

Snowdon Winter Trek



Information Pack

pennyappeal

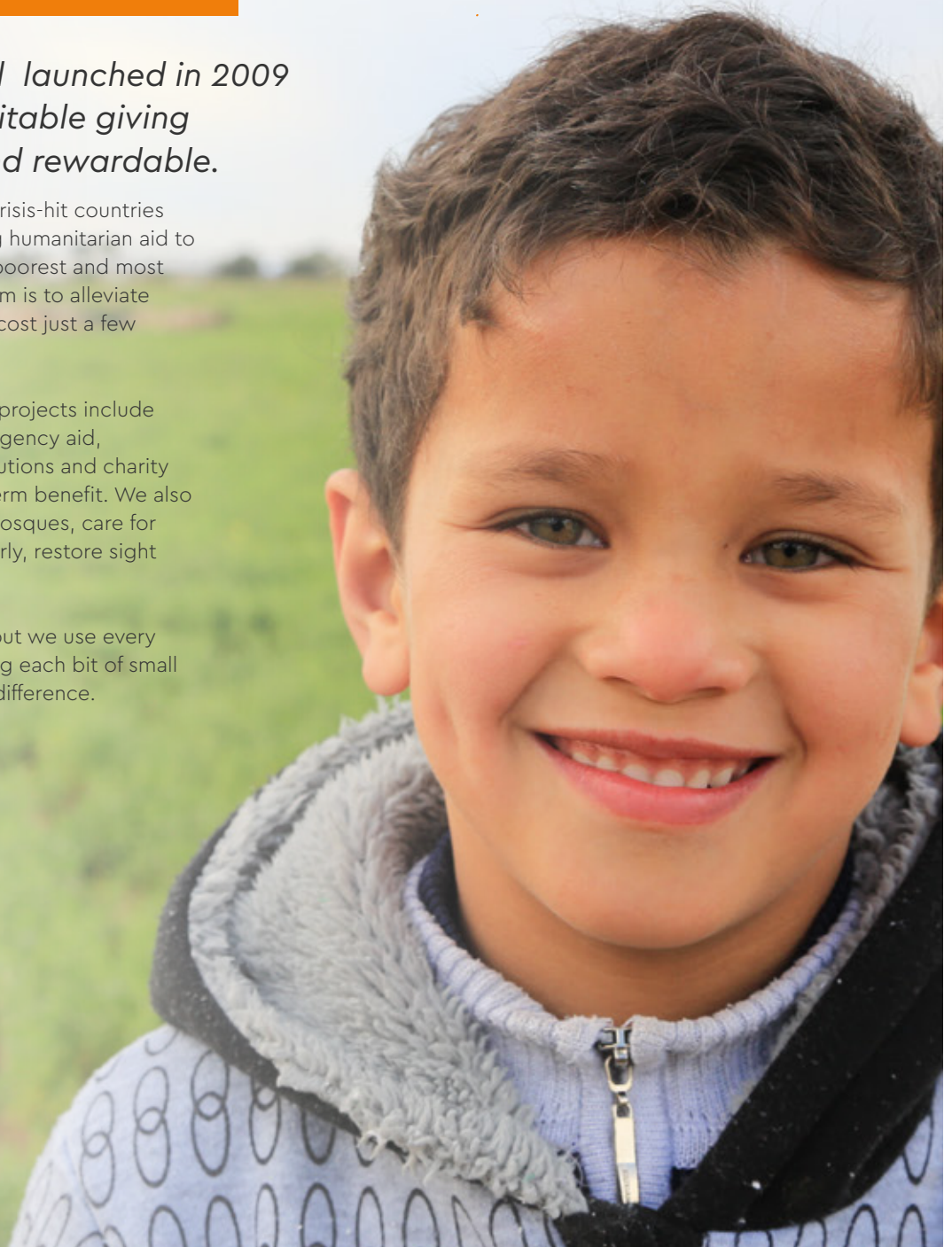
Who are Penny Appeal

*Penny Appeal launched in 2009
to make charitable giving
affordable and rewardable.*

We work in over 30 crisis-hit countries worldwide, providing humanitarian aid to some of the world's poorest and most needy people. Our aim is to alleviate poverty in ways that cost just a few pennies each day.

