



Walking in their Shoes

ANNUAL WINTER WALK

EMBRACE THE COLD
SO THEY WON'T HAVE TO

HALIFAX	LONDON
24TH FEB, 18	24TH FEB, 18
OGDEN WATER PARK	HYDE PARK

HHUGS.ORG.UK/WINTERWALK

0207 733 2104

REG FEE: £10

SPONSOR TARGET:
LONDON- £150, HALIFAX- £100

Five miles towards warmer homes and hearts this Winter

Calling all brave souls and generous hearts: wrap up warm, defy the wintry chills and don your best walking shoes to take on our 5 mile challenge, **Walking in Their Shoes**.

Now in its fifth year, the annual HHUGS Winter Walk is back! 2018 sees us return to the heart of central London, Hyde Park, along with the scenic views of Ogden Water Country Park for those in the North of the country. We invite you to wrap up warm, put on your best shoes, and walk 5 miles in aid of some of the UK's most vulnerable families.

For the past five years, we have come together to brave the winter chill, all in aid of HHUGS families. Through your amazing efforts you have:

- Provided warm clothing
- Paid for gas and heating bills for those unable to cover basic costs
- Sheltered families through the harsh winter by covering their rent
- Provided essential necessities such as groceries and household maintenance

"In Winter, they send us vouchers for clothing and sent us duvets to keep us warm. Allah knows the difference that HHUGS made to my life."

This year, with a record number of arrests, a growing number of affected families and rising poverty in the UK, we want our fifth Annual Winter Walk to be bigger and better than ever! With our current constraints on funding, your efforts on the day are critical to provide vulnerable families with the support they desperately need in this trying winter period. So bring friends and family a long, strap up your walking boots and join us for a 5 mile walk and an enjoyable day out for all the family.

Location: Hyde Park, London

Date: Saturday 24th February

Deadline for registration: Sunday 18th February, midnight

Registration Fee: £10 Adult /£5 Junior/ Under 3's free

Sponsorship Target: £150

All Welcome

* Under 16s must be accompanied by an adult

FAQ

What is the Walking in their Shoes Challenge? Where is it happening?

It is a stunning 5 mile Winter Walk taking place across 2 major cities. This is in support of the families impacted by anti-terror legislation to stay warm, healthy and safe this winter.

The London walk is around Hyde Park one of the greatest city parks in the world. Covering 142 hectares (350 acres) and with over 4,000 trees, a large lake, a meadow and ornamental flower gardens, there's a good chance you'll forget you are right in the centre of London.

How do I get there?

Hyde Park is very accessible by tubes and buses and there are car parking facilities available nearby.

By Car:

The postcode for the park is W2 2UH. The postcode is for guidance only as the park covers a large area.

By Tube/ Train

Nearest tube stations: Hyde Park Corner served by the Piccadilly line. Green Park served by the Jubilee, Piccadilly and Victoria Line Bus routes: 9, 10, 52 all stops near Queen Elizabeth Gate

Who can take part in the Winter Walk?

Absolutely anyone who is fit and able to walk can participate in our Winter Walk. Participants under the age of 16 must be accompanied by parent or guardian. The event is open to both individuals and groups, so please invite your friends, families, neighbours and colleagues to join you. If you're part of a Scout, youth group or school why not get your colleagues involved?

How fit do I need to be?

You will be walking 5 miles around a public park for 2 - 3.5 hours. People of all fitness levels are welcome to the challenge, and hence why people are willing to sponsor you to do the walk. If you have any medical conditions, please consult your doctor before you register for the walk.

What should I wear?

Wear comfortable footwear (walking boots or trainers are advisable), warm and waterproof clothing.

Are the walking routes difficult?

The routes are generally gentle to stroll through and trouble-free. Risk assessments have been conducted and stewards will be informed on the day of any spots which require attention.

How would I know what route to take? And what if I get lost or injured along during the Walk?

Prior to the walk, we will have a group event briefing and you will receive a route map with details of what to do in the unlikely event of getting lost and injured. There will also be HHUGS volunteers and qualified First Aid representatives to help you along your walk.

What should I bring with me?

Bring a water proof jacket and/or umbrella, a water bottle and a fully charged mobile phone. Lunch will be provided during the walk.

What do I do when I arrive to the event?

Upon arrival, you will need to register at the Registration Desk in the band stand. There you will be issued with a map of the route, and refreshments.

My family are not participating, but can they come to the Winter Walk?

Of course your family can come! This is a family event; their support will encourage your participation, and it would be great to see them waiting for you at the finishing point. There are facilities for your family and friends to enjoy, while they wait for you to complete your walk.

Hyde Park in London has something for everyone. You can enjoy swimming, boating, cycling and skating. There are pitches for team games, tennis courts, tracks for horse riding and a spectacular children's playground.

The Park has two lakeside restaurants which serve everything from a three-course meal to a quick cup of coffee. Hyde Park is home to a number of fascinating buildings and monuments, such as The Serpentine Bridge, the Joy of Life fountain and the famous Achilles statue. And with the Diana Memorial Fountain and open air events throughout the year, there's always something to see and do.

How much do I need to fundraise?

We ask each adults participant to pay £10 and each child (12 and under) to pay £5 for a registration fee (which includes lunch).

We ask all participants to fundraise an additional £150. We are confident however that with a little effort, participants can easily raise far more than the minimum £150 target!

Is there a deadline to pay the registration fee?

