

Information Pack

www.hospiscare.co.uk/twilight

HOSPISCARE'S

☆☆☆
**TWILIGHT
WALK**

2022

Celebrating 40 years of care



Kindly sponsored by
Jurassic Fibre

Because every day matters

www.hospiscare.co.uk

Registered charity no. 297798



Hospiscare

Caring in the heart of Devon

Welcome

to Twilight Walk 2022

Thank you so much for signing up to take part in the Twilight Walk. Whether you're joining us at Manor Gardens or taking part by walking a route of your own, we want you to know how grateful we are for your support. This year marks Hospiscare's 40th year of service, and that incredible journey simply would not have been possible without the help of our community. Thank you! Now let's continue to work together to ensure Hospiscare can be there for another 40 years to come. Together, we can make a difference to local patients and their families across Exeter, Mid and East Devon.

This walker information pack provides you with everything you need to know about Twilight Walk, including how to set up your fundraising page, fundraising ideas, FAQs and how your support will make a difference to the lives of those in need of end-of-life care.

Although many aspects of life feel they have returned to normal, Covid-19 is still active in the community. If you'll be joining us at Manor Gardens on 9 July and you have access to a lateral flow test, please do take one at home before attending. We want the event to be as safe as possible for all our amazing participants, volunteers and Hospiscare staff. If you find you are unable to take part this year, but would like to support Hospiscare and raise funds in a different way, please email: events@hospiscare.co.uk.

Did you know...?

£36.40

could help fund bereavement counselling for someone who has lost a loved one

£58.76

could help fund an hour of exceptional expert nursing care

£152

could help allow a Hospiscare Community Nurse Specialist to remain with a patient at the end of their life

About Twilight Walk

After two years of lockdown, we're delighted to bring Twilight Walk back to Exmouth on Saturday 9 July. It's going to be a fun-filled fundraiser and we hope you're looking forward to it as much as we are!

If you're joining us for the event at Manor Gardens, here are all the key things you need to know:

- Twilight Walk t-shirts will be collected from Manor Gardens after registering on the day.
- Memory stars will be sent out in advance so you can decorate and display them in our in-memory tent at Manor Gardens.
- There will be food and drinks available for purchase throughout the day.
- On their return, every Twilight Walker will receive a free pasty courtesy of Moore's Pasties (if you have special dietary requirements, [please get in touch](#))
- We will be accepting donations on the day, both from our fundraisers and the general public.
- There will be water stations in Manor Gardens and along the route, so please bring a refillable bottle with you.
- We would really appreciate you getting into the spirit of the event: think pink, glitter and glam – let's turn some heads along the Exmouth seafront!
- Advance sign-up closes at midnight on Wednesday 6th July, but subject to availability, it will be possible to sign up on the day for £25 per person.
- [Click here to join the Twilight Walk Strava club.](#)

Arrival times

Manor Gardens will be open to the public, so feel free to bring your family and friends. There will be food and drinks available from mid-day, as well as music and good vibes!

In order for the event to start on time, we need you to arrive at Manor Gardens by the following times:

Distance	Arrival	Warm up time	Start time
13 mile	15:00	16:50	17:00
6 mile	15:00	17:50	18:00

You'll need to be back from your walk no later than 10:30 PM in order to receive your pasty.

[Click here to view the 6 mile route](#)

[Click here to view the 13 mile route](#)

Twilight Walk your Route

Join us (virtually) on Saturday 9 July, by walking a route of your own, in a location of your choice, on a day that suits you – although, for maximum effect, please consider walking on 9 July if you can! We won't all be together physically, but we're still one big team: Team Twilight!

Here are all the key details you need to know ahead of Twilight Walk Your Route:

- Your Twilight Walk t-shirt and memory star will be sent to you in the post
- We would really appreciate you getting into the spirit of the event: think pink, glitter and glam – let's turn some heads and help raise awareness of the Twilight Walk and Hospiscare!
- Advance registration closes at midnight on Wednesday 6 July, so your Twilight kit can be posted in time for the event
- When posting on social media please use the hashtag #TW22 #Twilightwalk and tag @hospiscare or @hospiscaredevon
- [Click here to join the Twilight Walk Strava club](#)

Remembering someone special

Each year, we feel privileged that so many walkers join together in support of Hospiscare, bringing with them sparkle, joy, memories and often tutes. As you walk, we know that many of you will be walking in remembrance of a loved one, so we've created an online gallery, where you can share a photo or perhaps a memory of someone special. To visit the gallery and add your dedication, please [click here](#).

We'll also be sending a memory star to you in advance of the walk.



What we can do when we work together

Hospiscare is the local hospice charity for Exeter, Mid and East Devon, delivering award-winning palliative care to local people living with a terminal illness. Each year we care for over 2,500 patients and their families, in their homes, on our specialised ward, within care homes and at local hospitals.

