



# WESTMINSTER TO WALTON CYCLE 2024

*Your Essential Guide*

Part of our **MAY**ke A Difference Month





## Your Essential Westminster to Walton Guide includes...

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**THANK YOU,**

**CHANGEMAKER.**

# EVENT INFORMATION



## When is it?

The cycle will take place over two days. You'll start on 16th May 2024 and finish on 17th May 2024.



## Where does the route start and end?

The route starts in Abington Street Gardens, Westminster and ends at Anfield Stadium, Liverpool.



## Is there a cost to participate?

There is a £50 registration fee for each participant.



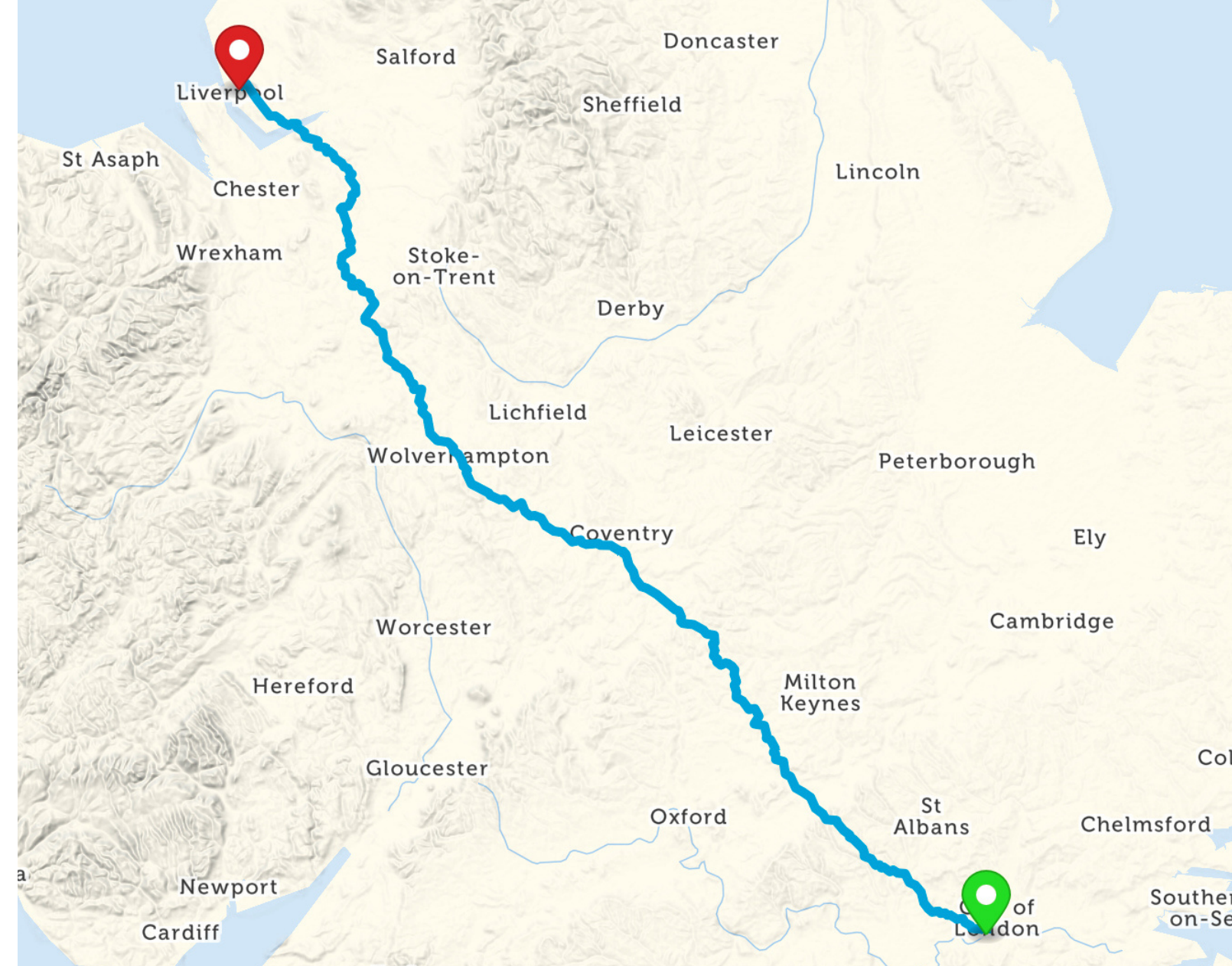
## What do I need to bring with me?

