

Around Wales Challenge



Fundraising Pack



Take a Big Step
around Wales

1-30 September 2022

Help us make a giant leap
towards an age friendly Wales

In partnership with:





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Explore beautiful coastal paths
 Traverse historic Offa's Dyke trails
 Join in the Age Cymru Big Step
 To build an age friendly Wales



Take a Big Step around Wales

This September, get fit and healthy whilst enjoying our wonderful scenery and take a Big Step around Wales. Set yourself an individual goal and know you'll be contributing to our challenge to walk, run or cycle around the circumference of Wales.

To take part in The Big Step is to help us combat rising loneliness amongst older people, to be part of our biggest ever fundraising drive and to celebrate the beauty of Wales. Walk along the wonderful Wales Coast Path, from South to North Wales then southbound via the historic Offa's Dyke Trail. You may choose to do your steps at home or walking around the garden. However you get involved, you'll be making a huge difference.

All we ask is that you record your step total or mileage and enter them onto our online portal or complete our daily step planner and send us your totals.

Our Target
Two
million steps in
September
2022



Wow that's as far as...

Two million steps or 1,047 miles, walking around Wales is roughly equivalent to the distance when walking from:

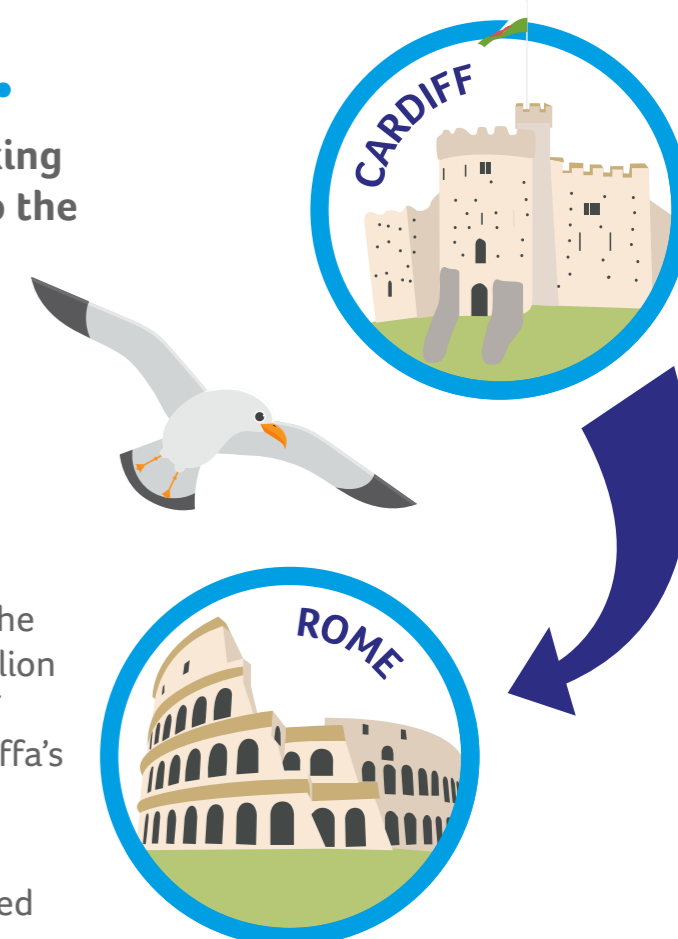
- Cardiff to Rome
- Swansea to Oslo
- Wrexham to Vienna
- Newport to Monaco
- Haverfordwest to Prague

Our aim is to achieve a target combining all the steps (or miles) of participants to reach 2 million steps. This is equal to one complete circuit of Wales by land via the Wales Coast Path and Offa's Dyke Trail.

It may seem a tall order, but we are sure that with the combined efforts of everyone involved together we can achieve our goal!



Aberystwyth - Ceredigion, Wales



How your fundraising makes a difference

The donations you raise through sponsorship will go directly to funding two of our major lifeline services for older people. Both services rely on donations and fundraising to make them sustainable.

1. Age Cymru advice

In the year 2021-22 Age Cymru dealt with more than **31,500 enquiries**, through our free, confidential and impartial service providing older people with invaluable information and advice on their rights and entitlements across the range of issues that older people experience.

- One-third of the calls to Age Cymru Advice is about money and benefits and we are increasingly concerned that the number of older people living in poverty in Wales is on the increase
- Money can be tight: 120,000 pensioners in Wales live in poverty
- It is estimated that 80,000 households in Wales that are eligible for Pension Credit are not claiming it
- One-third of the calls to Age Cymru Advice relates to care. The provision of adult community-based care, home care and respite care are falling year on year. Older people tell us about difficulties in accessing assessments for care and finding the right care and support
- The final third of our calls are about all kinds of issues that older people may need support with in later life.

