

pennyappeal

TREK THE TALLEST MOUNTAIN IN NORTH AFRICA

TOUBKAL — TREK —

28 JUNE - 3 JULY 2021



Who are Penny Appeal?

Penny Appeal was founded in 2009 to provide poverty relief across Asia, Africa and the Middle East by offering water solutions, organising mass feedings, supporting orphans and providing emergency food and medical aid.

Since then we have saved lives and transformed communities around the world, helping to break the cycle of poverty and build better and brighter futures for those less fortunate than ourselves. Our work and our teams have grown considerably in the past few years, allowing us to launch new campaigns and work in even more crisis-hit countries.

All our projects are carefully designed to be both accessible and effective. They are a blend of emergency support, short-term relief and long-term sustainable interventions. This multi-focus approach means we can save lives immediately, improve situations in the coming days and weeks, and transform communities for years to come, giving desperate people the support they need depending on their situation.



About the Challenge

A Moroccan Adventure

Join us for a six-day adventure where you'll walk amongst lush orchards, enjoy sumptuous traditional Moroccan foods, trek through sun and snow alike, witness breath-taking views, explore remote mountainous villages, wander through stunning souks, meet the local Berber people and conquer the tallest peak in North Africa.

Standing at 4,167m tall, the summit of Mount Toubkal is the perfect trek for anyone, whether you're kick-starting your mountaineering adventures or looking to cross an iconic peak off your wish-list. You'll trek your way through the stunning Atlas Mountains, explore the mystic, mountainous village of Sidi Chamharouch and the picturesque town of Imlil, nestled in a green valley at the foot of Toubkal, and even have the opportunity to experience the bustling city of Marrakesh.

From the heart of Marrakech's Medina to the very peak of the iconic Mount Toubkal, this Moroccan adventure is the ideal combination of city sightseeing and challenging mountain trekking. This trip will take place from 28th June to 3rd July 2021, with 3 days of trekking. You'll make memories that will last forever, push yourself to the limit, and know that long after you've completed the challenge, you will be helping deliver life-saving essential aid to those who are suffering around the world.

Take on the Mount Toubkal trek for a challenge that's brimming with beauty and adventure.



How we'll help you

We provide dedicated support from the moment you sign up right through to when you go on the trip. Once you receive your booking confirmation you will have access to all the information you need, from fundraising ideas, kit lists to training regimes. You'll have the opportunity to connect with fellow fundraisers so you can share tips on training and fundraising. You will also be accompanied by Penny Appeal staff during your 6-day trip so you'll always have somebody on-hand to help you.

Key Information



Funding Options: How much does it cost? To book your place you will need to **pay a £300 registration fee.** You then need to **raise a minimum of £2,000** before the trip. 80% of your sponsorship must be collected at least 3 months before the trek.



What's included? Flights and all overland transport, accommodation, all meals during trekking days, water, local guides, Peak Adventures tour leader.



What should I bring? We'll provide you with a kit list tailored to this challenge when you book. Whilst on the trek your bag will be transported by mules so all you need to carry is **your day pack with your essential items.**



Accommodation We'll be staying in lodges on the trail route to Toubkal and two nights at a 2-3 star hotel accommodation in Marrakech **post trek.**

Is this trip for me?

Absolutely! Mount Toubkal welcomes all with a sense of adventure. So, if you are up for a physical and mental challenge, this is for you. You don't need to be an athlete to hike up Mount Toubkal; it's a moderate trek which anyone can tackle with a good level of fitness and a little preparation. The most challenging part of the climb will be trekking in the high altitude of over 4,000m on the steep ascent reaching the summit of the mountain.

We will provide you with a comprehensive training guide to help get you to the top of the most iconic mountain in North Africa, and will of course be on hand every step of the way with any queries you may have. Most of your fellow trekkers won't have done anything like this before, and whether you tackle the Mount Toubkal Trek with friends or go for it alone, in the end, you'll go home with new friends for life!

About the Cause

Emergency Response

Penny Appeal always strives to respond to global disasters and emergencies as they happen, but more importantly, we are always working to grow our capacity. This means delivering aid quicker, better and towards a more sustainable impact, benefitting more people than ever before.



Prophet Muhammad (SAW) said, *"Whoever relieves the hardship of a fellow Muslim, Allah will relieve them from hardship on the Day of Judgement."* - Sahih Muslim

The funds you raise are absolutely critical in our ability to act fast during a crisis. War, famine, disease, poverty & climate change have immobilised communities in Myanmar, Syria, Yemen, Gaza, Indonesia and East Africa, and Penny Appeal needs your support to be able to deploy life-saving medical aid, food, clothing, sanitation and shelter to those who've been left incredibly vulnerable.

