



## Welcome to Memory Miles

Thank you very much for registering to take part in our virtual walk, Memory Miles.

This summer we are asking our community, to help us go the distance! In the space of 8 weeks we want to cover the distance from John O'Groats to Land's End (874 Miles) and you have signed up to be a part of that, thank you!

The event is organised to raise money for the patients and families we care for at East Cheshire Hospice. All the services we provide at the Hospice are free, and to continue to do this we need to raise £7,500 each and every day!

This is your Fundraising Pack, it contains all the information you will need for the evening and some helpful hints for your fundraising, this includes;

- **Fundraising Top Tips** – ideas to get your fundraising off to a flying start
- **Memory Square**- to let everyone know who you're walking for and how many miles you want to complete

Should you have any questions about Memory Miles you can email [events@echospice.org.uk](mailto:events@echospice.org.uk), or call 01625 433477. Don't forget the fundraising team is here to help, so please get in touch for ideas, advice and support – we would be delighted to hear from you.

Thank you very much for your support, we look forward to hearing how enjoy this new phase of community fundraising events!

**With best wishes from everyone in the fundraising team at East Cheshire Hospice**

*PS. For regular updates about Memory Miles keep an eye on our Facebook and Twitter pages, and please help us to spread the word!*





## Memory Miles Itinerary

### Before Memory Miles

- Use this Fundraising Pack to help you with ideas to ensure you raise as much money as possible for the Hospice.
- Register to take part in the virtual event at [www.eastcheshirehospice.org.uk/memorymiles](http://www.eastcheshirehospice.org.uk/memorymiles)
- Set up an online sponsorship page through <https://memorymiles.eastcheshirehospice.org.uk> it is a quick and easy way to get started; you can send the link to your page to family, friends, colleagues, clients and suppliers.
  - ✓ You event tshirts will be sent out to you as soon as possible but if you are able to collect please ring 01625 666998

### During/After Memory Miles

- Once you have completed some or all of your miles for Memory Miles, let us know how you have done and send us pictures so we can share!
- Make sure you keep your online page up to date to make sure we reach our target miles or maybe even more.
- Tag us in your posts about Memory Miles or use the hashtag #ECHMemoryMiles so we can see what you are up to and share your progress with our followers.



## Top Fundraising Tips!

As your registration fee only covers the cost of t-shirts and keyrings, we do ask that everyone tries to raise at least £50 of sponsorship. Every penny you raise goes directly towards providing Hospice care and your sponsorship really does make a huge difference in helping us to continue to provide care in your local community. If everyone that takes part raises £50 that will make an incredible £30,000 for the Hospice!

Alternatively, you could make a donation to the Hospice of £50.

### Here are five top tips to get your fundraising off to a flying start!

#### 1. Set up an online Memory Miles JustGiving page

An easy and quick way to start raising sponsorship is by setting up an online giving page Via <https://memorymiles.eastcheshirehospice.org.uk>. Follow their simple steps and any donations made on your page will come directly to East Cheshire Hospice.

#### 2. Tell your friends and family

Now you've set up your fundraising page, it's time to tell your friends and family! Any donations made via your online sponsorship page come directly to the Hospice and you can quickly and easily send the link to your family, friends and colleagues anywhere in the world! You can also share the link on your Facebook, Twitter and LinkedIn pages to encourage friends to support you.

#### 3. Don't forget to ask for Gift Aid

If your donors a UK Tax Payer, ask them to tick the Gift Aid box. This means that East Cheshire Hospice can claim an extra 25p for every pound donated.

#### 4. Ask your workplace to support you

Many companies offer matched giving programmes and will double the amount you raise.

### Good luck with your fundraising, we look forward to hearing how you get on!

Remember that the Fundraising Team are here to help so please don't hesitate to get in touch should you require any support with your fundraising. Call us on 01625 433477, or email [events@echospice.org.uk](mailto:events@echospice.org.uk).

# Frequently asked questions



East Cheshire  
Hospice

## How do I start fundraising?

Just set up your fundraising page, completing all the details and you are good to go!

Share your page with family & friends and encourage them to sponsor you.

## What does my entry fee go towards?

A) you will get a t-shirts, keyring and sponsorship material, the remaining will be a donation to the hospice

## Do I have to fundraise to take part?

There is not a minimum donation/sponsorship amount to take part and it is not mandatory to fundraise. However, any sponsorship you are able to raise is a donation directly towards the costs of vital Hospice services.

## How do I contribute the miles I have covered to the totaliser?

You can sync a fitness app called Strava to your fundraising page – see the resources page for more information on how to do this.

Or you can manually input your miles directly into your fundraising page.

If you have any trouble at all, please contact [events@echospice.org.uk](mailto:events@echospice.org.uk) for help & advice.

## How do I sync Strava to my page?

There is some handy advice on how to do this on this link: <https://help.justgiving.com/hc/en-us/articles/360007215857-Connecting-your-Fundraising-Page-to-Strava>

## Do we have to record/ track our miles?

If you forget or are unable to track your miles using Strava that's okay, but you can enter them manually on your fundraising page. If you don't track or update at all, that is absolutely fine, but your contribution won't show on our distance totaliser.

## How do we count the miles if we walk in a group?

You can count the number of miles walked per person. For example, if 5 of your walk 10 miles together, you can track that as 50 miles!

## Will Memory Miles replace Light Up The Night/Starlight Walk?

We don't know yet whether Light Up The Night will be able to take place in September or at all this year. We very much hope that it will, but we are waiting for Government updates to give it the go ahead.

We hope that in the case that Light Up The Night can not go ahead, Memory Miles will allow people to conduct their own memory walk in aid of the Hospice. However, if Light Up The Night can go ahead, anyone who has signed up to Memory Miles can either do both, or complete their miles by completing the route at Adlington Hall for Light Up The Night.

## Can I walk more/less miles than my target?

Yes, the target is your own personal target. You can complete as many miles as you would like to.

## What happens if we reach Land's End?

If we reach our destination, we will celebrate this fantastic collective achievement and we will keep the walk going to see where we finish after every participant has completed their miles!

To Lands End (and beyond)!

## What happens if we don't reach Land's End?

We hope this won't be the case, but we may take the decision to extend the event beyond 30<sup>th</sup> September 2020 in order to make our final destination!

## If we are taking part as a family do we all have to raise sponsorship?

You can fundraise as a team if you would like to! And the fundraising target is your own personal target, make it as high or as low as you would like to.

