

Hampstead to Bruges

175 miles Cycle Challenge

May 5th-7th 2012

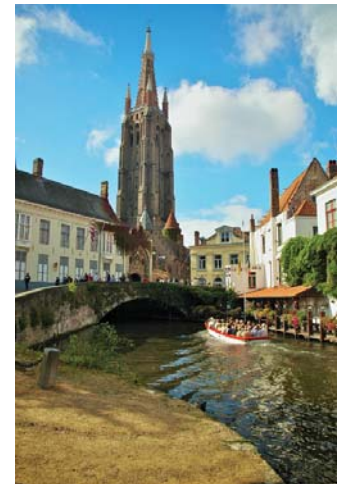
Join us for our 2nd International Bike Ride

Cycle over the bank holiday weekend without having to take time from work!

Pedal between two great scenic locations

Raise money for One to One Children's Fund and make a difference to the lives of children

- 175 miles cycling over 3 days
- Starting from Hampstead
- Return by coach back to Hampstead
- Option to stay till May 8th, relax in Bruges and return Eurostar
- Celebrate in the beautiful market square
- Registration fee £250.00
- Minimum sponsorship level £1,500
- Event organised by Cycle Wild
- 18 years minimum age
- For more information contact [Lynne Gilbert](mailto:lynne.gilbert@onetooonechildrensfund.org) : 020 7317 7040
- Register NOW and we will help you start your fundraising
- Information on training provided plus training rides



[Email](#) us for a registration form today!

We will send you a fundraising pack with all the information you need about the ride and lots of ideas to raise your sponsorship.

You can pay your registration fee direct on [Virgin Money Giving](#) and set up your own fundraising page to raise sponsorship... et voila!

Hampstead to Bruges Cycle Challenge

May 5th-7th 2012, 175 miles



ITINERARY

Day 1- Saturday May 5th - Hampstead to Headcorn via Central London – 58 miles



A London ride extravaganza- meet in Hampstead 8.00am commence cycling from the Heath and make our way through our great London Parks; Regents Park, Hyde Park and St James's on to Westminster across the river to the South Bank, cycle past the Tower of London and arrive at Greenwich. From Greenwich the route takes us through the pretty Kent countryside to our overnight stay at the Headcorn Lodge Hotel, Headcorn, Kent.



Day 2 – Sunday May 6th - Headcorn to Dunkirk via Dover and Calais - 70 miles

Leave Headcorn early and head along mainly B and minor roads through pretty villages avoiding towns where possible and culminating with a coastal ride through Hythe and Folkestone. Reach Dover Harbour by no later than midday for a lunch time crossing to Calais. On disembarking we are reunited with our bikes and cycle into Dunkirk, the last part of the journey along the sand-dune spit for several miles into the town itself. Depending on opening times we will be able to visit the WW2 museum.



Day 3- Monday May 7th - Dunkirk to Bruges via Ostend and the canal network - 47 miles



Leaving Dunkirk the route follows minor main roads to Veurne in Belgium- a pleasant gentle ride part way on the coastal prom to Verne. After Verne we take the canals, virtually traffic free and flat, all the way into Bruges via the outskirts of Ostend. This is a delightful finish into the beautiful market square in the centre of this historic city, famous for its canals/ stunning architecture dating back to the 15 century, chocolates and frites (there is even a Frites museum). We will be staying overnight at The Martin's Hotel – a very comfortable hotel right in the centre of town. We should arrive early afternoon which will give us time for a spot of sightseeing and a canal tour. There is the option to return home on the Monday evening or to stay over and return Tuesday afternoon. For those who want to stay over and enjoy a ½ day in Bruges we will have an end of ride celebration on the Monday evening at the Brewery- de Halve Maan a short walk from the hotel.

Day 4 (Optional) - Tuesday May 8th - ½ day in Bruges

Rest and relaxation and a chance to shop, enjoy a meal and experience the sights of Bruges. Plan to depart for Hampstead early afternoon and arrive back around 7.00pm. Details of the return journey to follow.