EMERGENCY RESPONSE

Our teams are currently providing support in:

- Syria, where 70% of all people need urgent humanitarian aid.
- Lebanon and Turkey, where Syrian refugees are battling to survive.
- Yemen, which is experiencing the worst famine the world has seen this century.
- Palestine, including Gaza, where people are living amongst terrifying conflict.
- Bangladesh, where Rohingya refugees who have fled persecution need urgent support.
- Indonesia, helping re-build homes and lives after a powerful earthquake hit Lombok.
- Areas affected by the famine in East Africa, such as Somalia, Ethiopia and Kenya.
- Mozambique and Malawi, where 1.8 million people have been devastated by Cyclone Idai.

How can you help?

By signing up to this challenge you will be asked to raise a minimum of £2,000. Help support our EMERGENCY RESPONSE campaign to help protect and save thousands of families from devastating effects of natural disasters and conflict. There's no upper limit to how much you can raise though, and we expect participants will go above and beyond to raise as much as they can. The more you raise, the more lives you can change.

Minimum Sponsorship £2,000

Fundraising Tips

£2,000 does sound like a lot of money but if you allow yourself plenty of time and if you put your mind to it, you can do it. You are doing something quite amazing, so the important thing is to let everyone know about the great cause you are fundraising for and to enjoy yourself! With a bit of creativity, energy and determination you will easily be able to reach your fundraising target. If you sign up early, you'll have a year to raise the funds, and you'll also have the opportunity to maximise fundraising potential during the month of Ramadan with zakat donations, too.



HAROON MOTA | Head of Challenge Events

Fundraising

Our fundraising guru, Haroon Mota is full of ideas and will be in touch to help you raise money for the trip. Whether you'd like resources to support your fundraising or just some ideas to get you started, please feel free to ask for anything you might need!

Here are some ideas to start you off, and we're more than happy to help you with any questions you may have.

- Begin by setting up an online donation page and ask everyone you know to donate – the more people you ask, the more you will raise! This means getting extremely busy on social media too!
- Host a dinner night or coffee morning and charge guests for a delicious home-cooked meal or tea and cake.
- Get busy in the workplace, organise a samosa sale or sell Krispy Kremes. Everyone loves a bake sale!
- Speak to your employer. Many employers have match funding schemes and could match your donations pound for pound. If not, there's always other ways they could help – perhaps organise a dress down day, a quiz night or promote you in their newsletter.
- Dig out your unwanted treasures and organise a car boot or jumble sale.
- Organise a games night and invite friends over, charging for an evening of fun and games!
- Contact your local papers. Tell your story to your local radio station or your newspaper and ensure the wider community get to hear about your incredible efforts.
- Leave collection boxes in your local supermarkets and takeaways or organise a bag pack at your local supermarket.



The Itinerary

Day 1 Depart from Manchester

Meet our crew and your fellow trekkers at Manchester Airport for our journey to Morocco. After your flight, you'll travel to the picturesque town of Imlil, at the foot of Mount Toubkal. You'll dine on traditional Moroccan food and spend a comfortable night's sleep in Imlil.

Day 2 The Climb

Waking up bright and early, today you'll start the climb up Mount Toubkal, leaving Imlil behind you in the green valley. Stop for lunch and a freshly-squeezed glass of OJ at the mystic town of Sidi Chamharouch at 2,300m. The trail then ascends steeply up the valley high above the river, where you'll be trekking up before staying the night at a lodge at 3,207m.



Day 3 Top of the World

You have a steep trek ahead of you today, as you trek up to the peak of North Africa's highest mountain, Jebel Toubkal – 4,167m high! The views are breath-taking, and there's no greater feeling than conquering your challenge and reaching the summit. After the celebrations and obligatory photoshoot, we'll make our way down to stay at the same lodge as the previous night.

Day 4 Strolling Down

This morning, you'll take a leisurely stroll down the mountain to Imlil, where you'll have time to shower, relax and explore the old mountain village with a sense of accomplishment and adventure.



Day 5 City Life

After a delicious breakfast in Imlil, you'll travel to Marrakech for a well-deserved break. You can explore the ancient city with your new trekking buddies, including the infamous Jeema El-Fna Souk, the beautiful Ben Youssef Madrasa and Koutoubia Mosque, for Friday prayers.

Day 6 Homeward Bound

Today, you'll be packing up after your extraordinary experience trekking up the highest mountain in North Africa. We won't be leaving for the airport until 6pm, so you'll have some more free time today to shop, relax and eat as much Moroccan food as you possibly can before the journey home.

