

Time to get equal

scope

About cerebral palsy.
For disabled people achieving equality.

Event Fundraising

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Life Changing Experiences
White Peaks Ski Marathon
Italy: 4 –7 March 2010



Dear Skier / Snowboarder

Congratulations on taking your first step to securing your place on the **White Peaks Ski Marathon** for 2010, set in the Milky Way, Italy's world-class ski area. If you have got what it takes to ski or board 24 peaks in 48 hours and still remain cheerful you are what we are looking for!

Inside this leaflet you should find answers to most of your questions, but please do not hesitate to call if you would like to discuss things further before signing up.

Although White Peaks is a tough challenge event, it is well within the range of competent red-run skiers and boarders who are fit and have trained prior to taking part. It is not a race, so you will not be in competition with other participants, but you will be expected to push yourself to complete the challenge and to keep going when your muscles are complaining!

This is the twelfth year that Scope has organised the White Peaks Ski Marathon. So far, over 1,000 people from across the UK have taken part and a phenomenal £1.75 million has been raised for our work with children and adults with cerebral palsy. To take part, all we ask is for a registration of £100, and then a fundraising target of £1,500, which must be banked before the trip.

If you want to be part of the biggest charity ski and board challenge around, then send back your entry form as soon as possible, since places are strictly limited. We look forward to receiving your application in the near future.

Best wishes

The Events Team

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Scope is a registered charity

Scope is registered under the Data Protection Act 1998. The details you have given us will be held by Scope and will be used to update you about our work, other fundraising appeals and our trading activities (by post, phone or email) unless you request otherwise by contacting Event Fundraising, Scope, 6 Market Road, London N7 9PW. We will not pass your details to other organisations.

questions

Your questions answered

What's the average age?

There will be people of all ages from 18 to 70. The majority will be between 25 and 55.

How good do I need to be?

You need to be a competent, red-run skier or snowboarder. You must be able to link parallel turns and ski/board comfortably and confidently on this level of run for two hard days, no matter what the conditions or weather. If you are a snowboarder you should have a minimum of eight weeks' experience.

Will I be able to keep up?

Yes. You will ski/board in groups of 10 with one ski guide. Some groups will have a backstop. You will be put into a group that suits your ability and speed. If you want to change groups and go faster or slower, you can. We will do our best to ensure you are happy within your group. If you want to ski/board with your friends then that is fine, but we would ask that you all ski/board at a level that suits the slowest or least competent member of your group. Remember that this is not a race and you will not be timed in any way, but you will be skiing for almost two days non-stop.

How much training will I need?

We will be sending you a training schedule towards the end of the year, which will give you guidelines to prepare for the challenge ahead. The fitter you are, the more you will enjoy it and the less injury-prone you will be. As long as you undertake a regular training programme prior to the event you should be fine.

What's provided?

Flights, accommodation, all meals (from lunch on day of arrival to breakfast on day of departure), ski/boot/board hire, ski passes and English-speaking guides are all provided. If you choose to ski/board on day four (which is optional) then you will be required to pay for equipment hire and ski passes for that day only.

Want to travel out independently?

If you wish, you can purchase and arrange your own flights and transport to meet us out in Italy. Should you wish to do this your fundraising target will be £1,300, which must be banked before departure. If you plan to arrange your own travel you MUST let us know as soon as possible. We cannot provide separate transfers to the hotel if you opt to do this.

Can I bring my own equipment?

Yes. Our first port of call after leaving the airport will be the ski hire shop in Sansicario, which has excellent ski and snowboard equipment for hire. We will do our best to negotiate free carriage with the airline for the group and in previous years we have been successful, but unfortunately we cannot guarantee that you will not be charged for ski carriage.

If you are a snowboarder we would advise against bringing your own snowboard boots (without your board) since there may be a problem with compatibility when it comes to the snowboard bindings. It is best to either hire both or bring both with you.

What is the terrain like?

We will be using blue, red and black (where relevant) pistes throughout the two days. The Italian Milky Way offers over 145 ski runs, and offers a superb combination of varying terrain through forests, along ridges, wide open pistes and narrow tracks. The region was also host to the 2006 Turin Winter Olympics, so during this challenge we will tackle some of the Olympic downhill and slalom runs.

What do we do in the evenings?

We will ski back to our hotel every evening where you can relax in the Jacuzzi or sauna and soothe your aching limbs before dinner. We will eat together in the hotel where you will be briefed on the day ahead. The evenings are a time to get to know your fellow skiers/boarders. On our final night Scope will host a special celebration to mark the end of the challenge and then it's down to the disco for a boogie (if your legs can stand it!)

What will the weather be like?

March in Italy is usually a beautiful time of year, with cold overnight temperatures to keep the snow, and sunshine during the days. If we experience adverse weather conditions (e.g. high winds), we will adapt the route as best we can to ensure your safety and to make the event as enjoyable as possible.

What sort of back-up is there?