One to One Children's Fund

Hillsdown House
32 Hampstead High Street
London
NW3 1QD

Tel 020 7317 7040
Fax 020 7317 7073
Email office@onetoonechildrensfund.org
Web www.onetoonechildrensfund.org

Registered Charity No. 1086159

Hampstead to Bruges Cycle Challenge

May 5th-7th 2012

FUNDRAISING GUIDE

Thank you for signing up for the One to One Children's Fund Hampstead to Bruges Cycle Ride May 5th -7th 2012. By registering with us you are committing to raising a minimum sponsorship of £1500 to support our projects. So firstly a huge thank you for agreeing to do this. The money you raise will make a difference to the thousands of children we support in South Africa, Kosovo and the Middle East.

This fundraising pack is designed to help you raise your £1500 sponsorship target. We hope that you will raise as much sponsorship as possible. The pack gives you a variety of ideas. If you need any help or want to discuss anything please contact us at the office or e-mail lynne@onetoonechildrensfund.org.

What to do

- **Create a Fundraising Page** Set up your online fundraising page using Just Giving or [Virgin Money Giving](#). it's easy to do and only takes a few moments – follow the instructions on screen. You can personalise your page with a photo and a message. The money from this site will be sent direct to the Charity
- **Go to our [website](#)** for lots of information about the charity and down load the [annual review](#) which will give you copy and ideas for your fundraising letter.
- **Start as soon as possible** – don't leave it to the last minute
- **Let everyone know** that you are taking part in the cycle ride, and why the ride and One to One Children's Fund are important to you
- **Send your fundraising page link** to all your contacts, family and friends.
- **Post the link** to your Facebook, Twitter or any other social networking sites page and invite your friends
- **Keep people up to date** with your fundraising and your training
- **Write letters** to family and friends and tell them what you are doing. [Sample letter below](#).
- **Check at your workplace** if your employer will match your fundraising. Many organisations run a *Matched Giving* scheme. This is fantastic opportunity so make sure you explore this option.
- **Place a sponsorship form or collection box** in communal areas at your work place.
- **Advertise at work:** Add a link to your email footer. If you have a workplace newsletter or intranet add details about your cycling efforts to that
- **In your community** – use your contacts to get publicity in the local press, radio, to tell people about the ride. Circulate your sponsorship form at your local gym, school, library , pub or social club
- **GIFT AID.** Ask all sponsors to GIFT AID any donation. This is a scheme that allows charities to reclaim tax on donations, increasing the value of charitable donations by a quarter at no extra cost to the partner charities, you, or the donor. The Charity can reclaim tax as long as: The donor is an individual not a company. The donor pays sufficient UK Income/Capital Gains tax equal to the amount that will be reclaimed (currently 25p for every pound they give). The donor provides their full address and postcode and dates the form/have ticked the Gift Aid column on your sponsorship form. Please Note: Gift Aid does not count towards your minimum sponsorship requirement.

Receipt of Sponsorship Money

Send any sponsorship cheques to our head office in Hampstead, Attn : Liz Clark, One to One Children's Fund, Hillside House, 32 Hampstead High Street, London NW3 1QD. If you send a personal cheque to cover cash you've been given, please include a list of the donors on a sponsorship form, along with their postal addresses so that we can send them a thank-you note. Please do not send cash through the post, and please check that the Gift Aid boxes have been ticked (where applicable) so that we can reclaim tax on these donations. **All cheques must be made payable to One to One Children's Fund.**

Fundraising ideas:

1. Create a list of all your contacts family and friends and think about who you will target
2. Car boot sale
3. Pay to stay: pick a night out and get all your friends to put in an envelope what they would have paid to go out including cab money. Offer your house to cook a meal and the money saved goes to the charity
4. Bingo night
5. Backgammon evening/ tournament
6. Book sale
7. BBQ
8. Cinema evening: pre-book seats at cinema and arrange special film showing
9. Club/ bar evening
10. eBay: sell any unwanted items on www.ebay.co.uk
11. Email all your contacts and let them know what you're up to!
12. Facebook: create an event or group dedicated to your Challenge and raise sponsorship online.
13. Garage sale
14. Garden Party
15. Jumble sale
16. Music evening: put on a concert for your community
17. Market stall
18. Money box: just leave a charity box in local businesses
19. Matched Giving: Some companies will match the amount you raise pound for pound with a corporate donation. Ask your company to give you a one-off donation to get the ball rolling. Your Human Resources department is a good place to make the first approach.
20. Organise a local event in your community
21. Photography competition
22. Party Publicity: let everyone know about the challenge you are undertaking and where they can sponsor you
23. Tea afternoon
24. Variety show
25. Wine tasting
26. Walk: instead of getting a bus or a train and put your travel costs towards your sponsorship
27. Websites: Advertise

TRAINING FOR THE RIDE

WHAT TRAINING DO I NEED FOR THE RIDE?

It is often the case that some of the people taking part in this sort of cycling event are not regular cyclists. It is therefore important that you do some proper training for the ride to ensure that the cycle challenge is an enjoyable experience as well as one that pushes you. Successful cycling is not just about fitness it is also about being comfortable on your bike and having the correct set up for you. Please take time to look at these guidelines. They are here to help you make the experience fun and one that you will want to repeat again!

CYCLE

The best training you can do is get out there and cycle. Get some miles into your legs! If you are not a regular cyclist start with a 5 -10 mile ride and build this up to 30 mile cycle before you do the ride. Nearer the event do back to back rides at the weekend. For example a 20 mile ride on Saturday, followed by a longer ride on the Sunday 40miles plus. It is important to incorporate hills in your route because they will be waiting for you on the ride. (*SEE cycling training plan*)

IF YOU CANNOT REGULARLY CYCLE – there are alternatives to getting fit:

Spinning classes: A regular attendance at a spinning class will pay dividends. Try to push yourself and you will feel the benefits when you ride outdoors.

Stationary bikes in the gym: These bikes offer good training and use the hill programme.

A step machine: This is an option. Do sufficient exercise to make you breathe hard.

Remember the most benefit comes from the frequency of training as compared to one long session.

GENERAL CYCLING ADVICE

- **Plan your route,** know where you are going and plan a circular route if possible and choose the quieter roads. 'A' roads are best to be avoided if possible.
- **Check your bike:** brakes are in good working order, tyres are properly inflated, gears all working. (*SEE Bike set up and equipment*)
- **Have the right equipment with you:** Helmet is essential; cycle gloves; padded shorts; water bottle holder and full water bottle.
- **Fluids and Food:** evidence states that lack of good hydration before and during a ride will impede your cycling. It is important to be well hydrated before you get on the bike and to drink at regular intervals during a ride and increase it as it gets hotter. Equally important is to have a proper sustaining breakfast before a ride and to carry on with your top up energy bars/ bananas etc. Do not let yourself get hungry on your bike.
- **Warming up:** the best way is to ease you into a ride. Start with a low gear and allow your legs to rotate easily and lightly till they get warmed up and then increase the gears.
- **Stretching after a ride** – After a ride it is good practice to stretch at the end. Muscles contract after a ride and need to be stretched especially after a long ride and when you are riding consecutive days. This should relieve any muscle soreness and stiffness.

CYCLING TRAINING PLAN

If you have not cycled for some time –

Start off with two 20-30 minute rides per week.

After a couple of weeks add a third ride of about 45 minutes.

After four weeks the two shorter rides should not be less than 30 minutes and the third should be about an hour.

Regular weekly cycling –

Once you feel that your fitness is at a reasonable level, we recommend that you try to fit in as much regular training as possible. It is consistent training that gives the benefits.

Longer Rides –

The nearer to the event you get plan to do a number of longer rides. 4 hours duration or longer if you have the time.