Our transformational projects include providing food, emergency aid, sustainable water solutions and charity gifts that give long-term benefit. We also set up schools and mosques, care for orphans and the elderly, restore sight and much more.

That's a lot of work, but we use every penny wisely, ensuring each bit of small change makes a big difference.



Your Fundraising Cause

You will be fundraising for our winter emergency campaign. For people living in poverty, winter is the most dangerous time of the year. Many impoverished families go without proper shelter, clothing, or the basic means to heat their homes during the winter. They are at serious risk of falling ill, but a warm coat or blanket could make all the difference for them. Our emergency responders provided families in need with warm clothing, food packs, blankets, fuel for heaters and helped to make essential repairs on shelters.

Globally, more people die during winter than any other season and with COVID-19 still plaguing most countries on the map, there is an even stronger need for your support. Many families are facing the toughest winter of their lives this year because of displacement, poverty or disaster.

For millions of people around the world, home is not a safe place.

Home is not home for the displaced, the abused, the lonely, or the forgotten. War, famine, poverty, disaster, and the COVID-19 pandemic have taken away the security that homes should offer families.

Winter is especially tough for those who are already struggling to get by. The cold can kill, and the brutal chill of winter coupled with the danger of COVID-19 is threatening the lives of millions.

Help protect them from the cold with your winter charity.

Winter in the UK can be cold and unforgiving, with temperatures dropping to below freezing. For the homeless, living rough on the streets, or poor families with no means to provide for themselves, winter is a seriously dangerous time.

Our Winter Emergency appeal provided essential relief to refugees, homeless people and families living in poverty across the UK. Our work supplied these people with warm clothing, blankets, food packs, and other essentials to keep them safe and warm during this difficult season.

With your help, we will be able provide life-saving essentials to families who are in danger this winter. There is no limit to your fundraising. The more you raise, the more people we can reach this winter and save lives.



INTRODUCING MOUNT SNOWDON

Snowdon, in Welsh, is Yr Wyddfa, which means tomb or monument. According to legend, it is the tomb of Rhita Gawr, an ogre who would kill kings and make cloaks out of their beards. He supposedly met his end when King Arthur climbed to the top of Mount Snowdon and killed him!

Snowdon is the highest mountain in Wales and rates amongst the most beautiful mountains in the world. Whichever direction you approach it from the size and grandeur impresses. Its starfish shape radiates six magnificent ridges, each with their own special and individual characters. The deep cwmoedd (glaciated valleys) range from the easily accessible to hanging valleys only reached by complicated scrambling.

Snowdon stands 3,560 feet high. Each year 350,000 people reach the summit, some on foot and some by train. The summit has 200 inches of rain per year, and can reach temperatures of 30 centigrade in high summer, and plummet to -20 centigrade in the winter. The summit buildings at the top can be covered by ice and snow between November and April.



Itinerary

Climbing Mount Snowdon is not a challenge that should be underestimated!

Climbing Snowdon can be a difficult challenge, taking an average of 6–8 hours to get up and down depending on the group size. We will arrange transport from London, Birmingham and Manchester. There may be additional pick up locations subject to our discretion depending on minimum numbers. If you prefer to make your own way, you must let us know. Departure will be early morning on Saturday, and for London may be as early as midnight on Friday. We will confirm departure locations and times via email closer to the time.

If you would like additional information on our Snowdon challenge, please contact the **Challenges Team** on challenges@pennyappeal.org with any queries you may have.

We hope you have an amazing time reaching the peak of Mount Snowdon on your Walk for Water with Penny Appeal!

We will communicate itinerary and final instructions closer to the event

Estimated departure times:

12am London

4am Birmingham

5am Manchester



How to Trek safely

BOOTS

Footwear is the most essential piece of kit when it comes to mountain climbing. It is very easy to sprain or twist an ankle if appropriate footwear is not worn. Feet can also get very sore in the wrong shoes, making for a very long and uncomfortable trek. Trainers/pumps/smart shoes are NOT appropriate as they simply do not offer the correct support. Walking shoes or boots are a MUST to ensure your safety and comfort.

Walking socks are preferable, and you should bring plasters and a change of footwear for the journey home!