Yes, your registration fee of £10 for adults and £5 for children at the age of 12 and below must reach us by Sunday 19th February.

I have never fundraised before, where do I start?

Check out our Fundraising Tips to start you off.

Will there be an area to perform prayer?

Yes, we will set up a prayer area and ablution can be performed in the WC facilities in the park.

Is this event suitable for children?

Yes, the Hyde Park walk is suitable for children. However, if your child suffers from any health problems, please consult your doctor before you register for the walk.

How will the money I raise be utilised?

The money raised will go towards the cost of winter bills as well as vouchers for warm clothing for our families, as part of our WARM HHUGS Winter campaign. Any surplus funds will be utilized where most needed.

Fundraising Tips

There are many ways to fundraise and when you sign up to the Winter Walk, we will share our great ideas and we are always at hand to give you further support.

Fundraising pages are just like paper sponsorship forms, except they're online, so you don't have to worry about dealing with cash, cheques and chasing sponsors after the event is finished. Or why not create your own fundraising team to help you spread the word!

To create your page:

- Visit www.justgiving.com or btmydonate.com or CharityChoice
- Click on Make Your Page
- Search and select HHUGS
- Follow the simple step-by-step instructions
- Share it with others easily via email, Facebook, twitter, text
- Why not set up a text code too so that your friends and family can donate towards your walk with a simple SMS! Follow this link for instructions <https://justgiving.zendesk.com/hc/en-us/articles/200669481-Setting-up-your-text-code>
- Once you have made your page don't forget to send us the link by emailing info@hhugs.org.uk
- Or to make it even easier, if you prefer, we can make the page for you!

Other ways to raise funds

- Contact your local mosque or circle to support you by making an announcement of the event and help you to fundraise.
- Get your fundraising matched by a colleague, workplace or friend
- Distribute leaflets to raise awareness amongst family and friends
- Contact your local press and radio stations with your fundraising
- Visit your local businesses for their support by asking them to sponsor you
- We will send you a Charity Collection Penny Box which you can place at home or work and even at the till of a shop, restaurant, café or library.
- Get your ISOC, School, Scouts groups and others to get involved.
- Use our Sponsorship Form to help you raise funds

- Use Social Media – whether it's WhatsApp, Facebook, Snapchat or Instagram, there are a plethora of platforms to promote your walk, through status updates, posting photos during the walk, making videos, sending messages and creating groups and event pages to encourage others to attend!
- Break your target down into smaller amounts - e.g. 15 friends to give £10 and you've hit your target in no time!
- If that doesn't work for you try daily targets on social media e.g. help me reach £10 today (5 people to give £2 via text); weekly ones e.g. £25 a week - in six weeks you will have reached your target.
- Use the images we send you to promote your walk and fundraising on your own social media page and on WhatsApp.

Gift Aid:

UK tax payers can make their donation go further. The government will give a further 25% of your donation to the charity, and it doesn't cost you or your sponsors a thing. So remind all your tax paying sponsors to tick the gift aid box - this includes those who are giving cash or cheques, if they are using the sponsorship form.

Without a declaration we won't be able to claim the Gift Aid on donations towards your sponsorship!

Remember, HHUGS are here to help by sending you leaflets, collection buckets and sponsorship forms so you can kick start your fundraising!

How to send your sponsorship money to us:

- **Your own fundraising pages**

If you have set up your own page, please send us the website address. Thereafter, there isn't anything further you need to do as your donation page will transfer the money directly to HHUGS bank account on a weekly basis.

- **Our JustGiving Page**

You can also donate on the official [HHUGS Winter Walk Event Page](#) with 'Winter Walk [Your Name]' as a reference.

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- **Cheque or Postal Order**

Cheque or Postal Orders should be made payable to 'HHUGS' with reference 'Winter Walk [Your Name]' and sent to:

HHUGS,
Office 36,
80-90 Hatton Garden,
London
EC1N 8PN

- **Bank transfers**

HHUGS
Al Rayan Bank
Sort Code: 30-00-83
Account number: 01269701

With the reference 'Winter Walk [Your Name]'

- **Phone**

Call us on 0207 733 2104 during working hours to pay your sponsorship by card.

Conditions of Entry

- Pre-event registration is essential.
- You must undertake to raise a minimum of £150 in sponsorship money for HHUGS.
- A registration fee of £10 for adults and £5 for children under 12 needs to be paid by Sunday 18th February.
- All funds raised through the event must be payable to HHUGS.
- If you are unable to take up your place for the Winter Walk, all sponsorship forms and sponsorship monies collected should be forwarded to HHUGS or returned to your sponsors.
- Under 16's must be accompanied by an adult.
- All participants take part at their own risk. If you have any medical conditions, please seek advice from your GP before embarking on this Winter Walk.
- We reserve the right to stop any participant from walking for health and safety reasons, or due to any incident of misbehaviour.
- You consent to HHUGS contacting you via telephone, letter or e-mail for any matter relating to your fundraising and your participation in this event.
- You agree to HHUGS storing information provided by you on our database.
- You give HHUGS permission to use any photographs/videos taken of you, to raise awareness and/or money for HHUGS. HHUGS cannot take responsibility for videos and photos taken by external media channels which may be present at the walks.
- HHUGS discourages aggressive techniques to gain sponsorship and requests all fundraisers to ensure compliance with legal, health and safety standards.

Thank you once again for registering for the HHUGS Winter Walk 2018. We look forward to seeing you on the day.