“This will change our lives, this is more (benefit) than we thought possible. Thank you so much.”

“Thank you so much for the information you have provided it is very useful and hopefully can help towards making things easier for my mum and dad.”



Anglesey - North West Wales

2. Age Cymru friendship services

Our groundbreaking volunteer-led service provides vital weekly friendship and support to people who are living alone. Fundraising helps us to keep our vital contact services going.

Last year our wonderful team made more than **11,629 friendship calls** to more than 550 older people across Wales.

- 220,000 older people in Wales report they have felt lonely during later life
- 100,000 people aged 65 and over in Wales speak to three or fewer people a week
- 330,000 older people in Wales claim a few minutes of conversation would make a huge difference to their week.

A friendship call makes a huge difference

What people tell us about the Age Cymru service

“The big aspect is the loneliness, because of lockdown a lot of us have lost our confidence and feeling not able to do things. The weekly chats with Susie and Fiona, who make me laugh have helped me regain that little bit of confidence and not to feel so lonely.”

“We have gained a friend and someone we can rely on. Helen normally rings and she has such a cheery voice and is now a friend. It is something we look forward to every week, it lets us know that somebody cares and highlights just how important this service really is.”

And A Volunteer:

“I really enjoy doing friend in need,...The pleasure in his voice when he realises it's me is unmistakable. It makes me feel good to have made him so happy for just receiving a call. He's sometimes very low until we start chatting, you can feel his mood change. We always end up having a laugh. It makes me feel that friend in need is so worthwhile.” **Richard**

How far do I walk / run / cycle?

This is entirely up to you as all contributions are welcome. For example, you could sign up people to sponsor you per mile (2,000 steps), and when you have achieved your mile (or more!) send in your totals to us and contribute to our Team Big Step combined steps.

As this is a virtual event you can accrue your steps or miles anywhere you like, on a treadmill, around your garden, around your neighbourhood or countryside, absolutely anywhere.

Of course, you may decide to walk, run or even cycle along the actual route of the Wales Coast Path or Offa's Dyke Trail, and this is absolutely fine, as long as you record your steps/miles and send the total to us.



Also, please share your progress on social media using the hashtag #AgeCymruBigStep to help spread the word and generate donations for this vital cause.

#AgeCymruBigStep



You'll get a free event t-shirt once you hit £50 in donations



Thank you for your interest in taking part in Age Cymru Big Step. If you haven't already registered to take part yet, please ensure you sign up by clicking 'register' below.

TERMS AND CONDITIONS

Participants under 16's must be accompanied by an adult

This is a virtual event and consequently, you must take responsibility for your safety and follow local and government guidance at the time of the event. You participate at your own risk entirely.





Did you know?

£10

raised could be used to answer an advice inquiry to an older person

£15

could support friendship calls to two older people every week



Our official route

Our official virtual route will take us In a clockwise direction around Wales along two of the world's greatest footpaths: The Wales Coast Path and The Offa's Dyke Trail.

Together these paths form a complete 1,024 mile trail around Wales. We will record the progress of Team Big Step around this circuit throughout September and keep you posted via social media and our Big Step web page.

1. The Wales Coast path

Total length = 870 miles

Wales is the only country in the world with a continuous way marked path around its entire coast. Opened in 2008, the Wales Coast Path Llwybr Arfordir Cymru extends 870 miles/1400 kilometres

 : walescoastpath.co.uk

2. Offa's Dyke Trail

Total length = 177 miles

2021 marks the 50th anniversary of the Offa's Dyke Trail which was opened on 10th July 1971. 177 mile/285 Km in length long walking It is named after, and frequently follows, the Dyke that King Offa constructed in the 8th century to delineate the border of Wales. It links Prestatyn in the North to Sedbury Cliffs near Chepstow.