No specialist kit is required, although we strongly recommend that you use your own bike for both your training and the event itself. You will need to bring your own cycle helmet.



## What is my fundraising target?

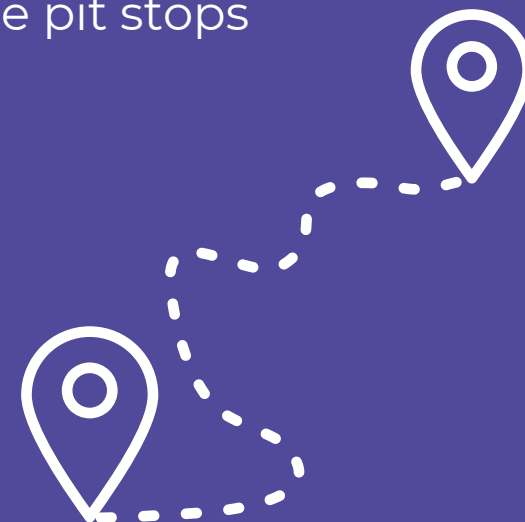
Each participant has a fundraising target of £1000, but the skies the limit! Raise as much as you possibly can.



## THE ROUTE

The Westminster to Walton challenge is a 216 mile, 2-day fundraising challenge. The ride will take place during the day on public roads and you will be cycling approximately 110 miles per day with a minimum of three pit stops each day in local towns and villages.

We will stop-off in Coventry at the end of Day 1, and will start the second day of our cycle from Binley Business Park, Coventry.



# HEALTH, SAFETY AND CYLCING

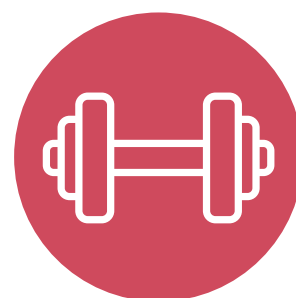
Our riders safety is the most important thing to us during the ride. Please take a read of our guidelines and brush up on common cycling protocol to make sure you stay as safe as possible.

If you have any questions or would like any more info, drop our team an email on [giving@standrewslive.org.uk](mailto:giving@standrewslive.org.uk).



# OUR GUIDELINES

We've included some of our guidelines below, and further training information can be found in our training and preparation pack which you should have received upon sign-up to the challenge. If you haven't received yours, please let us know by email us at [giving@standrewslive.org.uk](mailto:giving@standrewslive.org.uk).



## Train Properly

It's very important that you're thoroughly prepared to take on this challenge. Take a read of our training and preparation pack, and make sure that you are physically able to complete the cycle!



## Correct Kit

Make sure that you've got all the correct kit you need for the cycle. **Wearing a helmet is compulsory on this ride**, and all our other recommendations are included in our training and preparation pack.



## Stay Hydrated

The cycle will be hard work. You're going to need to stay hydrated to maintain peak performance and ensure a safe journey. Keep water and snacks close to hand to keep your energy levels up.



## Ask for Help

Our safety team and support vehicles will be with the group at all times, and an outrider from our team will be cycling with you. If you need help - for whatever reason - please let us know.

# SETTING UP YOUR FUNDRAISING PAGE

To get started on your fundraising journey, scan the QR code or [click here](#) to go to our campaign and set up your JustGiving page.



If you need any help, please reach out to our fundraising team who are [here](#) to help you throughout your entire journey. Get in touch on 0151 226 3406 or email us on [giving@standrewslive.org.uk](mailto:giving@standrewslive.org.uk).

## OUR TOP TIPS!

### KICKSTART YOUR FUNDING

Why not make the first donation to your fundraising page! It's a great way to kickstart momentum and show family and friends how dedicated you are to the cause. Donating to your own page can also help boost visibility, potentially attracting more donors.

### USE SOCIAL MEDIA

Social media is an extremely powerful tool. Sharing your fundraising page on your own personal profiles can help you reach more people and raise more donations.