Hill work –

Try to find long moderately steep hills to practice on. Hill work is essential in your weekly cycling programme. If you are limited for time, find a hill and go up and down it say 6-10 times. Hill climbing will also help you learn how to work your gears.

Changing gears –

Get used to using your gears - they are there to help make cycling easier - on all downhill sections use the big chain ring as not only is it safer to do so but it helps stop the chain from coming off. Use the small gear for going up hills as this helps to keep your momentum and leg revs up. It's so important to let the bike do the bulk of the work. If you feel it's the other way around try changing up or down the gears to suit. Like driving a car, it is important to anticipate the gear change. Trying to change the gear when the chain is under tension because you are in the wrong gear will result with the chain coming off or the worse scenario the chain actually breaking.

BIKE SET UP AND EQUIPMENT

Tyres Always ensure that your bike's tyres are fully inflated. The pressure number will be on the side of the tyre. If you are not sure of the correct pressure ask your local bike shop. A foot pump is an essential tool to have at home. Check your tyres every time you go out for a ride, you'll be amazed how much easier it is to cycle when you have the right tyre pressure and it reduces the number of punctures. Always carry with you on the bike a hand pump, spare inner tubes (2 to be sure) and a set of tyre levers. You should be able to change a tyre (or find a friend to help you!)

Brakes – Always check your brakes before setting off for a ride. **ALWAYS APPLY THE BACK BRAKE FIRST** – Whenever using a bike for the first time find out which “brake lever” operates the rear and front brakes. When going down a steep hill make sure you apply your brakes smoothly and often to slow your decent.

Saddle height - It is extremely important that the saddle is set at a correct height to allow your legs to rotate easily. The ideal position is when the pedal is in the down position your leg is almost (but not quite) fully extended and when the pedal is in the up position your knees remain lower than your seat. However, the best thing is to go to a cycle shop so that this can be checked out for you. Your feet are not required as brakes. If the seat is too low not only will your work rate increase considerably, but you will also tire much faster and potentially cause knee problems.

Helmets - are a “must” on our ride and you are strongly recommended to wear one when training, whatever the distance.

Cycling shorts - Padded cycling shorts are best - they help to absorb shock and increase your level of comfort which is essential when spending long hours in the saddle and especially when cycling consecutive days. For the best results the shorts should be worn next to your skin.

Cycling shoes - Rigid hard-soled shoes are best. Trainers are not advisable because their cushioning absorbs a lot of your power and laces are a hazard that can get tangled up in the spokes.

Pedals : If you are not ready to ride with cleats then make sure you use a toe clip or straps on your pedals. This will keep your foot in position and stop it slipping, especially when it is wet.

Gloves: Good padded cycling gloves are essential. They help to absorb shock and can stop serious cuts if you fall off. They also help to reduce the “tensions” created by possibly gripping the handle bars too tightly.

Cycle tops: A proper cycle top is good to have. The fabric keeps you comfortable and the standard three large pockets at the back allow you to put small essentials such as sunscreen, lip slave, camera, phone.

Sunglasses: Glasses are essential (especially for contact lens wearers). They stop the glare but more importantly they guard against dust and stones that can get thrown up from passing vehicles.

Windproof/ water resistant jacket preferably in yellow or the equivalent colour: We regard this as an essential piece of kit. Rain is never far away. Stay warm, dry and visible.

GENERAL ADVICE

Bike Condition: Your bike needs to be road worthy. We strongly recommend that your bike is serviced before a big ride.

Guidelines for Cycling: Cycling riding on the public highway is potentially hazardous at all times because of the other traffic. You are responsible for your own safety on the road. Just because you are on a bike does not mean that the rules of the high way code do not apply.

Cycling in Groups: Though fun this can be hazardous. It is important to pay attention to who is around you, keep your distance and give clear commands when overtaking another cyclist. Avoid bunching up and do not ride two or more abreast if there is any risk of obstructing other traffic. It is not a race and there are other road users.