WATERPROOF JACKET AND TROUSERS

Waterproof jacket and trousers are essential for all UK outdoor activities, no matter what the time of year! A separate pair of waterproof over-trousers and a waterproof jacket MUST BE CARRIED. Very few normal trousers and jackets are waterproof, so the extra layer is ESSENTIAL.

If you are not sure of the effectiveness of your outer shell gear, try standing under a cold shower for five minutes!

LAYERS

Even if it is sunny and warm when we set off it can still be very cold and misty at the top of the mountain!

Wearing lots of layers is the best way to maintain a comfortable temperature while walking.

Don't forget gloves, a hat and a scarf – they can make a big difference!

FOOD – PACKED LUNCH/SNACKS

You must bring your own food for the whole day. Sandwiches and pasta are ideal high-energy foods to give you enough carbs for the physical challenge. Sugary snacks are great for when you need an extra boost.

WATER

It is vital to stay hydrated before, during and after the trek. Try to avoid lots of sugary, energy drinks though – only have them occasionally if you are used to drinking them.

RUCKSACK

All of the above must fit into a rucksack you can carry comfortably on the trek. Any extra things you need for the day, such as toiletries, and change of clothes, can be left in another bag on the coach.

MOUNTAIN GUIDE

To make sure our challenge is as safe as it is enjoyable, we will be hiring an experienced mountain guide. Under no circumstances should we ignore our guide's advice.

Please note: It is the responsibility of each trekker to ensure he/she has all the appropriate clothing and enough food and water. Penny Appeal will not provide any of these items. The British weather is very unpredictable so please come prepared for all conditions. If you do not have appropriate kit you may not be allowed to take part.

Fundraising Ideas

1. Aim high!

Islam always advise its followers to give plenty of charity to those in need. Allah (swt) and the Prophet (saw) have emphasized the importance of being a generous and open-handed person. A Muslim who is generous will receive many blessings in return. Setting your donation target high will encourage people to contribute larger amounts. Your goal says a lot about your motive. Why aim for the minimum, when your ambition can take you higher than ever before?

2. Make a Fundraising Plan

A well planned out fundraiser is sure to go off without a hitch! If you have clear goals and aspirations, and you're confident in the strategies you're using to raise the money, fundraising becomes a stress-free job. Set dates for when you would ideally like to have met your funding goal by, and use this as a guideline for the rest of your plan. Organise all your fundraising ideas and activities well in advance of this date and plan accordingly. Think out the details of just how you're going to pull off the most amazing fundraising – whether that's talking friends and family's ears off, blowing your challenge up on social media or getting the whole community involved. **Don't break a sweat, just break out your calendar and get planning!**

3. Post it on Social Media

Social media is probably the most effective tool for fundraising. Sharing your fundraising page on Facebook is just the start... tools like Instagram or Facebook Live provide great opportunities to keep people updated with your training, runs or fundraising activities. **Rather than just sharing your fundraising page**, think beyond that; share stories about the people or the issue you're raising money for, share your progress and your struggles getting ready for your Penny Appeal challenge. These things help people connect with you and they're much more likely to donate if they see the hard work you're putting into it, and how their money will help change lives around the world.

4. Make it Personal

Don't become too reliant on public social media posts and worry why donations aren't coming in. Your bread and butter is your contact list; your phone book, WhatsApp, SMS & emails. Of course, don't forget phone calls – yes, pick it up and talk to someone. You could also go door to door fundraising, and knock on doors in your neighbourhood or visit family and friends if need be! They will be supporting you, as you support a good cause, so **your personal touch is essential!** Make your way through your contact list, A-Z and don't just paste a template message; ask them how they are and chat them up before you ask for sponsorship support. Let them know you'd really like their support

and that even their smallest contribution will make a difference! Mention "even £1" if need be – of course they'll give more. Mention Zakat as well, and ask if they're donating or if anyone else in their household has Zakat to offer, too.

5. Ask Your Employer



When you start fundraising, speak to your employer about what you're doing. You never know what your workplace might have in place already to help fundraisers; lots of employers have match funding schemes, where they'll match all your donations pound for pound, meaning you'll raise double the money! Otherwise, your workplace may be able to organise a dress-down day where everyone donates £1, or they could put you in their newsletter or just pop a donation box in the staff room. The most common way to fundraise at work is to organise bake sales. You can sell samosas, cookies, cakes and pies to help sweeten your colleague's donations. These small things soon add up, even in a small office or team. Basically, if you don't ask – you don't get!