Make sure to tag us in any posts about the event!

### UPDATE YOUR PAGE

Make sure to update your JustGiving page regularly. You can post training updates, share photos and even use it to thank the people who've donated to you.

Keeping your page updated is a great way to keep people engaged in your fundraising efforts, as well as show people all the hard work you're putting in to the event.

### MATCH GIVING


Companies will sometimes match what their staff raise during their fundraising efforts. Whether you're fundraising with colleagues or on your own, make sure to ask your employer if they offer this!

It's a great way to boost what you've raised at no extra effort to yourself.

### DON'T FORGET TO GIFT-AID!

If you're a UK taxpayer, you can boost your donation by 25p for every £1 donated, at no extra cost!

Make sure to ask your donors to gift-aid their donation if they're eligible. It really adds up!

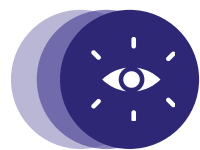


If you're riding as part of a team, make sure to link all your pages together! Otherwise, the donations you raise may not automatically go towards your overall target.



# WHY FUNDRAISE?

So many people in our communities are affected by poverty, struggling to make ends meet and unable to put food on the table. **Our support is a lifeline** to them, and **you taking on the challenge** helps us continue to provide this support.



## OUR VISION

*To see our communities, cities and region set free from the life-changing consequences of poverty.*

Our goal is simple. **We want to set our communities free from poverty by affecting locally-rooted change.** By fundraising in aid of us, you are helping us achieve this. You are changing lives.

We are supporting thousands of people every single year as we work to build **financial resilience**, **food security** and **sustainable communities** throughout the areas we work.

See our impact across 2022/23 in numbers below

**13,447**

people fed through our Foodbanks, including 4221 children

**£460k+**

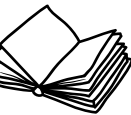
increase in annual income for those supported with benefits advice

**£6.9M**

worth of debt managed throughout the Network

**£347k**

saved for community pantry members across the year



**Behind every impact statistic, there are stories of real people who have been supported by our work. Have a read of Greg's story...**

## Greg's Story

Greg used to be a mental health nurse, but is currently unemployed due to his own mental health.

When we first met Greg, he was extremely vulnerable and being supported by the crisis team due to a recent suicide attempt. He had recently gone through a manic episode, and bought a car on finance which he can't afford.

We worked with Greg, placing him in a 'Breathing Space' which gave him time to voluntarily terminate the car finance and us to complete a Debt Relief Order which was approved. We also supported to him to apply for the 'Water Sure Scheme', as part of his condition means he has a compulsion to clean so his water usage is vastly increased.

Now, **Greg is completely debt-free** and **his mental health has drastically improved.** Our Income Maximisation team also worked with him and were successful in obtaining the 'Limited Capability to Work' element of Universal Credit, meaning he is not pressured to look for work and can concentrate on his own health and wellbeing. **Greg is overjoyed.**

# HOW YOUR DONATION HELPS

Every single penny you raise makes a difference to the people we support, and helps us set people free from poverty. All the money we receive from your fundraising goes towards our vital work.

See the impact of your donation here.



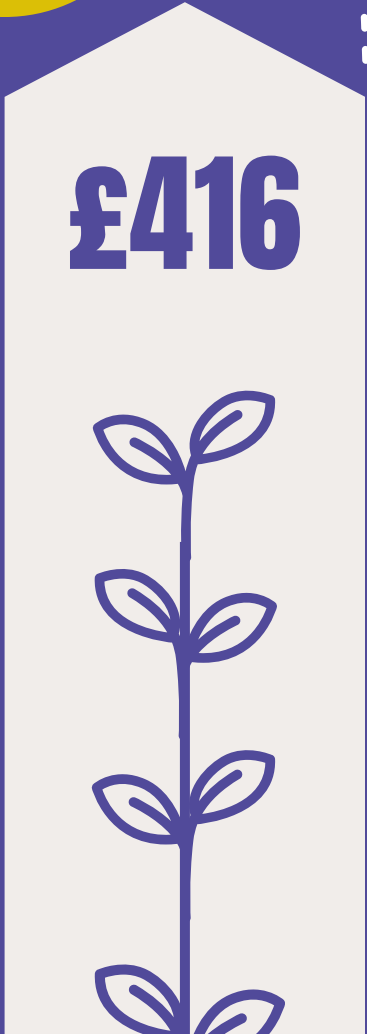
Could provide an hours debt or benefits advice session with one of our fully-trained advisors



