



MALVERN HIKE AGAINST LONELINESS

Welcome Pack

In aid of



Herefordshire
& Worcestershire

ageUK

CONGRATULATIONS!

Welcome to Age UK Herefordshire & Worcestershire's Biggest challenge yet!

On behalf of the team and beneficiaries of Age UK Herefordshire & Worcestershire, thank you for signing up to the "Malvern Hike Against Loneliness".

By choosing to be a part of our event, you're making a significant difference in the lives of those over 50 in Herefordshire and Worcestershire. Your involvement helps us to reduce feelings of loneliness and improves overall wellbeing in the older generation, and assists us in raising the necessary funds to continue our work.

If you require any support, advice or fundraising resources, please contact fundraising@ageukhw.org.uk. We will be happy to help with any queries you may have.

At Age UK Herefordshire and Worcestershire, we're extremely proud to promote health and wellbeing benefits through our diverse services. Our services range from supporting someone in their own home to organising activity groups such as art classes and walking sports, offering a more inclusive atmosphere that keeps people active whilst creating opportunities to be part of a group.





THIS IS WHY WE DO IT.



I wanted something to do, keep fit, meet new people as I am recently retired and wanted to get out. Walking basketball is really good, fun and inclusive. When I started, I had not played basketball and no one seemed to mind.



I was very reluctant to have my husband put in a care home - it felt like I was doing something really bad. Having somebody who supported me and somebody who would keep my husband happy while we were out was brilliant.

Vicky used to keep Tony company and as I got to know her I thought, I'd really like her to come and visit me again and maybe help me do things, but mostly because of the company.



The exercise, keeps my weight down and I feel good the day after. I have made a couple of new friends too!



It's hard when you're not feeling well and you're on your own. Just being able to tell you I don't feel well today really helps. The volunteer made me laugh. It was so nice to have a laugh with her."



The Lower Wick Walking group is really important from the walking and health side, but equally just as much from a social side. Everybody really enjoys meeting up and having a chat and it's something to look forward to each week.

TRAINING TIPS AND TRICKS

From Local Experts, Chris Copson and the Fit3Sixty Team

General tips:



Hydration and Nutrition

Stay well-hydrated and eat a balanced diet rich in carbohydrates, proteins, and fats.



Footwear

Make sure you have well-fitted hiking boots or shoes.



Gear

Gradually add weight to a backpack to simulate carrying gear during your hikes.



Rest and Recovery

Listen to your body and take rest days when needed to avoid injury.

Follow our 6 week program, and you should be well-prepared for your 9-mile or 18-mile hike. Enjoy the journey!

Week 1-2: Building Base Fitness

Cardio:

- Days 1, 3, 5: 30-minute brisk walk or light jog.
- Days 2, 4: 20-minute stair climbing or hill walking.
- Day 6: 1-hour moderate hike or long walk on varied terrain.
- Day 7: Rest or light stretching/yoga.

Strength Training:

- Days 1, 3, 5:
 - Squats: 3 sets of 12 reps
 - Lunges: 3 sets of 12 reps per leg
 - Planks: 3 sets of 30 seconds
 - Push-ups: 3 sets of 10 reps
 - Step-ups: 3 sets of 10 reps per leg
 - Calf raises: 3 sets of 15 reps

Flexibility:

- Daily: 10-15 minutes of stretching focusing on legs, hips, and back.



Week 3-4: Increasing Intensity

Cardio:

- Days 1, 3, 5: 45-minute brisk walk or moderate jog.
- Days 2, 4: 30-minute stair climbing or hill walking.
- Day 6: 2-hour hike on varied terrain, including some steeper sections.
- Day 7: Rest or light stretching/yoga.

Strength Training:

- Days 1, 3, 5:
 - Squats: 3 sets of 15 reps
 - Lunges: 3 sets of 15 reps per leg
 - Planks: 3 sets of 45 seconds
 - Push-ups: 3 sets of 12 reps
 - Step-ups: 3 sets of 12 reps per leg
 - Calf raises: 3 sets of 18 reps

Flexibility:

- * Daily: 10-15 minutes of stretching focusing on legs, hips, and back.





Week 5-6: Peak Training

Cardio:

- Days 1, 3, 5: 60-minute moderate jog or fast walk.
- Days 2, 4: 40-minute stair climbing or hill walking.
- Day 6: 3-4 hour hike on varied terrain, incorporating steep sections and rougher paths.
- Day 7: Rest or light stretching/yoga.

