



THE SLEEP WALK 2021 FUNDRAISING PACK

Thank you for signing up to The Sleep Walk 2021 – you are a true superhero! Whether you've signed up to the main or virtual event, you'll be sure to have a MARVEL-ous time! Your support will make such a huge difference to people across South Devon, providing vital end-of-life care to patients in their own homes, and helping families to make the most of every moment.

MAIN EVENT – SATURDAY 3 JULY

Our main Sleep Walk event is taking place on Saturday 3 July, with participants choosing a five- or ten- mile circular walk, starting and finishing at either Paignton Green or Torre Abbey Meadows in Torquay. To ensure we keep everyone safe and maximise social distancing, our Sleep Walkers will set off in waves throughout the day. Please check your email confirmation for details of your start time/location and please be sure to arrive no more than 5 minutes before this time. Those opting for the 10-mile route will complete the five-mile circuit twice.

VIRTUAL EVENT – SATURDAY 3 JULY TO SUNDAY 11 JULY

If you've opted for the 'virtual' Sleep Walk, you can create a route of your choice (of any length) and walk at a time that suits you between Saturday 3 July and Sunday 11 July.

As the theme for this year's event is superheroes you'll receive a free cape to wear on the day and we'd love to you accessorise with a fun mask or headband! You'll also receive a free medal after the event.

If you've never fundraised before, please don't worry. This fundraising pack will talk you through everything you need to know to become an expert fundraiser. Even if you are a seasoned fundraiser for Rowcroft, you might pick up a few more top tips. Remember, every penny counts!

**THANK YOU SO MUCH
FOR YOUR SUPPORT!**

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JOIN OUR ONLINE COMMUNITY

Make sure you have marked yourself as 'going' to The Sleep Walk event on Facebook (www.facebook.com/events/169036398430217) and we will keep you up-to-date with all the latest news and information. We'd also love you to share your own photos, videos and messages.

Our Sleep Walk Coordinator Alexia Croft will also keep you up to date with Sleep Walk news and information.

SET A TARGET

Setting a target is a really effective way of letting people know what you are raising money for. All money raised from this year's Sleep Walk will help to fund Rowcroft's Hospice at Home service that provides expert care, support and compassion to local patients at home in their last two weeks of life.

£100

could pay for enough personal protective equipment (PPE) to enable our Hospice at Home team to visit 100 patients in their own homes across South Devon.

£240

could pay for a Hospice at Home patient to receive overnight care, enabling a family to get a good night's sleep knowing that their loved one is receiving expert care and support.

£320

could pay for ten vital hours of care, keeping a patient comfortable at home and enabling families to spend precious time with loved ones.

£422

could pay for the travel costs for the entire Hospice at Home team for two weeks.

SET UP YOUR OWN FUNDRAISING PAGE

Setting up your fundraising page is now easier than ever. Just follow these quick and easy steps if you haven't done so already.

- Visit www.rowcroftsleeppwalk.org.uk and click on the 'sign-up' button.
 - Fill out your registration and payment details and an account is automatically created for you. A link will be sent to your email address — click this link to view and edit your fundraising page.
 - Add your own fundraising target.
 - Add a profile picture to your fundraising page so people can easily see who you are.
 - Write a personal paragraph (or short story) about what you're doing and why — this will really encourage people to sponsor you!
 - When you have completed your fundraising page, you will be given a link to your page to share with your friends and family — so that they can make donations.
 - Share your Sleep Walk page with others and invite friends and family to donate. From your fundraising page, you can easily share your page link with friends on Facebook, Twitter, Instagram, WhatsApp and Messenger, and you can email your page link to others.
 - Make sure that the first people to sponsor you are the most generous.
 - Encourage those who pay UK tax to Gift Aid their donations where possible — as this can increase donations by 25%.
 - Post regular updates and photos so that everyone can see how you're getting on.
 - Don't forget to thank everyone after they donate (and after the event). Share your success and photos with them too.
- Please remember, if the act of asking people for money really isn't for you, then we offer the option of making a one-off donation instead (minimum £20 per person).



IF YOU'VE OPTED FOR THE VIRTUAL SLEEP WALK, BE SURE TO RECORD YOUR WALK!

The easiest way for you to track your walk is using the free Strava app. If you would like to join up with other Sleep Walkers, you can join the Sleep Walk Strava group at: <https://www.strava.com/clubs/RowcroftSleepWalk>

If you don't fancy Strava you can record your walk using any fitness app, a pedometer, or even just let us know the route you walked.

Thank you for your support!

