



pennyappeal

JORDAN

WADI RUM TREK

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

Adventure is on the Horizon

Join us for an adventure in the Wadi Rum, one of the world's most illustrious deserts, and embark on a breath-taking journey under rich desert skies, summit Jordan's highest mountain, Um Dami, go exploring through the ancient city of Petra and visit a refugee assistance project that is changing lives in Amman.

With its chiselled canyons and surging dunes, the Wadi Rum is as fierce as it is beautiful. Located in the south of Jordan, this World Heritage sites boasts otherworldly beauty in every crevice of its sprawling desert. The Wadi Rum is home to dramatic, hidden desert scenery, towering sandstone domes, rolling red sands and magnificent rock formations that will leave you in awe. True to its name, the Valley of the Moon, Wadi Rum offers you stunning views and memories to last a lifetime.

In addition to the natural wonders of the Wadi Rum, you will experience the history of land through petroglyphs, ruins and ancient rock art, as well as getting a taste of Bedouin culture and cuisine along the way. You'll trek your way through the aired splendour of the Wadi Rum and summit Um Dami, the highest mountain in Jordan at over 6,000 ft. After making it through, you'll also have the chance to explore the ancient Nabataean city of Petra.

A special aspect of the Wadi Rum Trek, is your opportunity to spend the day with refugees in Amman. You will get to pay a visit to two community centres owned by our partners in Jordan, the Collateral Repair Project. Here, you will spend the day distributing food vouchers and getting to know the refugees and their families; you'll see first-hand how your donations are changing lives.

The Wadi Rum Trek will take place from the 25th September – 2nd October 2021, taking you on an unforgettable journey of aired beauty and discovery. Explore the Wadi Rum and help deliver life-saving aid to our brothers and sisters who need it the most.

Immerse yourself in adventure; take on the challenge of the Wadi Rum Trek today!



How we'll help you

We provide dedicated support from the moment you sign up for challenge 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 routines. 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 and experienced guides during your 4-day trip, so you will always have somebody on-hand to help you every step of the way.

Key Information



Funding Options: How much does it cost?
To book your place you will need to **pay a £399 deposit**. You then need to **raise a minimum of £3,500** before the trip. 80% of your sponsorship must be collected at least 3 months before the trek.



What's included? Return flights and all overland transport, accommodation, all meals from dinner on day 1 to breakfast on day 8, bottled water, UK Leader, local guides and cooks, fully supported trek, entry fees to Petra.



What should I bring? We'll provide you with a kit list tailored to this challenge when you book, but key equipment includes: **Trekking Boots, Wool Socks, Sleeping Bag**



Accommodation We will be staying in shared rooms in Aqaba, the Desert Camp and Amman, as well as rooming in shared tents while wild camping in Wadi Rum.

Is this trip for me?

Absolutely! The Wadi Rum Trek welcomes everyone who wishes to explore the arid beauty of the Wadi Rum. So if you are up for a physical and mental challenge, this is for you. You don't need to be a star athlete to go hiking in Wadi Rum, but it is important to note that this challenge does require a good degree of physical fitness. While not a technical trek, the distances and desert conditions that we will be hiking through will require stamina and strength.

We will provide you with a training guide to help prepare you for this amazing journey, and will of course be on hand every step of the way with any queries you may have.

About the Cause

Emergency Response

When disaster strikes, Penny Appeal will be there.

Penny Appeal always strives to respond to global disasters and emergencies as soon as they happen, but more importantly, we are always working to grow our capacity. This means benefitting even more people in need by delivering aid faster, better and with a more sustainable impact.



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 play a critical role in our ability to act quickly during a crisis. War, famine, disease, poverty & climate change have immobilised communities in Bangladesh, Syria, Yemen, Gaza, Turkey 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.
- Turkey – where Uyghur and Syrian refugees are battling to survive.
- Yemen, which is experiencing the worst famine the world has seen this century.
- Palestine and 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.
- East Africa – where areas such as Somalia, Ethiopia and Kenya are being affected by a devastating famine.
- Mozambique and Malawi – where 1.8 million people are rebuilding after Cyclone Idai.

How can you help?