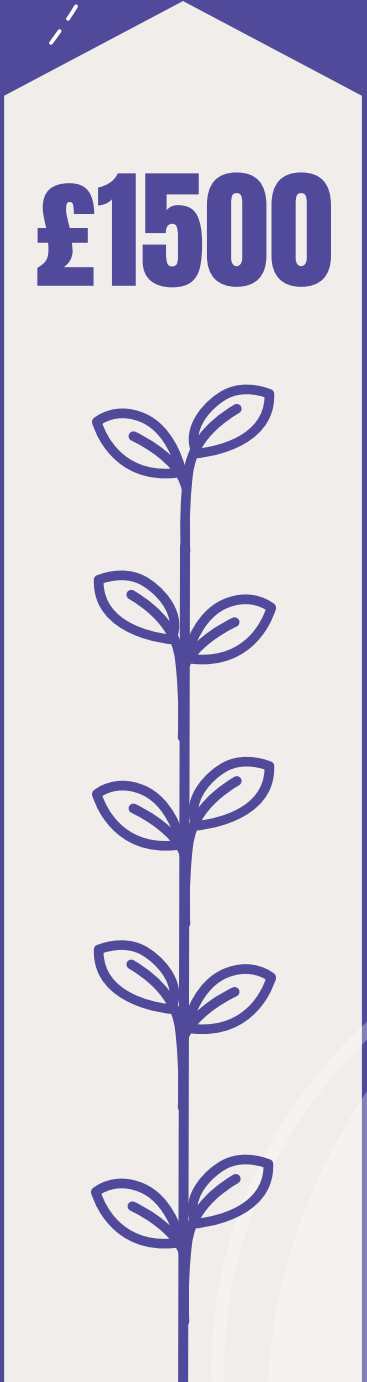
Could provide a family of four in crisis with an emergency food parcel from a Foodbank for three days



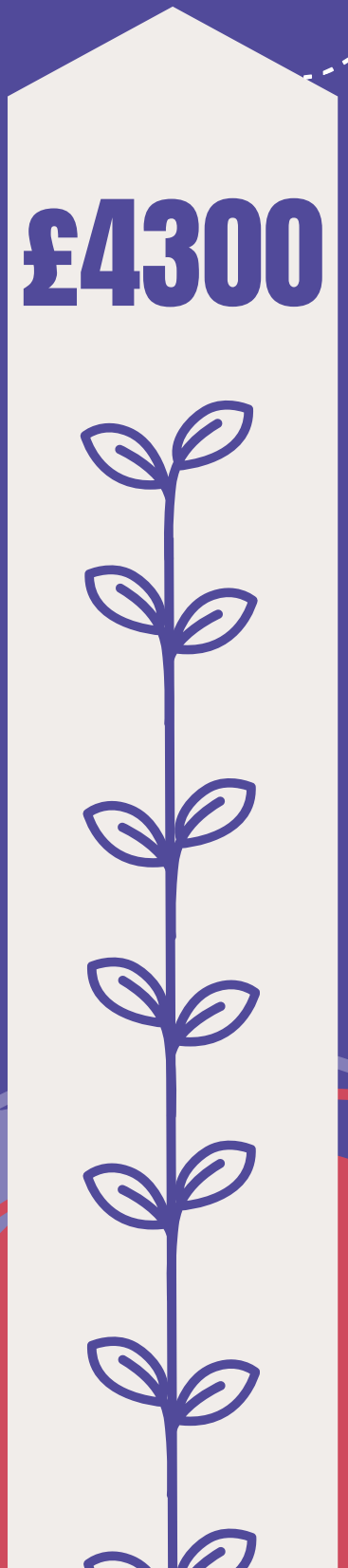
Could cover the average cost of buying in food (inc. fresh fruit and vegetables) for one of our community food pantry sessions



Could purchase a fridge or freezer for a new Local Change Hub, allowing them to safely store food and run a community food pantry



Could cover the cost of delivering food to our food hubs for two months



# FUNDRAISING IDEAS

## TO REACH YOUR TARGET

Looking to boost your fundraising and raise some extra donations? We've got tons of ideas! You could even see if family, friends and colleagues could do some fundraising for you - you've got training to focus on!