Over the last fifteen years, the Twilight Walk has raised a staggering £747,222.81, which is incredible, particularly considering the challenges of the last two years. None of that would've been possible without people like YOU!



Fundraising

There are all sorts of ways you can fundraise for the Twilight Walk. The fundraising tips within this pack should be enough to get you started, but please don't be afraid to think outside the box. More often than not, it's those who try something new that reap the best rewards! If you're unable to fundraise this year, please consider donating £50 to help us achieve our fundraising target for Twilight Walk -- thank you.

Digital fundraising

The easiest way to get started with your fundraising is to set up a JustGiving page and share it with your friends and family on social media! Just [click here](#) to set up your page. This enables your friends and family across the world to donate easily and securely, and you don't have to collect the cash! Once your supporters have donated they will receive an email to thank them for their support.

To make your page stand out, you can explain what you are doing for Hospiscare and why and add a photo of yourself or perhaps a loved one you are remembering. We find setting a fundraising target often helps our Twilight Walkers raise more, so please make sure you've got one set! We hope each Twilight Walk participant will raise at least £50 in sponsorship, but the sky's the limit! If you have a family member or a friend you know will give generously, maybe ask them to do so first – this may encourage others to be generous too!

Setting up a Facebook Fundraiser is also a great way to let friends near and far know you are taking part. Here's a simple guide...

1. Open the Facebook app
2. At the bottom right, tap Menu
3. Tap Fundraisers (it is in Community Resources)
4. Tap Raise money
5. Tap on the non-profit
6. At the top right, tap Create

If you'd like to download a paper sponsorship form, please [click here](#).

Spreading the word

- Send a group email to your colleagues with a link to your fundraising page to make them aware of your fundraising efforts. Who knows - they may even want to join you!
- Speak to your manager / marketing team about mentioning your fundraising efforts in your work's newsletter, bulletin, staff meetings, and communications, or even in the footer of your email.
- Speak to your HR department about match funding. Many companies are keen to support and recognise the charitable efforts of their employees, and a great way for them to do that is to match your fundraising!
- Put links to Twilight Walk and your fundraising page in your WhatsApp / Facebook group chats. You could start a fresh one just for your Twilight Walk fundraising!
- If you are on Facebook, Instagram, Twitter or other social network sites, share a link to your fundraising page so that everyone knows you are taking part. Remember to tag us into your posts on Facebook and Twitter using @Hospiscare or on Insta using @HospiscareDevon.

Don't forget to tag us in your photos on Facebook or Twitter using @Hospiscare and #Twilightwalk



Fundraising Tips

You've shared your fundraising page or sponsorship form with your friends and family and want to take your fundraising even further? Why not take inspiration from our fundraising tips and arrange a fundraiser that works for you!



Just Giving

The easiest way to get started is to set up a [Just Giving page](#)



Bake sale

Get baking and ask friends and family to join you in selling them



Swear box

Improve your vocabulary at home or in the office, while raising vital funds



Guess the sweets in a jar

Fill a jar of sweets, and get people guessing for a donation. They might just win the jar!



Dog walking service

Love four legged friends? Why not offer a dog-walking service in exchange for a donation?



Bring & Buy or Car Boot Sale

Turn the things you no longer want or need into much needed cash for Hospiscare!



Car washing

Could you wash the neighbours' cars in exchange for a donation?



Give something up

We all have something we ought to give up. Why not do it for Hospiscare?



Guess the baby or person

Ask everyone to dig out those old photos and play guess who – all in aid of Hospiscare



Paying in my sponsorship

If you're fundraising online, JustGiving (or other platforms) will automatically send us the money you've raised.

If you'd like to pay in what you've raised offline via our website please www.hospiscare.co.uk/donate and select 'I have taken part in a sponsored event' and use the text box to let us know you've taken part in the Twilight Walk. Please note: in order for us to claim Gift Aid on any eligible donations, you'll still need to send us a copy of your sponsorship form. You can either post the form or email a copy to: fundraising@hospiscare.co.uk.

If you'd rather send us a cheque please make it payable to 'Hospiscare' and send it along with your sponsorship form to: Fundraising, Hospiscare, Searle House, Dryden Road, Exeter, EX2 5JJ.

Alternatively, you can bring your sponsorship with you on the day and hand it in at the Donation Station.

Gift Aid



Gift Aid means Hospiscare can claim an extra 25p for every £1 given at no extra cost to you. UK tax payers should be eligible to Gift Aid their donation, so please ask those who sponsor you to read the Gift Aid declaration on your sponsorship form, provide their home address and tick the box if they can. It's important they provide their home address, as we won't be able to claim Gift Aid on their donation if they provide a business address. Every penny helps, so please do take the time to familiarise yourself with the Gift Aid declaration and ensure your sponsorship form is filled in correctly.

For more information about Gift Aid, please [click here](#).

