



# A Night to Shine

## Ashford

Thank you for supporting Pilgrims Hospices by joining us for A Night to Shine, our 5 mile night-time walk, taking place on Friday 20 September 2019. We know you'll have a fantastic time walking under the stars surrounded by friends and family.

The essential event 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*

**Venue** – Julie Rose Stadium, Willesborough Road, Ashford TN24 9QX

**Parking** – car parking is available at the venue though spaces are limited so **car sharing is encouraged**. A marshal will direct you to park upon arrival.

**Timings** – our **registration desks open at 5.30pm** with the **walk starting at 7pm**.

**Registration** – you'll need to check in as soon as you arrive with our registration teams where you'll pick up your **t-shirt, walker number and safety pins**.

Please write any **medical conditions** you may have and an **emergency contact name and number** on the back of your walker number, fix it visibly to your T-shirts and please do not remove it until after the event.

Then, relax, complete your look with our range of flashing, glow in the dark accessories and take part in the energetic warm up to get you in the mood for those miles ahead!

**Walking in memory of someone special?** If you're remembering a loved one then why not visit our **Memory Wall** to write a dedication or add a photo. Lanterns will also be available for donations **on the night** that you can decorate and place by our Memory Wall for your loved one.

### *Out on the route*

The route starts at the **Julie Rose Stadium, Ashford** and will take you through much of the north of the town, including Kennington.

Each route is highlighted on our website [www.pilgrimshospices.org/shine](http://www.pilgrimshospices.org/shine)

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

- Walkers must check in with the registration desks **before the walk**. Desks are arranged by surname.
- 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 weather conditions.
- If you're supervising walkers under 18 years of age, please keep them with you at all times and bring along a completed parental consent form which can be downloaded from our website or completed on the night.
- Due to walker safety and restrictions at each venue, **dogs are not permitted**. We regret that any walkers who bring their dogs will not be allowed to take part.
- Please keep to the specified route and footpaths, and follow event marshal guidance at all times.
- Marshals will be placed at regular intervals. Please speak to them about any queries, incidents or if you need to leave the event early.
- Please remember that this is a walk and not a race.
- Please keep hydrated and bring a bottle of water with you. In the interest of striving to make our events more environmentally-friendly, we will not be giving out plastic bottles of water on the night. There will be a water station available for you to fill your own reusable bottles.
- Please be vigilant while at the event venue and out on the route. Do not leave your belongings unattended. Pilgrims Hospices are not liable for the theft of your belongings. This also applies if you stop at any location on the route.

### *T-shirt collection days*

If you wish to collect your A Night to Shine T-shirt ahead of the walk, you can do so during our two T-shirt collection days. T-shirts will be available from your local Pilgrims Hospice reception during the following timeslots:

- **Friday 6<sup>th</sup> September** (2pm – 6pm) Ashford, TN24 0NE, Broadstairs, CT9 4AD, Canterbury, CT2 8JA
- **Friday 13<sup>th</sup> September** (2pm – 6pm) Ashford, TN24 0NE, Broadstairs, CT9 4AD, Canterbury, CT2 8JA

### *Tell us who you're shining for*

We'd love to hear why you're walking A Night to Shine for Pilgrims Hospices. Please email [shine@pilgrimshospices.org](mailto:shine@pilgrimshospices.org) with a short message telling us why, or perhaps who you're walking in memory of, including a photo if you can, and we hope to share these messages on a screen at the event.

You can also download an 'I'm shining for' template to personalise and pin to your T-shirt for the walk from [www.pilgrimshospices.org/shine](http://www.pilgrimshospices.org/shine).