6. Kreme De La Creme of Fundraising



Why not take a look at ordering some Fundraising Doughnuts from Krispy Kreme – it's easy, fun and the doughnuts always sell quickly. You can buy them online for only £5.50 for a dozen, and mark them up to make a profit. Here's some fundraising tips to help you get creatively Krispy... make a poster to let everyone know that you're selling Krispy Kreme donuts, take pre orders from friends and family, order online well in advance, and then it's time for delivery with a smile!

7. Get That Zakat

It's your obligation to pay Zakat, and it's the obligation of most other Muslims in the community as well. You can ask friends and family to donate their Zakat to your cause, and even ask them to collect from their networks on your behalf too. At Penny Appeal we have a 100% Zakat donation policy, so be sure to tell them that all of their donation will go to the cause. **Go out, get that Zakat and bring in all the generous donations you can!**



Sign Me Up!

Booking Fee

To secure your place you'll need to pay a registration fee immediately. Once this is paid your place is reserved and you are committed to raising the total amount.

The registration fee includes transportation from three major cities and qualified UK mountain guide to lead the team on the day.



Minimum fundraising

The minimum fundraising required for this challenge is just £300. By raising this amount, you will help support our work so that we can provide life-saving winter essentials to those who need it.

With your help, we will be able to provide warm clothing, food packs, life-saving hygiene kits, blankets, fuel for heaters, shelter assistance and other essentials to families who are in danger this winter.

There's no limit on fundraising, raise more and can carry out life-saving distributions and reach more people in need.

GET IN TOUCH!

If you have any other questions about the challenge, or if we can help in any other way, please do let us know. Email challenges@pennyappeal.org or contact us on 07739 363894

FAQS

HOW LONG WILL IT TAKE TO CLIMB?

It can usually be done between 6–8 hours depending on the group size.

HOW MUCH FOOD SHOULD I BRING?

Enough for the whole climb! You will have a long coach journey on Saturday, a challenging climb and a long coach journey home. Plan what you want to eat and pack enough for all this and then bring a bit more!

WHAT KIND OF FOODS SHOULD I BRING?

Foods high in carbohydrates, such as sandwiches and pasta, should provide the main energy to keep you going. On top of that you will want a bit of a sugar rush and quick energy boost – this means sweets and chocolate!

WHAT SHOULD I DRINK?

You will need to be well hydrated – water is vital. Fizzy or energy drinks are not recommended and you should only have a small amount of sports drinks if you are used to them.

DO I HAVE TO TRAIN?

You do not have to be super-fit, but you must be prepared for many hours on your feet. As long as you are active on a regular basis and have no difficulties walking you should be fine. You may want to do some power walking or even jogging a couple of times a week before the challenge to get some practice in! If you are unsure whether to take part please consult your GP.

I HAVE AN INJURY BUT I WANT TO TAKE PART, WHAT SHOULD I DO?

We appreciate and admire your passion and dedication, but if you are injured you should not take part – we do not want you to risk further harm. There will be many more challenges and we would prefer you to wait until you are back to full health.

WHAT IF I DON'T RAISE THE £ 300 BY THE DAY OF THE TREK?

We're sure you will raise the full amount, and we'll give you loads of support to make the target. If you're struggling please speak to us as soon as possible – we have tons of tips and ideas to help you out. If you miss the target you may not be allowed to participate, so please do get in touch if you are finding it difficult – we really want you on our team so we can build a range of water systems across Asia and Africa

WHAT IS YOUR DONATION POLICY?

All donations made to Penny Appeal go on to support our programmes. Naturally, there are essential and inseparable overheads required in delivering our projects and these are absorbed in the programme cost.

Like every charity, we have basic operating costs, but we recover these through Gift Aid, which is a tax relief from the UK Government and comes at absolutely no extra cost to our donors.

That's why it's important that if you are eligible for Gift Aid, you allow us to claim this, so we can continue to use donations in the most beneficial and effective way possible.

CAN I COLLECT ZAKAT DONATIONS FOR SPONSORSHIP?

Yes, zakat is applicable for this project. Penny Appeal will ensure that 100% of your funds will be spent in line with its 100% zakat donation policy.



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