



MALVERN HIKE AGAINST LONELINESS HIKER'S GUIDE

In aid of



Herefordshire
& Worcestershire

ageUK



CONQUERING ISOLATION. CONNECTING GENERATIONS.

We invite you to embark on an exhilarating challenge, walking one of the UK's most impressive ridges.

This fantastic trail follows the Malvern Ridge, from Chase End in the south to North Hill, encompassing all the main peaks. On clear days, the route offers some of the country's most spectacular views, extending all the way to Wales.

We have tailored two options for this challenge, to accommodate different fitness levels and aspirations. Take on either the 9 or 18 mile hike across the Malvern Hills as part of a group or as an individual. Well behaved dogs are welcome but must be always kept on a lead.

Go head to head with others in a challenge to raise the most money to help Age UK Herefordshire & Worcestershire combat loneliness and boost wellbeing in older age.

CHOOSE YOUR CHALLENGE

OPTION 1: END TO END

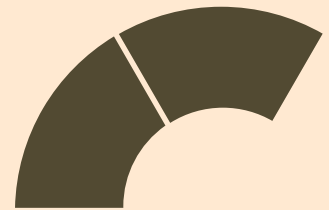
Cover the entire Malvern Hills from South to North before boarding the minibus which will take you back to the start.



Distance:
9 miles



Incline:
978m



Difficulty:
moderate

OPTION 2: DO THE DOUBLE

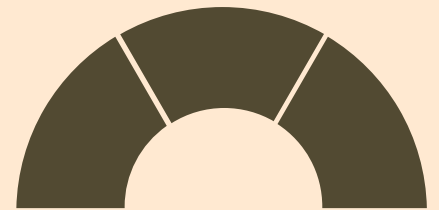
Cover the entire Malvern Hills from South to North before turning around and challenging yourself to doing it all over again!



Distance:
18 miles



Incline:
978m



Difficulty:
Hard

Please note, each member of your team does not have to choose the same route option.

SIGN UP

[https://eliteadventures.co.uk/
product/malvern-hills-ageukhw/](https://eliteadventures.co.uk/product/malvern-hills-ageukhw/)

STEP UP YOUR FUNDRAISING GAME

The next step in preparing for the event involves setting up your JustGiving Page. 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. You can compare your progress with other teams and individuals on the leaderboard.

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

- 1 Visit www.justgiving.com/achw
- 2 Click on “raise money”.
- 3 Select whether you are fundraising in memory of someone.
- 4 Then, choose “I’m taking part in an event.”
- 5 Join the “Malvern Hike Against Loneliness.”
- 6 Set the target for yourself or your team (this will be your minimum sponsorship)
- 7 You can now customise your page.
- 8 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. 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

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

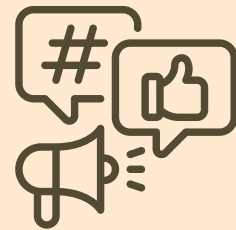


1pm-7pm

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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