Why fundraise for Hospiscare?

If you live in Exeter, Mid or East Devon, Hospiscare is your adult hospice charity. Should you or a loved one need care for any type of terminal disease, our team of specialist doctors and nurses are here to help. Hospiscare relies on the generosity of our community to raise 82% of the funding we need to provide our specialist care. We receive only 18% of our operational costs from the NHS. By fundraising for an event, purchasing an item from our shops or leaving a gift in your Will, you make a difference to the lives of our patients and their families each and every day. Without the on-going support of our community we can't be there for local people when they need us most, so thank you for all that you do for Hospiscare.

[Click here to kick-start your fundraising](#)

Strava

While a majority of participants will be joining us at Manor Gardens this year, some of you will be doing it your way and taking part in Twilight Your Route. Strava is a great way of bringing us all together and will allow you to share your favourite routes and photos from the day! Please [click here](#) to join the Twilight Walk Strava Club.

Connecting Strava and JustGiving:

Strava and JustGiving work well together. Your activity on Strava will be displayed automatically on your JustGiving page, allowing your supporters to keep up to date with any walks you log. [See this tutorial for how to set this up.](#)

Some common Strava troubleshooting:

[Why aren't my activities counting towards club leader board](#)

[Activity privacy controls](#)

[How to upload manual activity \(if something went wrong whilst out\)](#)

[Auto-pause](#)

[How to link Garmin and Strava](#)

Don't worry if you're not tech savvy at all. Let us know your route and send us some pictures from the day and we'll add you to our list of fantastic Twilight Walk finishers!

FAQs

Besides my Twilight t-shirt, what should I wear?

It wouldn't be the Twilight Walk without walking, so appropriate footwear is a must. Here's hoping for a balmy summer evening but the weather can be unpredictable, so we'd suggest wearing something versatile or layers of clothing. Check the weather forecast before you set out and plan accordingly – sunscreen and all. The theme for this year's event is glitter and sparkle - now is the time to shine!

What should I take on my Twilight Walk?

We suggest:

- A hydrating drink, such as water
- Your mobile phone
- A torch or light (parts of the cycle path aren't lit)
- A portable phone charger if you have one
- Any snacks you might want to eat on the route
- A face mask and hand sanitiser are also things you may wish to consider

What is the terrain like at the Twilight Walk?

The 6 mile route is mostly flat and along even paths. The 13 mile route is slightly hillier and due to the length of the walk, you may be returning in the dark. Both routes follow shared paths so please be aware of other pedestrians and cyclists.

Can I bring my dog?

Dogs are welcome but you know your pooch best. Please be aware that the event arena can be busy and noisy so only bring your four-legged friend if they would enjoy this. Dogs should remain on a lead at all times and we would ask you to bring waste bags and use them, as well as a bowl and water to keep them hydrated.

What time does the Twilight Walk start?

Distance	Arrival	Warm up time	Start time
13 mile	15:00	16:50	17:00
6 mile	15:00	17:50	18:00

Can I sign up on the day?

Subject to availability – yes, you can! Signing up on the day will cost £25 per person.

Do I need to raise sponsorship money?

Your entry fee helps to cover the cost of the event, so we ask each participant to raise sponsorship money or donate £50 if they can. Your fundraising or donation will make a huge difference to the lives of our patients and their families. For example, £58 could help fund a home visit from a Hospiscare Community Nurse Specialist.

How do I set up an online fundraising page?

See page 6, [here](#).

Can I Gift Aid my sponsorship?

See page 9, [here](#).

How should I pay in my sponsorship?

Thank you so much for raising funds for Hospiscare. We really appreciate your support! To find out how to pay in your fundraising, please see page 9, [here](#).

How old do I need to be to take part in Twilight Walk?

We suggest that the Twilight Walk is suitable for entrants aged 12 and above, however younger participants may take part at their parent or guardian's discretion. All under 18s must be registered with the permission of their legal guardian.

How will the Twilight Strava Club work?

Strava is a free activity tracking app, so you can record your Twilight Walk on the app as well as share it in the [Twilight Walk Strava Club](#).

How to download Strava on your smart phone:

Apple: go to the App Store search Strava and download.

Android: go to Play Store search Strava and download.

Thank you to our event sponsor

Twilight Walk wouldn't be possible without the fantastic support of our event sponsor, [Jurassic Fibre](#). Exeter-based broadband provider, Jurassic Fibre, is building its own cutting edge full fibre network across Devon, Somerset and Dorset. Armed with a £250m investment from Fern Trading, advised by Octopus Investments, the company is transforming digital connectivity for communities across the South West.



Jurassic Fibre

Thank you!

As we celebrate Hospiscare's 40th anniversary, we'd like to reflect upon previous years of Twilight Walk. Thank you, to all of those that took part, fundraised, donated, sponsored or helped spread the word.



Photos from past Twilight Walks