If you need any extra leaflets or resources to use, we've got plenty available online! If you're looking for something specific, please reach out to the team on [giving@standrewslive.org.uk](mailto:giving@standrewslive.org.uk).



## I'VE GOT SOME TIME...



### Car Wash

Choose a place - maybe your work or local church's car park - and ask people if they want their car cleaning on the way in! You can charge a fee or ask for a donation, just make sure they know it's for charity!



### Sponsored Silence

Download our sponsorship form, and ask family and friends to sponsor you to stay silent! It could be for a couple of hours or a whole day - you decide!



### Sell Your Old Clothes

Have you got old clothes that you no longer wear? Try selling them! It's not only better for the environment to buy and sell second-hand, but can also be a really easy way of making some money to go towards your fundraising target!



### Used Book Sale

Organise a sale for some of your old books, or go along to a local car boot sale. Ask family and friends to donate some of their used books for you to sell!



### Supermarket Bag Packing

Get in touch with your local supermarket and ask if you can do a bag pack! Take some of our collection buckets, and help people back their bags as they come through the tills.



### Coffee Morning

Get together with a group of friends or colleagues to put on a coffee morning. Enjoy a hot drink, have a chat and ask for donations. It's a great way to raise some money!



### Bake Sale

Make (or buy!) some cakes and treats to sell at work!

## FIVE MIN IDEAS!



### Head or Beard Shave

If you're feeling brave or just fancy a change, this one might be for you! Ask for sponsorships to shave your hair or beard - remember to take before and after photos!



### Guess the Number of Sweets

Fill a jar with sweets (make sure you know how many!) or buy a pre-filled jar from a shop and charge a small amount per guess. Winner gets the sweets!



### Dress Down Day

Ask your work place if you could do a dress down day, with people making a donation to take part!

## ECO-FRIENDLY IDEAS!



### Clean-Up Event

If there's an area in your community that could do with some extra care, get a group together to pick up the litter and clean up the area. Ask volunteers to get sponsored for taking part, and you could even talk to local businesses about donating tools or sponsoring the event.

We appreciate each and every single one of our incredible ChangeMakers who are taking on this challenge and will be supporting you all the way! One thing we do ask is that you try to avoid food waste as much as possible in your fundraising. So while a bath of beans might seem like a great idea to raise some money, please avoid this sort of event!



# AFTER THE EVENT

## PAYING IN YOUR FUNDRAISING

**Well done! You've completed Westminster to Walton 2024 and raised important funds for charity - what happens next?**

Any money raised through your JustGiving page linked to ours will come directly to us, no need to do anything! But if you raised extra money through other fundraising events, you have a few different options to send in your hard-earned donations depending on how you collected money.

### 1 ONLINE

Visit [www.standrewslive.org.uk/donate](http://www.standrewslive.org.uk/donate) to donate any money online through JustGiving. There's no fees - so 100% of what you donate comes directly to us to help us support our communities.

### 2 BANK TRANSFER

You can send us the money you've raised through a bank transfer, by asking your bank to make a direct payment to:

**St Andrew's Community Network. The Co-operative Bank, P.O. Box 250,  
Delf House, Skelmersdale, WN8 6WT.**

**Account Number: 65661167**

**Sort Code: 08-92-99**


Please put your name as the reference, and then make sure to email us at [giving@standrewslive.org.uk](mailto:giving@standrewslive.org.uk) to let us know how you raised the money!

### 3 BY POST

Please make cheques payable to St Andrew's Community Network. Send them to us at:

**St Andrew's Community Network, 16 Larkhill Lane, Clubmoor, Liverpool, L13 9BR**

Make sure to include a note that tells us who you are, what you did and your contact details so we can make sure to thank you properly!

 Please don't send any cash in the post! If you have been given cash donations, please send a cheque for the equivalent amount or follow one of the above methods.