Each group will be led by an experienced English-speaking guide. Many of the guides do this event each year and are local ski-instructors so have an excellent knowledge of the area. There will also be a backstop with every other group who will ensure that no-one is left behind. At the bottom of each run, the guide will check that everyone is accounted for. All the guides are first aid trained and experienced in dealing with ski injuries. If you should become injured and need hospital treatment, the hospitals in Italy are great, and there is a doctor in Cesana, the next village to Sansicario.

Will I be insured?

You must take out your own personal travel insurance covering health, accidents and loss before departure. We will ask you to send us details of your policy for our files. If you own your equipment please make sure any insurance covers it.

Where will we stay?

We will all be staying in the Majestic Hotel in Sansicario, conveniently located close to the lifts.



The accommodation has mainly twin rooms but we can accommodate groups of up to four. The hotel offers a high standard of accommodation and is newly built and modern, with facilities including an indoor pool, lounge, fitness room, whirlpool and sauna and massage (local charge).

Can I stay on?

Yes, we will put you in touch with our tour operator, Tall Stories. To extend the length of your stay you must get in touch with them by 1 December 2009. Please note that places may be limited so extensions are done on a first come, first served basis. There will be a surcharge for the flight as you will no longer come under the discounted group booking.

How do I go about raising the £1,500 sponsorship?

Once you have signed up for the trip we will send you a comprehensive sponsor pack to make your fundraising as easy as possible, and we will be with you every step of the way. You will need to start planning your fundraising as soon as possible and here are some helpful tips to get you started.

- Always ask for payment up front. Chasing sponsorship can be time-consuming and often difficult to collect.
- Make the most of Gift Aid – Scope can now claim 28% extra on all donations from UK taxpayers.
- Put a large donation on the top line of your sponsor form to encourage people to follow suit.
- Have a look on the justgiving.com website where you can create your own sponsorship page to email to all your friends and family who can then donate online.
- Fundraise around what you enjoy doing in your spare time – if you go down to the gym regularly then think of a fundraising event you can hold there, or if you have a good local pub, consider holding a quiz or a race night there.
- Think of as many different ideas as possible and then if some of your ideas don't work, you have plenty to fall back on.
- Check with your company whether they have a matched-giving policy – and if they don't, find out if they would be willing to sponsor you.
- Make sure you tell everyone you know about what you are doing and try to get some coverage in your local paper or radio.

Here are just a few ideas to help you towards your target:

Ask 10 business suppliers/clients for £30	£300
Ask 20 work colleagues for £10	£200
Car boot sale	£100

Dinner party/barbecue for friends	£100
Raffle at work/pub/sports club	£200
Dress down day at work/school	£200

Can I raise more?

Yes! Fundraisers who raise £2,500 or over will have the option of having their entry fee refunded. The top fundraiser will be awarded with a pair of skis or a snowboard donated by Ellis Brigham Mountain Sports.

How much does the event cost?

With an event like this, there are costs of travel, accommodation and equipment. Some of the non-travel costs will be met from your registration fee and the remainder (around £600) will come from part of your sponsorship. This means £900 of sponsorship will come directly to Scope. If you feel unhappy that part of your money raised is used to meet costs, you may like to think about paying a part or all of the costs yourself. Please make sure that you sponsors are aware that part of their sponsor money may be used to meet costs.

What happens if I can't raise the money?

A minimum of £750 must be paid to Scope by Friday 15 January 2010. At this time all tour and travel costs will be paid to the tour operator. The remaining £750 must be banked before we go on the challenge. If you cannot raise the £1,500 we will ask you to make up the balance yourself, in order to keep your place on the event. If you do have to cancel from the event, we can refund your sponsor money directly to your donors if you require. Please do phone us for advice and ideas if you are experiencing difficulties.

Tell me more about Scope

Scope is a national disability organisation whose focus is people with cerebral palsy.

One in every 400 children born in this country has cerebral palsy, making it the most common cause of childhood physical disability.

Cerebral palsy can affect any child. It is a physical condition that makes muscles hard to control and may make it harder to communicate or get around by yourself.

Scope works with people with cerebral palsy, their families and carers and provides a range of services to meet their needs and enable them to live the lives they choose.

For more details, read the leaflet enclosed and visit our website: www.scope.org.uk

Life Changing Experiences

White Peaks Challenge

Italy: 4 – 7 March 2010



Your package includes

- Return flights from London (flights from Manchester can also be arranged)
- All transport to our resort in Italy
- Three nights' accommodation
- Full board throughout (except lunch on day four)
- Fully qualified English-speaking guides
- Full medical back-up and support staff from Scope and Tall Stories
- Ski/board and boot hire and ski/lift passes

Your package excludes

- Registration fee of £100, optionally refunded if sponsorship of £2,500 or more is received
- Personal travel insurance
- Gratuities for guides (around 10 euros)
- Personal expenses
- Optional ski/board day four (around £30 for ski pass)
- Optional ski/board hire day four (around £10 – £15)
- Lunch on day four