

TEAM MACMILLAN NEWS

London 2 Brighton Challenge

24-25 May 2014

On your marks.....

Welcome to Team Macmillan and to your first London 2 Brighton Challenge newsletter! Whether you plan to walk, run or jog the distance you've just taken the first step.

There's no denying that this is a tough challenge but we'll be there to support you every step of the way.

We will send you regular updates over the coming months and will be there to support you on the day. Our aim is to make sure you have all the support you need regarding fitness and fundraising, as well as lots of information on the challenge itself.



The Macmillan team

If you have any questions or concerns about the challenge, or any ideas you wish to discuss with us in the lead up to the event, we are here to help. Simply get in touch with **Lauren** by emailing hiking@macmillan.org.uk or calling **020 7840 4812**.

Office hours are Monday to Thursday 9-5 and Friday 9-4.30

The challenge

The London 2 Brighton challenge takes in a mixture of urban areas and scenic countryside experiencing the South's best features, the Thames, the North Downs, South Downs and for those doing the full 100KM views of the Brighton beach coast.

Refreshments and water stations:

Along the course there will be manned check points with drinks and snacks approximately every 12.5km, and you will be met at the finish with a hot meal.

Luggage/equipment: You will need to carry a day pack with wet weather gear, warm clothing, first aid kit and water.

Safety and Support: En-route you'll be supported by an extensive team of marshals, pace walkers, support vehicles, caterers, medics, and physios. You will also be provided with full route maps, topography and safety information to carry with you.

What will the weather be like?

We are hoping for good weather! It should be comfortably warm and dry. However, this is England and you will need to be prepared for wet and chilly conditions. It is important to be prepared for all eventualities so bring warm layers, proper waterproofs, hat, sunglasses etc.

How fit will I need to be?

This is a tough challenge by anyone's standards. It will be both physically and emotionally demanding as you battle fatigue and tiring limbs.

The event organisers, Action Challenge, will provide you with comprehensive training advice in the coming months (see 'Participant area' below). The more comfortable you are

with walking or running long distances for sustained periods the more comfortable you will be on the challenge.

Participant area

When you registered for the event, you should have received some unique login details from Action Challenge. These will enable you to access the 'participant area' on their website london2brightonchallenge.com.

This area will contain your training guide, a recommended kit/equipment list, route information and regular updates about the event itself.

Kit discount

Cotswold Outdoors offer 15% off all non-sale/promotional purchases made by Macmillan Challenge Eventers. Whether buying in store or online, just quote the discount code AF-MACCS-NC. For more details, call them on 01285 643434 or visit their website cotswoldoutdoor.com.

Fundraising

We appreciate that £250 (56KM)/£375(100KM) is a lot of money to raise. We hope that the guide in this pack will give you some ideas to get you started.

Also included are forms to order *fundraising materials* – balloons, posters etc – and *collection tins*. Please allow plenty of time before your event for items to be posted.



Online giving

Sites such as JustGiving and Virgin Money Giving are an easy way to share your fundraising as wide as possible and the donations are automatically imported against your Macmillan fundraising account. Check out the fundraising guide for further information.

Matched giving

Some employers will match pound for pound any fundraising you do. This can give you a real boost, but to ensure we are able to add it against your record, please let us know in advance – it can sometimes be tricky to track it down!

Guess to Give

Help raise a few extra pounds by setting up an online sweepstake so friends, family and colleagues can guess your finish time. Thanks to Guess2Give.com setting up a sweepstake is really quick and simple to do. Everybody loves a friendly competition and it's only £3 per guess. Set up your finishing time sweepstake and send it round to everyone you know today.

Sending in your sponsorship

Details on this are in the guide, but if you have any questions, please just call us. Remember that £125 (56km) £187.50(100KM) of your sponsorship is due to be paid to us by 11 April 2014 so it's never too early to get started. Your final sponsorship should then be with us within one month after the challenge.

We cannot stress enough that the more you raise before the event, the easier it will be for you – and the sooner we can put the money to work to help people living with cancer in the UK.

Join us online

Meet fellow participants and swap advice on training and fundraising on our Facebook page. Simply visit facebook.com/macmillanhikingevents or type [hiking@macmillan](https://twitter.com/hiking@macmillan) into your facebook search field.

You can also find us on Twitter, follow @TeamMacmillan.



What is it all for?

You will be asked more than once in the coming months why you have chosen to take part in a Macmillan Challenge. Of course the challenge itself is hugely rewarding and will leave you with some fantastic memories. But more importantly, your pledge to raise a minimum £250 (56KM)/£375(100KM) to take part really will make a difference to the lives of people living with cancer in the UK. The money you raise will help Macmillan provide the expert care and practical support they, and those close to them, most need.

How your money can help

£25 could pay for someone to get help from the Macmillan Support Line. That means free information and emotional support for people living with cancer.

£157 could pay a Macmillan Grant that covers the cost of a person's travel to hospital for treatment

£400 could cover an equipment grant for a Macmillan professional. This could buy specialist kit, such as a speech aid, to make a world of difference to someone affected by cancer.

£866 could pay for a Macmillan rehabilitation support team for a day. This is around five professionals who would provide a range of rehabilitation support, such as physiotherapy and advice on diet, to help people living with cancer.

£2,823 could fund a Macmillan cancer information and support officer for a month, meaning more people affected by cancer will have someone to answer their questions and talk to about their concerns.

£4,132 could pay for a Macmillan nurse for a month, helping people living with cancer and their families receive essential medical, practical and emotional support.

£11,846 could operate the financial element of our phone service for a week. In this time, our cancer support specialists could, on average, deal with 190 cases and help secure £393,495 in unclaimed benefits.

£32,579 could pay for one of our Macmillan Mobile Cancer Information Centres for an active month. In this time, the centre, on average, will be visited by 1,321 people.

And finally

Best of luck with the coming months, remember that we are here to support you so please let us know if you need any help or advice along the way.

“If anyone has lost anyone or knows anyone diagnosed with cancer, signing up to a Macmillan challenge puts your help in perspective and is an unforgettable, inspiring experience” Julie, Team Macmillan 2011

**THANK
YOU
FOR YOUR
SUPPORT**