By signing up to this challenge you will be asked to raise a minimum of £3,500. The funds you raise could help our Emergency Response appeal protect thousands of families from the devastating effects of natural disasters, famine 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 £3,500

Fundraising Tips

£3,500 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 & TAKSIMA FERDOUS
Head of Challenge Events

Fundraising

Our fundraising gurus, Haroon Mota and Taksima Ferdous are 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 Fly from London to Aqaba

After departing London Gatwick in the morning for our direct flight (approx. 5hrs 40mins), we arrive into Aqaba in the late afternoon where we will be welcomed by our Jordanian team at the airport and transferred to our hotel. Aqaba is fringed with palm trees, lapped by the crystal-clear waters of the Gulf of Aqaba, cooled by a steady northerly breeze, and ringed by mountains that change in colour throughout the day. Overnight Aqaba

Day 2 Aqaba to Wadi Rum – Seven Pillars of Wisdom – Um Fruth Bridge

After an early breakfast, we will leave our hotel by 7AM so that the team can be at the start of the trek for 8AM. Our trek starts at the Seven Pillars of Wisdom; the route takes us off the beaten path and through the Jebel mountain area. We trek through the canyons and Siqs, (Arabic for 'gateway'), enjoying the impressive landscapes. We will have lunch along the way at the halfway point. Along our route, we will pass the petroglyphs and inscriptions, which are ancient drawings of humans and animals, thought to be instructions and messages to fellow travellers about the route and hidden springs. We can enjoy a short stop at the famous Um Fruth Bridge before we reach our camp for the night. **24km, 8 hours trekking. Wild Camping**



Day 3 Um Dami

Today we will leave camp early so we can complete a long morning trek of approximately 18km, trekking over the vast flat plains and crossing over the dry river channel. We head south towards Um Dami (1854m), Jordan's highest mountain. After a hearty lunch and a chance to rest our legs, we set off on our mountain ascent. The first part of the ascent is steep and while we need to watch our footing on the large boulders, this is not a technical climb and our guides will be there to help you. It takes between 1.5 – 2 hours to reach the summit and we will be rewarded with views across the Wadi Rum and over to the Red Sea and south into Saudi Arabia. After many photo opportunities under the 'well worn' Jordanian flag, we descend to our camp at the base of the mountain. **23km, 8 – 9 hours trekking. Wild Camping**



Day 4 Um Dami to the canyons

Leaving Um Dami behind us, we start our journey north towards the majestic canyons, surrounded by unbelievably vast, towering rocks. As we head into the canyons, we will need to negotiate a steady and sandy climb before we reach our lunch stop. We continue our journey and can enjoy climbing on the large rock in the centre of the plain where we can find

the Bedouin dams. We will be able to see our camp from a high viewing point with views across the valley floor. Tonight we will enjoy a special Bedouin meal, 'Mansaf', cooked by our desert team and learn a new way of eating! **22km, 8 hours trekking. Wild Camping**

Day 5 Burrah and Lawrence Canyon

Today is the final day of our challenge and we continue to head north, passing through the Burrah and Lawrence canyons. The route takes us through the narrow canyon paths, and look out for the mushroom shaped rock on the route from camp to our lunch stop. After lunch, we have the final leg of the trek and we pass the faces of TE Lawrence and King Abdullah carved into the stones. We finish our challenge in our stunning desert camp where we can enjoy a shower and a celebratory meal, experiencing the traditional 'Zarb' cooking and local music – watch out you may be asked to dance!!

24km, 8 – 9 hours trekking. Desert Camp

Day 6 The Ancient City of Petra

After a very early breakfast, we say farewell to our desert crew and head to the ancient city of Petra. We will have time to explore this fascinating Nabataean city dating back to 1st century BC. We will meet for a late lunch in Petra and head onto Amman for our final night in Jordan. Overnight Amman

Day 7 Project Visit to the Collateral Repair Project

After breakfast, we will be visiting the Collateral Repair Project based in the Hashemi Shamali Community Centre, Amman. The team will undertake food voucher distributions in two community centres owned by the Collateral Repair Project for urban refugees.

