



A Night to Shine, Ashford – Event Information Sheet

Thank you for entering **A Night to Shine** on **Saturday 22nd September 2018**. It's great to have your support and we know you'll have a fantastic night!

The essential information is listed below to ensure you have a safe and enjoyable evening, as well as some helpful hints for raising as much money as possible so that we can be there for the next family who need us.

Before the walk

Timings – Our registration desks open at 5.30pm. The walk starts at 7pm. Please allow plenty of time to register and enjoy the atmosphere.

Parking – Come to the **Julie Rose Stadium, Willesborough Rd, Kennington, Ashford, TN24 9QX** where you will be directed to the nearest parking space on site or nearby. Car sharing is advised.

Registration – Check in as soon as you arrive with our registration teams and then pick up your **t-shirt, walker number, safety pins** and an **LED candle** for your lantern.

Please write any **medical conditions** and an **emergency contact name and number** on the back of your walker number, fix it to your outfit and don't remove it until after the event.

Then, relax and enjoy the pre-walk entertainment, accessorise your look with our range of colourful, flashing accessories and take part in the energetic warm up to get you in the mood for those miles!

Walkers will receive a free chocolate bar and water before the walk. Additional refreshments will be available for purchase.

Walking in memory of someone special? If you're remembering a loved one then why not visit our **Memory Wall** and write a dedication or add a photo. You can also download an **I'm Shining For** template from our website at: www.pilgrimshospices.org/shine and personalise it for the evening. If you haven't had a chance to decorate your lantern, you can do it on the night at our creative station.

Out on the Route

Both the 3 mile and 6 mile routes feature a dedicated area in which to place your **lantern**, if you wish to, where your candle will continue to shine. The lanterns will be gathered up afterwards but will not be returned to you. If you'd like to keep yours, please keep it with you throughout the walk.

Please read and remember this **important information** before you set off:

- Walkers must check in at the registration desk **both before and after the walk**.
- Please ensure that we have your **mobile number** and an **emergency contact number**.
- Please bring your **mobile phone** and wear suitable footwear and clothing for the distance and weather.
- If you're supervising walkers aged under 18, please keep them in sight at all times.
- Due to walker safety and restrictions at each venue, dogs are not permitted. We regret that any walkers who bring dogs will not be allowed to take part.
- Please keep to the route and footpaths. Follow staff and volunteer guidance at all times.
- Each route will be clearly signed with orange florescent signs with black arrows marked with the Pilgrims Hospices logo. (See image below)



- Marshals will be placed at regular intervals. Please speak to them about any queries, incidents or if you need to leave the event early.
- Maps of the route can be viewed on our website at www.pilgrimshospices/shine.
- Please remember that this is a walk and not a race - do not run.
- Please keep hydrated and bring a bottle of water with you.
- Walkers are asked to return to the Julie Rose Stadium by 10pm.
- Toilets are available at the Julie Rose Stadium, the lantern display area and Furley Hall.

Photography & Promotion

There will be photographers from Pilgrims Hospices at the event and out on the route. They will be taking group and individual shots of you all. Let them know if you do not wish to be included in this. We'd love for you to pose for photos and tell us about yourselves and your reasons for taking part and supporting Pilgrims.

Get Social

Tell your Facebook and Twitter friends – make sure everyone knows the event is on and that you're taking part and connect with others planning to be there on the night. If you post our link everyone will know where to find us and sign up too. Use **#shine4pilgrims** to share your photos and experiences on the night – we'll be sharing too!

When you're back

You will receive a special A Night to Shine medal as a huge thank you from us for taking part.

Please remember to check in with our registration teams as soon as you arrive so that we can ensure that everyone is back safe and sound at the end of the walk.

Raising Sponsorship

Thank you to everyone who has pledged to raise money in support of our skilled and compassionate end-of-life care, either by setting up a Justgiving page, collecting on sponsorship forms or both. We've put together a few tips to help you achieve (and hopefully exceed) your fundraising goal.

- **Shout about it** – You're doing a wonderful thing! You're walking in support of thousands of people across east Kent who are in need of specialist end-of-life care each year. Be proud. Be enthusiastic – it's contagious!
- **Make it tangible** – A great way to help your sponsors see how their contribution will make a difference is to relate their donation amount to something tangible. We've got a few examples of the kinds of things your fundraising could go towards.
 - ✓ £10 could pay for a patient's meals for a day
 - ✓ £20 could pay for an hour of nursing care
 - ✓ £35 could pay for therapy sessions for patients and carers
 - ✓ £50 could pay for essential nursing supplies.
- **Set yourself a target** – Setting yourself a target can help to give you a focus to your fundraising. You may choose to set your sights on raising enough to pay for 10 hours of nursing care for example. Whatever you decide, you'll be surprised how many of your friends and family will rally behind you to help you achieve your goal!
- **Gift Aid!** – Did you know that you can increase the amount of a sponsor's donation by 25% at no extra cost to them? Any UK tax payer can tick the Gift Aid box for the extra contribution to be added from the government. £10 can turn into £12.50 and £50 can turn into £62.50! It's easy to see how much of a difference that can make for our patients' care so encourage your supporters to do so if they're eligible. It's a no-brainer!
- **"Look, I did it!"** – Did you know that about 20% of sponsorship is given after an event? Remember to do one last ask around just after you've completed your walk. You might be surprised by a few late donations!



There's still time to collect sponsorship money even if you haven't started yet. You can [download a sponsorship form](#) or, the easiest way, set up and share a free online [JustGiving page here](#).

There's more information to help you plan your walk on our website at www.pilgrimshospices.org/shine but if you have any last minute questions or concerns you can call your local fundraising team on 01233 504111 and we'll be happy to help.

We can't wait to see you on Saturday 22nd September – remember, it's your night to shine!

Best wishes,

Victoria Friar

Community Fundraising Manager – Ashford
Pilgrims Hospices



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