Strength Training:

- Days 1, 3, 5:
 - Squats: 3 sets of 20 reps
 - Lunges: 3 sets of 20 reps per leg
 - Planks: 3 sets of 60 seconds
 - Push-ups: 3 sets of 15 reps
 - Step-ups: 3 sets of 15 reps per leg
 - Calf raises: 3 sets of 20 reps

Flexibility:

- Daily: 10-15 minutes of stretching focusing on legs, hips, and back.



STEP UP YOUR FUNDRAISING GAME

Set up your Just Giving page today.

This will enable you to meet your fundraising target and participate in the Hike Against Loneliness campaign. Please see full information on the questions answered page.

Just follow the outlined steps and get ready to join the campaign.



Visit
www.justgiving.com/achw



Click on “raise money”.



Select whether you are fundraising in memory of someone.



Then, choose “I’m taking part in an event.”



Join the “Malvern Hike Against Loneliness.”



Set the target for yourself or your team (this will be your minimum sponsorship)



You can now customise your page.



Invite any team members to your campaign.

You can link your JustGiving account to Fitbit or Strava to update your supporters on your training progress.



HIKE YOUR DONATIONS WITH THESE TIPS

GET FRIENDS, FAMILY & COLLEAGUES ONBOARD

We've have created some promotional materials to help you share the news that you are taking part in the hike against loneliness. Our fundraising team can help you with accessing the content. Share these along with your JustGiving link across your social channels and feature them in emails to tell everyone that you are taking part. Tag us on @ageukhw.



TELL YOUR STORY

Keep people invested in your campaign by sharing updates on your social media channels , your JustGiving page or even writing a blog online. You can tell people why you're doing it and show people how you are training by linking apps like Strava or a fitbit to your channels.

SET UP A MINI-FUNDRAISER

Hold a bake sale, collect and sell unwanted items, hold a raffle, set up a quiz night, or even have a sponsored gaming session. Mini-fundraisers are a great way to boost your donations and hit your target.



We know that asking for money can feel a little awkward. Our fundraising team are on hand to offer further support, feel free to contact them on fundraising@ageukhw.org.uk

CELEBRATE TOGETHER

Join our Malvern Hike Against Loneliness Facebook page -

<https://www.facebook.com/share/M4gY6uzQevtB1UnB/?mibextid=K35XfP>

After the exertion of the hiking challenge, we invite you to unwind and celebrate with us.

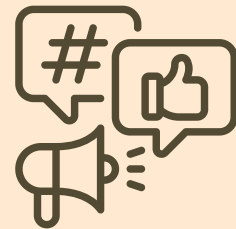


1pm-7pm

West Malvern Social Club

All hikers are welcome to reconvene with their family and friends. It's a great opportunity to mingle, share your challenge experiences, and relax with a refreshing drink. Your family and friends are also welcome to stay here throughout the challenge.

Don't forget to tag us in all of your content in the build up and during the challenge so that we can help you share your journey.



@ageukhw



YOUR QUESTIONS ANSWERED.

IS THE SPONSORSHIP AMOUNT AS A GROUP OR PER PERSON?

The amount listed is per person, you can fundraise as a group, but the group total must equal the combined individual amounts.

- Individual sign up: £220pp
- Team registration of 5 – 10: £195pp
- Team registration of 11 – 20: £170pp
- Team registration of 21+ :£145pp

I AM WORRIED ABOUT REACHING THE MINIMUM SPONSORSHIP AMOUNT. WHAT SHOULD I DO?

We understand that it can be difficult to ask your family and friends for money. Please do contact us on fundraising@ageukhw.org.uk if you require any further support. Here are four top fundraising tips to get your started:

1. Teamwork! - Build a team to lower your minimum sponsorship amount. Get your co-workers, friends, sport teams, school and family involved!
2. Tell your story – Share the story behind why you are taking part in this challenge and raising money for Age UK Herefordshire & Worcestershire.
3. Update your JustGiving page – Keep your supporters updated with the progress of your fundraiser and training activities (We would recommend Strava or Fitbit). This will help you attract new donors too! You can even download our suggested social media posts.
4. Raise 25% extra with gift aid – If your sponsor is a UK taxpayer, they can sign up to add gift aid to their donation. Always ask!

CAN I BRING MY DOG WITH ME?

The more the merrier! Well-behaved dogs are welcome on this event but must be always kept on a lead.

I AM NEW TO HIKING AND I AM WORRIED THAT MY FITNESS IS NOT WHERE IT SHOULD BE FOR THIS EVENT.

We recommend that you train for this event, especially if this is new for you. Going for regular walks and hill training can be very beneficial for this. Keep an eye on our social media/emails as we will be sharing some training tips in the coming months.



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