If you have any questions, please see our FAQs on our website at www.rowcroftsleeppwalk.org.uk or call our Fundraising Team on 01803 217450.



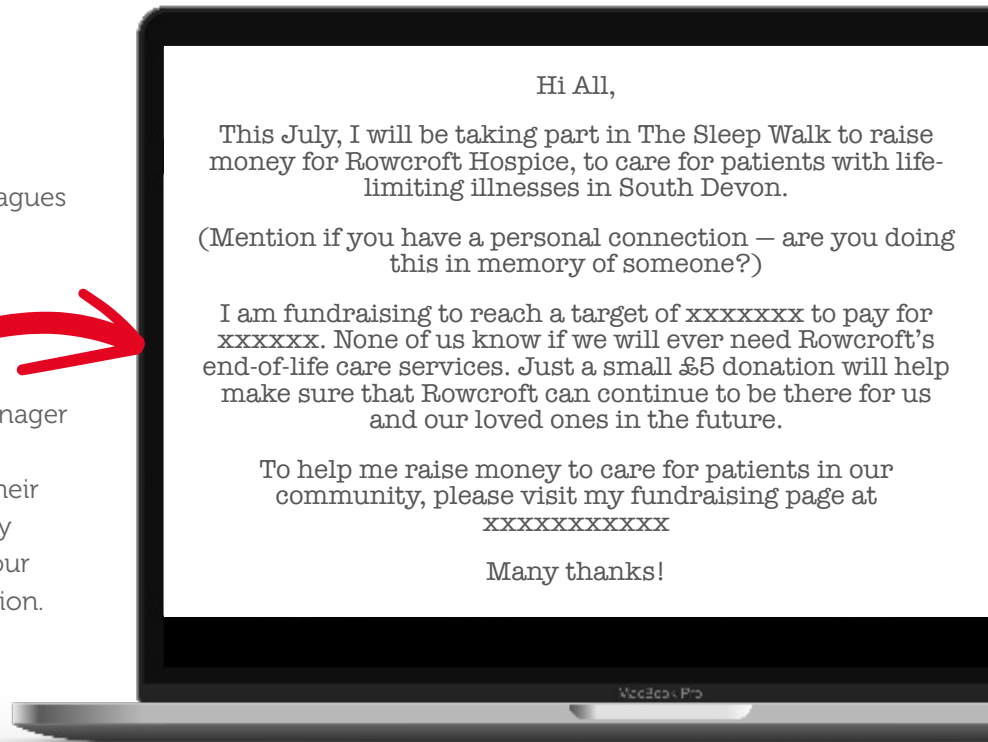
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Don't forget to Gift Aid your donations wherever possible! For those who pay UK tax, this can increase their donation by 25%. We can provide you with sponsorship forms or Gift Aid envelopes to help make that donation go even further. Just make sure that everyone fills in their own address details and that the form is completed with clear writing.

NOW SPREAD THE WORD...

... TO YOUR COLLEAGUES

- Send a group email out to all your colleagues to make them aware (see example right)
- Mention your Sleep Walk in your work's newsletter and at any staff meetings/communications.
- If you work for a company, ask your manager or HR department about 'match funding'. Lots of companies are keen to show off their corporate social responsibility and an easy way for them to do this is by matching your fundraising efforts with a company donation.



... TO YOUR FRIENDS AND FAMILY

- Share your online fundraising page through Facebook. Copy and paste part of the email above and post it onto your Facebook page. Pick a quiet time to post this, such as evenings and weekends. Tag people in the post who you know are likely to sponsor you. You may need to share this more than once, but try not to bombard people.
- Use WhatsApp and other group messages to spread the word. Create a group chat of people you know are likely to sponsor you.

... TO YOUR LOCAL COMMUNITY GROUP OR CLUB MEMBERS

- Are you a member of a local community group or club? Ask the organiser if you can share your fundraising page link in a group chat or post the link in your community facebook page.

Keeping safe

- Please follow government guidelines about social distancing.
- If you are under 16, please walk with a responsible adult.
- If you have any health conditions, please bear these in mind when deciding where and how far to walk and take any required medication, such as inhalers, with you.
- Bring your own water bottle and some snacks to keep you going.

Some extra advice for our virtual walkers

- Please only walk in areas that you know are safe, and please walk with someone else if it is dark.
- Please do not put yourself at risk by walking close to hazards such as cliffs or cattle.
- Choose a route that you like — take in the scenic views, or perhaps choose a route that passes friends' houses so they can give you a cheer.