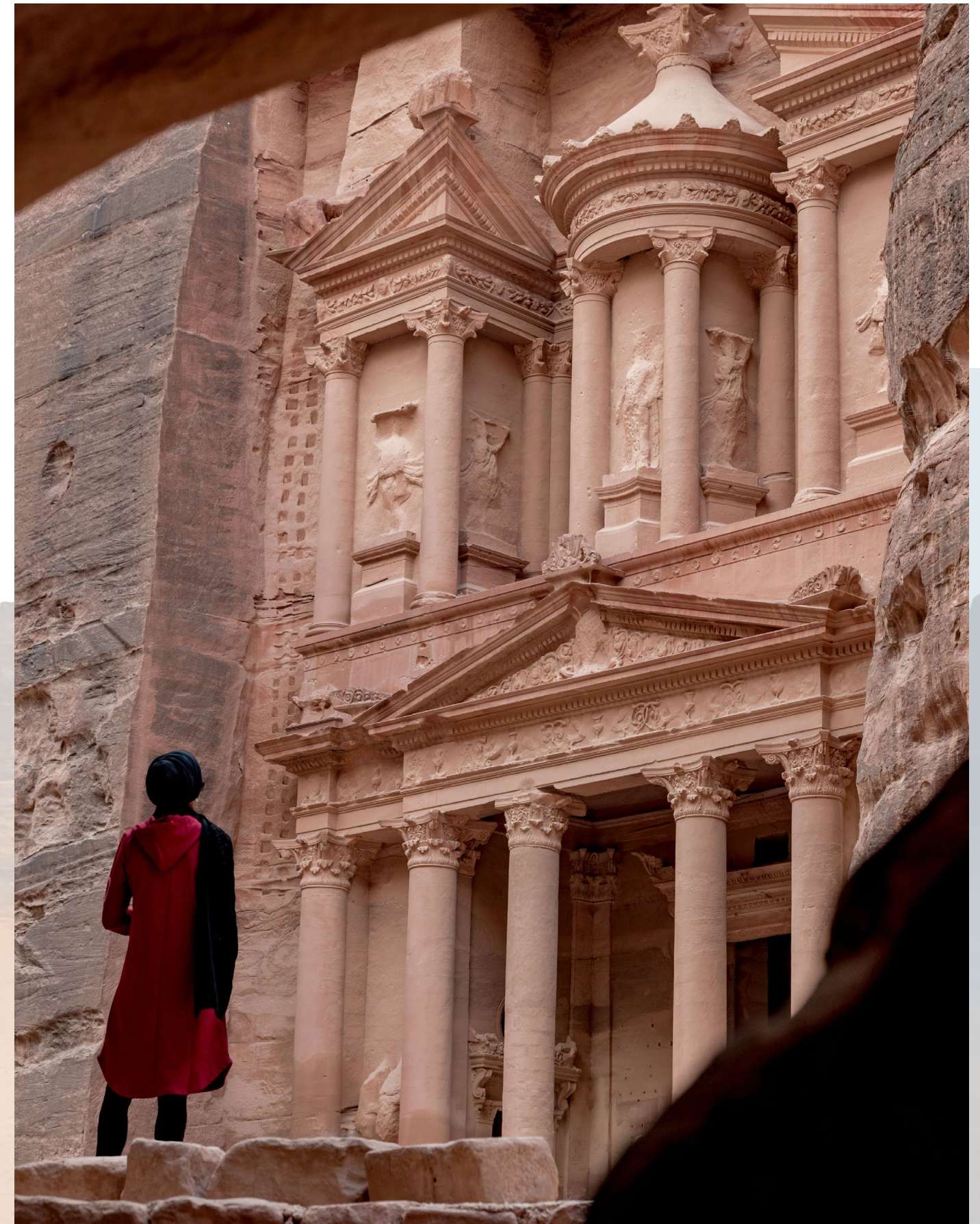
We will have lunch at one of the community centres and will have time to talk to the refugees and Collateral Repair Project team. This will be a great opportunity for all trekkers to see the important work that is being carried out and get a better understanding of where



the vital fundraising is being invested by Penny Appeal. In the afternoon, we will have some free time to explore Amman before our final dinner. Overnight Amman

Day 8 Amman and our flight home

After breakfast, we head to Amman airport for our flight home to London Heathrow.



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



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