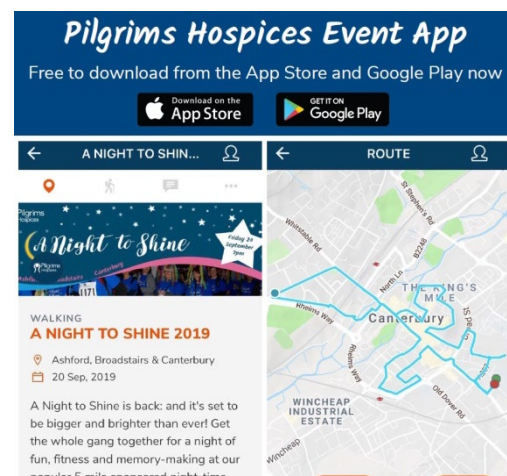
## Photography and Promotion

There will be Pilgrims Hospices photographers at the event venue and out on the route taking fantastic group and individual shots for you to have as a memory of the event. After the event the photos will be shared on the Pilgrims Hospices Facebook page where you can tag all of your friends! If you wish not to be photographed, please do let the photographers know and they will make note of this.

## Introducing the Pilgrims Hospices Event App

We're proud to introduce the brand new Pilgrims Hospices Event App, available for iOS and Android devices). It's free to download from the App Store and Google Play and is the perfect companion to enhance your Pilgrims event experience.

Keep your training on track by recording your training activities and liking and commenting on your teammates. Receive up to date event information, view detailed route maps so you can see if you go off route, and link your JustGiving page to see how your fundraising is going, all in one place.



## Get social

We love hearing your stories about why you're taking part on our social media platforms. Sharing your story on Facebook, Twitter and Instagram can be a great way to let people know what you're doing and help you to raise even more sponsorship for your challenge. Joining the A Night to Shine Facebook event will mean you'll hear the latest event news. Remember to tag Pilgrims Hospices when uploading your photos to Facebook, Twitter or Instagram after the event too so we can see how much fun you had!

## Raising sponsorship

There is no minimum sponsorship required for this event but we'd encourage everyone to raise as much as possible. By raising sponsorship, every step of your challenge will be making a real difference to the lives of thousands of terminally ill people across east Kent cared for by Pilgrims Hospices each year.

It costs more than £35,000 a day to run our three hospices and if you can raise an additional £20, this could pay for an hour of nursing care. £50 could pay for essential nursing supplies, £100 could pay for therapy sessions for a child coping with the loss of a loved one, £250 could pay for a patient's day hospice sessions to experience new activities and friendships, £500 could pay for a hospice bed for a day and £1000 could pay for a patient to be cared for in their own home. Thank you.

We've put together a few useful tips to help you achieve (and hopefully exceed) your fundraising goal, whatever it may be:

- **Take your fundraising online** – We'd always encourage our supporters to **open a JustGiving page** to accept online donations for their challenge. Not only is it a great way to reach those friends, family members and colleagues that you don't see on a daily basis, it's quick and secure and cuts out the hassle of handling lots of cash and cheques as the money is forwarded directly to Pilgrims!
- **The more traditional approach** – Some people may prefer to sponsor you via a traditional paper sponsorship form. We all have hectic lives and, sometimes, being able to have the form in front of them is the very thing that reminds your friends and family they've forgotten to support you. A sponsorship form is included in your participant pack and you can **download additional sponsorship forms** at **[www.pilgrimshospices.org](http://www.pilgrimshospices.org)**.

- **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. It just so happens that we've got a few examples of the kinds of things your fundraising could go towards in the paragraph above.
- **Set yourself a target** – Setting yourself a target can help give you a focus to your fundraising. You may choose to set your sights of raising enough to pay for 10 hours of nursing care for example (£200). 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 patient's care so encourage your supporters to do so if they're eligible.
- **The 'look, I did it!' stage** – 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.

When you have finished collecting your sponsorship together, please send it, along with your sponsorship forms to: **Supporter Relations, Pilgrims Hospice, 56 London Road, Canterbury, Kent CT2 8JA** or drop it into one of our hospices if it's easier for you (if sending a cheque, please make them payable to Pilgrims Hospices in East Kent). Please ensure that any sponsorship money raised has been handed in to us by **3 November 2019**.

There's more information to help you plan your walk on our website at [www.pilgrimshospices.org/shine](http://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 you.

We can't wait to see you on Friday 20 September, for a night to remember. **It's your night to shine!**

Warmest regards,

*Lou, Deirdre, Isabel and Rachael*

Ashford Community Fundraising  
01233 504111

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Visit: [www.pilgrimshospices.org/shine](http://www.pilgrimshospices.org/shine)

Call: **01227 782062**