Maryam & Saira's Testimonial

We're sisters and we have both always really enjoyed hiking, thanks to our parents, but have never hiked outside the UK. We were on one of the first people to sign up to the Everest Base Camp challenge and were excited as our teams grew to 34, throughout the year. When signing up, there were a few things that we were apprehensive about. Firstly, the huge fundraising target of £4,500.



We have been fundraising from a young age and had never raised more than a couple hundred pounds. Thanks to the encouragement and support of our fundraising manager we were able to smash the target. We decided to fundraise together and managed to raise nearly £20,000 for the Rohingya Refugees, thanks to our generous friends, family and colleagues. Although we were really excited about the trek, the other thing that we were worried about was the physical aspect. Trekking for 12 days in the Himalayas in the cold of December was going to be a challenge and we were not sure if we were ready. Penny Appeal arranged training days across the UK throughout the year, so not only did we get to trek up beautiful mountains like Snowdon and Ben Nevis, we also got to meet our amazing team. Trekking to Everest Base Camp has been a life-changing experience for us both. Walking amongst the Himalayas, surrounded by beautiful scenery that looks like something from a postcard, is something we will never forget. There's something about taking on a challenge with others that are in the same boat as you, that brings you closer together. As a team, we all motivated each other to keep going and helped those who were struggling, always remembering the suffering of the Rohingya Refugees as inspiration to continue. We've made life-long friends with some amazing people and will be sharing these memories for years to come. This was such an incredible experience for us both, it has encouraged to sign up for another international charity challenge, plus we've been bitten by the trekking bug!

- MARYAM & SAIRA

I can tell you the experience was breathtaking.

I've travelled to Morocco a number of times, this was the first time I trekked through the Atlas Mountains, and I can tell you the experience was breathtaking. I was able to encounter the kindness provided by the Berber communities, their food, culture, and hospitality was unmatched to many places in Morocco.

- TAKSIMA FERDOUS



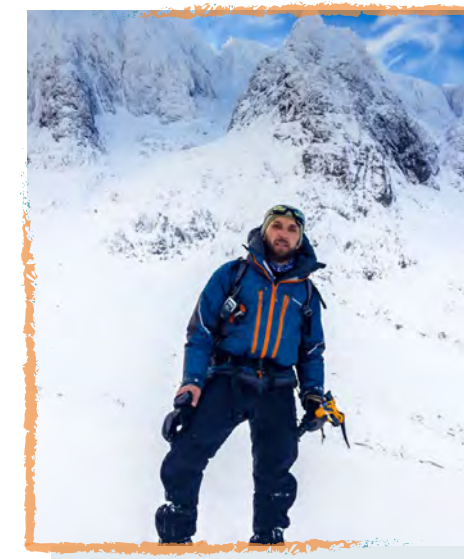
Gulfareen's Testimonial

Salaam, my name is Gulfareen. In December 2017, I took on the Conquer Kilimanjaro challenge, aiming to build deep water wells in Africa. Allhamdulillah, with the help of my amazing friends and family, we were able to successfully raise and even supersede the fundraising target. I was initially very worried about the fundraising, but on the contrary, once I got around to fundraising, it was actually very fun and a lot more enjoyable than I thought it would be.



Personally, the most phenomenal aspect about this whole experience was that I was able to accomplish multiple personal goals at once. I felt honoured to have had the opportunity to carry out charitable work, in tribute to the memory of my late nan, as well as get fit and tick climbing Kilimanjaro off my bucket list. As if that wasn't enough, as a "Brucie bonus", I got to meet some of the most incredible people along the way and have made lifelong friendships. I even had the opportunity to visit a local orphanage whilst I was out in Tanzania, which was in itself, a humbling and life changing moment. I personally believe carrying out charity work is not only rewarding, but in itself, is a direct act of worship to God and I can't highly recommend it enough to get involved! Accompanied with the knowledge that you have actively made a positive difference to someone's life, the sense of achievement and unforgettable memories that you create along the way, honestly, is there anything more one could ask for?

- GULFAREEN AKHTAR



I'm your Mountain guide, and can't wait to meet you. If you have any queries or concerns about the trip the Penny Appeal team can help you reach me, and I'll be more than happy to help you.

This is Toubkal, North Africa's highest peak. You will go from desert heat to freezing conditions in 24 hours. It is a challenge, but one that is so much fun. So get your down jacket ready and your sun block, because Africa is calling you.

- BELAL BALLALI, PEAK ADVENTURES UK

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