticks and a poncho. On completion, you'll be awarded your Keech Hospice Care medal to mark your achievement!



Training tips



Walking has been described as one of the easiest ways to get fit – it's free, you can do it anytime, anywhere, and you don't need any special equipment. The amount of training you put in before the event will depend on your current level of fitness and lifestyle. If you are already fairly active, finding just a few more ways of fitting walking into your day might be enough. For absolute beginners, a quick search on the internet will bring up a range of training guides that will help you gradually build up your walking distance and stamina.

Glow wear

When walking regularly, you need to wear a pair of well-fitting, cushioned and supportive shoes or trainers (preferably some that are already broken in!). Make sure the area around your toes is comfortable and roomy enough to avoid bruised toenails.

Wear loose, comfortable clothing and be prepared for the changeable British weather. Your Glow Walk t-shirt plus some layers underneath will keep you warm until you've worked up a sweat.

No pain is the aim of the game

Warming up and cooling down will help you improve your performance and avoid injury. The best way to warm up is to walk slowly (normal walking speed) for five minutes, then stretch the lower body – especially the calves – before stepping up to a brisker pace.

The best way to cool down is to gently reduce your pace over five minutes back to your normal walking pace – and stretch out again. By doing this, you should avoid niggling problems like cramps, muscle soreness and stiffness.

Keep fit, have fun and stay safe!

Haven't done much exercise recently? If you are in any doubt about your physical ability, please consult your GP before embarking on any exercise programme.

Don't get yourself lost out there! Choose your walking routes with care. Ensure you know the area well and try to avoid remote or isolated places, particularly if you are walking alone. If you can walk with someone, this will not only be safer but more fun, too.

Make sure someone knows where you are and what time to expect you home. Keep in touch!

Keep hydrated – have a drink before and after a walk and, in warm weather, take a drink with you. Save the alcohol until you've finished the walk and are heading back home to celebrate.

Always carry a small amount of emergency money and a mobile phone (kept out of sight).

If you have to walk on the road, always walk facing oncoming traffic and wear something bright – practise wearing your Glow wear!

Easy ways to fit Glow Walking into your day

If you can, walk to work – or if it's too far, park your car in the space that's furthest away from the office then walk.

Taking the bus? Get off a stop or two early and walk the rest of the way.

Finished your lunch? Grab some colleagues and go out for a stroll. You might even be able to talk them into signing up for the walk, too.

Don't email your colleagues – go and speak to them face to face. Exercise without even realising!

Don't take the car to pick up the kids - surprise them as they come through the school gates and enjoy the walk home instead!

Don't use the lift - take the stairs. If it's a bit of a climb, you might be out of breath the first couple of times but you'll soon be taking the stairs two at a time.

Visiting friends or family this weekend? Plan a route so that you can walk with all the family. Take the dog and even stop off at the local pub. You could always take your sponsorship form with you!

Don't get bored with your routine by picking different routes each time – an easy way to discover lovely new walks in your area, too.



Getting yourself sponsored

Here are a few tips to help you on your way to raising your £100 target sponsorship for Spooktacular Glow Walk.

Start as soon as you can

The earlier you start collecting, the more money you are likely to raise.

Don't be backward in coming forward!

Tell everyone and anyone about what you're doing and don't be afraid to ask for their support!

Carry sponsorship forms at all times

You never know who you're going to bump into!

Approach your most generous sponsors first

Put their amounts at the top of the form and hopefully it will encourage others to follow suit.

Get sponsorship online

Build your own personal fundraising page with Just Giving or Virgin Money Giving. Simply go to www.justgiving.com or www.virginmoneygiving.com and search for Keech Hospice Care to create your page and email the link to family and friends. They can use their credit or debit card to make a secure donation online. It's a creative, convenient and fun way to boost your sponsorship efforts.

Give copies of your form to others

Ask your family, friends and colleagues to raise sponsorship on your behalf.

Contact people you can't meet face to face

Send relatives and friends living further away a letter, text, email or an update of your activities via Facebook, Instagram and Twitter letting them know what you are doing and how to sponsor you.

Use publicity

Get as much publicity as you can. Place an appeal in your company newsletter, parish magazine and newspapers around the area. Plus your Facebook, Twitter and Instagram accounts are great for exposure!

Get the money in advance

If you're confident of completing the event, why not ask people to pay you up front? They could always give you a post-dated cheque, which you can promise to return if you don't complete the task.

Gift Aid it

If your sponsors are UK taxpayers, encourage them to tick the Gift Aid box on your sponsorship form. For every pound donated to Keech Hospice Care we can receive up to 25p from the taxman, making it really worthwhile. (Your sponsors must complete their full home address and postcode on the sponsorship form for us to be able to claim the Gift Aid.)

You will find one of our sponsorship forms enclosed in this pack. If you need any more, please feel free to photocopy the original or download further copies from our website.



Returning your money

Please complete this form and return it, with your donation, to:

The Fundraising Department, Keech Hospice Care, Great Bramingham Lane,
Luton, LU3 3NT.

Title _____ First name _____ Last name _____

Company name (if applicable) _____ Date of birth _____

Home address _____

Postcode _____

Daytime telephone _____ Mobile _____

Email _____

Please remember to enclose your sponsorship form so we can claim back Gift Aid from your sponsors.

As a valued supporter of Keech Hospice Care, we will treat your data with respect and promise never to sell or swap your details. We would, however, like to keep in contact with you about the work your donations enable us to do and how you can continue to help people living with a life-limiting and terminal illness.

Tick here to OPT OUT of communications by post.

Tick here to RECEIVE phone calls.

Tick here to RECEIVE emails.

Tick here to RECEIVE text messages.

Alternatively, you can write to us at Freepost RTGX-KAEH-XGRA, Keech Hospice Care, Luton LU3 3NT, phone 01582 707940 or email letmehelp@keech.org.uk with your request.

Please find enclosed a cheque/postal order to the value of £ _____

Make cheques payable to Keech Hospice Care. Please do not send cash through the post.

Or please debit my credit/debit card by £ _____

Card type  

Card number

Start date / Expiry date /

Security code (3 digits on signature strip)

Signature _____ Date _____

The money you raised will help Keech Hospice Care continue its vital work for the local community. Thank you for your support.