 : offasdyke.org.uk

1. Chepstow: Chepstow Castle
2. Cardiff: Cardiff Castle
3. Swansea: Copr Bay Bridge
4. Carmarthen: Dylan Thomas Boat House
5. Tenby: Tenby Harbour
6. Pembroke: Blue Lagoon
7. Fishguard: Harbour Wall
8. Cardigan: Cardigan Castle
9. Aberystwyth: North Beach
10. Barmouth: Barmouth Beach
11. Porthmadog: The Cob
12. Anglesey: Llanddwyn Beach
13. Bangor: Mckee Clock
14. Rhyl: Rhyl Sky Tower
15. Welshpool: Powis Castle
16. Offa's Dyke Centre
17. Hay on Wye: Clock Tower



About Age Cymru

Age Cymru Operates Throughout Wales

The Age Cymru Partnership comprises Age Cymru, the national Charity for older people in Wales and the five local Age Cymru partners:

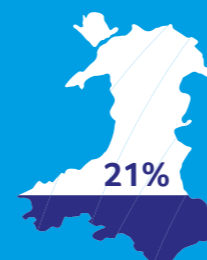
- Age Cymru
- Age Cymru Gwynedd a Mon
- Age Cymru Dyfed
- Age Cymru Powys
- Age Cymru Gwent
- Age Cymru West Glamorgan



Combating loneliness in Wales

Covid-19 has highlighted the issue of loneliness among older people, but many of the people Age Cymru works with were already lonely and many remain isolated and lonely even after lockdown. Through The Big Step, you are helping us to address these issues by fundraising for our services.

The facts



In Wales 21% of people aged 60 - 64 live alone, rising to 60% of people over the age of 85 and 91,000 older people in Wales describe themselves as consistently lonely.

If not addressed, the problems of loneliness in older people can only get worse as Wales has an ageing population, and this inevitably means more people living alone.

By **2030**, under a decade away, it is projected that there will be more than 1,008,000 older people in Wales - that's 33% of the total population!

A word from our Chief Executive

We truly believe that Wales can become an age friendly nation!

I am incredibly proud of the help and support that the Age Cymru team of staff and volunteers provide to older people across Wales.

We're asking you to become part of that broader team by helping us raise funds to make sure our services continue to be there for older people when they need us most.

Your support can make the difference.

This is our biggest ever Wales-wide fundraising drive and it's never been more needed. Thank you for helping us create an age friendly Wales.

Victoria Lloyd

Chief Executive - Age Cymru

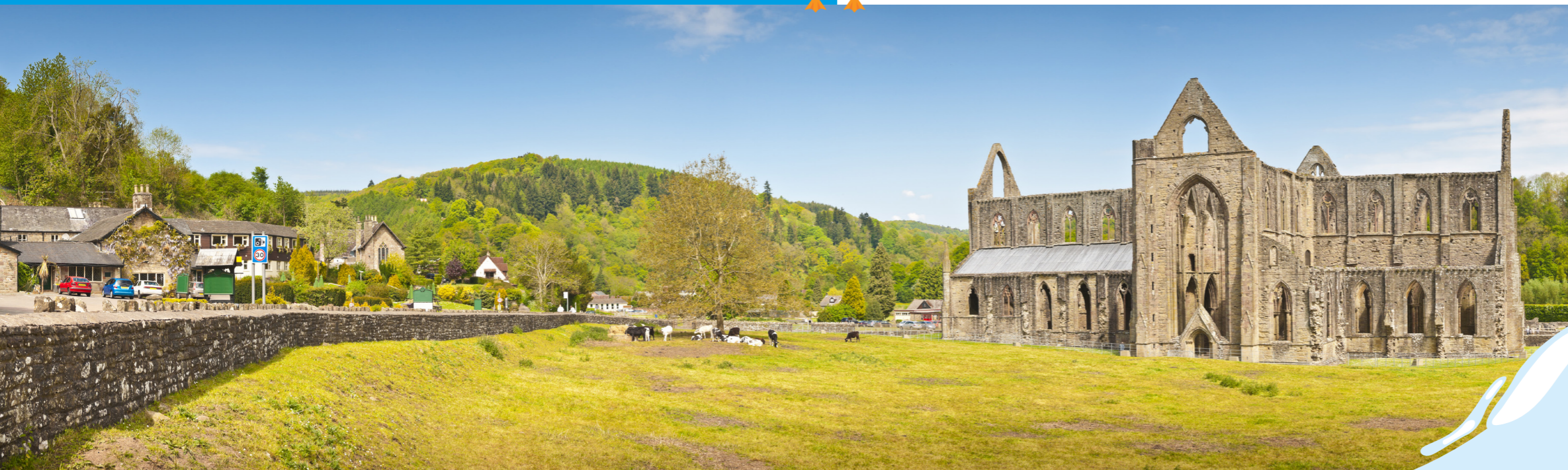


“We hope you enjoy your walk whether it’s virtual or actual on the Wales Coast Path. It doesn’t matter whether you walk just one mile or all 870 miles, it’s the taking part that counts. Good luck!”

Wales Coast Path team



Tintern Abbey - Tintern, Wales





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