## FUNDRAISING CHAMPIONS

Meet the incredible Experian team, who volunteered with us for the day and were so impacted by what we do, that they decided they wanted to take on a challenge and fundraise to help us continue our vital work.

Together, they took on the Yorkshire Three Peaks Challenge, hiking across the Yorkshire Dales and taking on the peaks of Pen-y-Ghent, Whernside and Ingleborough. In total, they walked 25.75 miles in 14.5 hours and smashed their fundraising target, raising £1,335 through their JustGiving page, helping us continue to set people free from poverty. Sophie, one of the team who took on the challenge, said:

*'It was the most challenging thing I could have ever imagined, but the money we have raised is for such an incredible cause makes it all worth it!'*





# HOW ELSE CAN I HELP?

Cycling not your thing? Not able to make those dates? **There's still loads of ways you can get involved in our MAYke A Difference Month.**

If you would like to support us further, the next page has some great ideas on how you can help the Network continue to set people free from poverty.

Take a read here, or get in touch with us on 0151 226 3406 or [giving@standrewslive.org.uk](mailto:giving@standrewslive.org.uk).



## Ride the Distance

Even if you can't make the Walton to Westminster Cycle, you could take on the challenge and **cycle the distance** over the month! Whether it's on an exercise bike or across shorter rides, set up your own JustGiving page and start collecting sponsors.



## Join in with 100k in May

This May is our *MAYke A Difference Month*, and we've got loads of events planned! If cycling isn't your thing, why not **join our 100K in May Challenge**, and ask friends and family to sponsor you? Sign up through our Facebook page!



## Sponsor the Cycle

Sponsoring a charity cycle is a great way for companies to **give back to their community alongside gaining brand exposure** and marketing opportunities. If you or your company would be interested in sponsoring our event, we'd love to chat! Email us: [giving@standrewslive.org.uk](mailto:giving@standrewslive.org.uk).



## Become a ChangeMAYker

Regular giving is the most sustainable form of income a charity like ours can have. **Sign up to make monthly donations** by visiting our website: [www.standrewslive.org.uk/donate](http://www.standrewslive.org.uk/donate)



## Spread the Word!

Sharing what we do and spreading the word about **MAYke A Difference Month** is vital to making it as successful as possible! **Follow us on social media** and share our posts - it really does help out!

Find us on X and Facebook at @standrewslive, and Instagram and TikTok at @standrewscn.

# FAQs



## Is the trip for me?

The cycle will certainly be a physical challenge, but it's perfect for anyone wanting to do something amazing for a great cause, or just take part in a fantastic challenge! There will be plenty of like-minded riders taking part, all looking for a great challenge and you will meet new friends.

## How fit do I need to be?

Don't worry - you don't need to be Bradley Wiggins for this challenge! The majority of people on the trip will be just like you and will not necessarily have done anything like this before. However, to get maximum enjoyment from the challenge, training is important. Our training guide gives you all the tips you will need - the fitter you are, the more you will enjoy the experience.

## What will happen to my luggage during cycle days?

There will be support vehicles with the group at all times, and your luggage will be transported in one of these vehicles to your hotel each day. You should carry your own essentials (spare clothing, sun cream, snacks, etc.) with you.

## What about insurance?

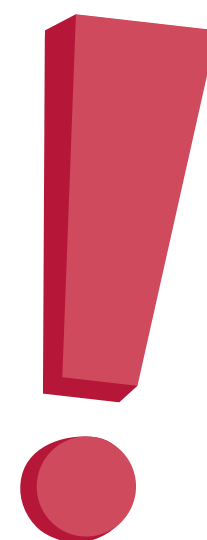
Bicycle insurance is not compulsory, but advised. You may wish to use your home insurance policy or take our specific cover. Velosure offer such cover and are a comprehensive cycle insurance product brought to you by committed cycling professionals.

## How many people can take part?

We will be limiting this challenge to 30 riders.



Visit our website for additional resources and information





## **St Andrew's Community Network**

*'Change is possible. There is hope.'*

St Andrew's Community Network is a Registered Charity in England and Wales  
Charity No. 1105307 | Company No. 04918017