



## Land's End to John O'Groats

### September 2022

Cycling from Land's End to John O'Groats is one of the great iconic challenges that you'll remember for a lifetime. It is an incredible achievement covering 969 miles in 9 days from the coves of Cornwall to the lochs and mountains of Scotland. Having successfully entered 12 riders in 2017, we are entering another team in 2019. Whether you're an experienced rider or completely new to cycling this challenge is an extraordinary and memorable experience. Exact dates TBC.



*"It was everything I had hoped for and more. Memories of a lifetime created, many new friends made. Highly recommended to anyone considering entering."* Lewis Coombes, Kick4Life Team, 2017.

# About the Challenge & Route

We are taking part in Deloitte Ride Across Britain - the best and safest Land's End to John O'Groats challenge available.

The full route is 969 miles broken in to 9 daily stages averaging 108 miles a day. Running from weekend to weekend the challenge is designed so that only one working week is required. The route takes in the most beautiful parts of Britain from barren moorlands and majestic highlands to lush green valleys, winding back lanes and stunning coastal roads. Riders climb around 15,000m over the 9 days.



The route takes in wonderfully calm back roads for the vast majority of the 969 miles, but given the length of the ride it is impossible to stay on deserted roads all the time. The team has carefully devised routes around the country's towns and cities where necessary and we believe it is the safest and most beautiful route you'll find.

## What's included?

The package is designed for those people who don't want to worry about a thing when taking on the epic cycling challenge, and from the moment you sign up RAB and K4L do everything possible to ensure you get the best cycling experience out there. Whether it be day-by-day training programmes that get you to the start line in the best shape of your life, or knowing that your tent, kit bag and a fresh, hot dinner will all await you every day on your arrival at base camp, every detail is taken care of so you can just concentrate on an exceptional ride and taking in the beautiful scenery.

### Included before the ride:

- Tailored training programmes
- Training advice and support from the expert Route Director
- Online training tools to track progress
- Rider forum
- Exclusive training days
- Special offers on equipment, kit and maintenance costs
- Maintenance and bike fitting guides.

### During the ride:

- Full signposting
- Hot breakfast and dinners each day
- 9 nights tented accommodation
- Expert chaperone guides
- Cycling assessed groups for group riding.
- Proper hot showers
- Baggage transfer each day
- Inflatable sleeping mattress
- Isotonic powder & water supply at base camps & pit stops
- Pit stops with snacks
- Full medical support on road & in base camps
- Timing chips with automatic web uploading
- Live race tracking option with a compatible smartphone
- Secure overnight bike storage
- GPX route files
- Broom wagon pick up
- Phone & camera charging facilities
- Professional photographers

The team always looks to go the extra mile on top of what is listed above and there will no doubt be a few more things to surprise and delight you out on the road if you sign up for September 2022!

## Why Kick4Life?

Kick4Life is a registered UK charity (number 1112133) that uses sport to transform the lives of orphans and vulnerable children in Lesotho in southern Africa. Lesotho has the world's second highest prevalence of HIV in the world (23.2%) and more than 160,000 children have been orphaned.

We provide a range of opportunities for children and young people of all abilities to work towards a healthy and successful future. Our structured package of care and support combines the chance to play sport with health education, life-skills development, HIV testing, literacy, mentoring, referrals to key services such as re-housing, nutrition and protection. With a long-term, holistic and high-impact approach, our end goal is to support participants towards long-term education, training and employment, and the chance to achieve a sustainable livelihood.

We have reached more than 100,000 children and our high-impact activities have been recognized with numerous international awards including the Beyond Sport Award for Health and the Nelson Mandela Children's Foundation Best Practice Award.

For more information visit: [www.kick4life.org](http://www.kick4life.org)



# Fundraising

To take part in the tour you need to raise or donate a minimum £3,000 for Kick4Life. The schedule for payment is:

£75 registration fee

A further £500 by end November 2021

A further £1000 by end March 2022

A further £1000 by end June 2022

A final £425 by end August 2022

**Total £3,000**

(Gift Aid does not count towards the total).

As part of the Kick4Life Team we will provide dedicated support and advice through our experienced team. This will include a team fundraising workshop and a monthly newsletter with fundraising tips and ideas.

Top tips to get you started are:

1. **Set up a Justgiving page** to manage your fundraising. It is much easier for people to donate, saves you the hassle of collecting money from people directly and the funds come straight to the charity. Visit <http://www.justgiving.com/kick4life> to set up your page. If you need assistance setting up your page please get in touch.
2. **Write personalized letters (not a generic email!) to friends, family and work colleagues** asking them to support your efforts. We can provide you with a sample letter with all the key information to get you started.
3. **Organize a fundraising event** at work encouraging colleagues to support you. Raffles, quiz nights, auctions and charity dinners work well and you could ask local companies to donate prizes.
4. **Put aside a monthly donation** yourself. £50 every month for 18 months would contribute £900 towards your total.
5. Instead of receiving **Birthday, Christmas presents** etc. ask people to make a donation towards your total.

Fundraising can be incredibly rewarding, especially if you throw yourself into the challenge. **Keep going, be innovative, stay focused and enjoy it!**

# Kick4Life LEJOG 2022 Registration Form

Name: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Mobile: \_\_\_\_\_

Email: \_\_\_\_\_

**Payment of £75 registration fee** (The best way to pay is to set up a Justgiving page for the challenge and make the payment here. You can set up a page at [www.justgiving.com/kick4life](http://www.justgiving.com/kick4life))

Has payment been made and how?

\_\_\_\_\_

## Declaration

By signing up for this challenge I commit to raising a minimum £3,000 for Kick4Life. I understand that in order to take part in the challenge I need to raise the funds by the deadlines and that funds raised are non-refundable:

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Please send your completed form to Steve Fleming, Kick4Life. 16 Park Avenue, Little Paxton, Cambridgeshire, PE19 6PB or email to [steve@kick4life.org](mailto:steve@kick4life.org)