

CARE New Media Adventure Challenge 2010

supported by



Frequently Asked Questions

What is the New Media Adventure Challenge?

Now in its 2nd year, this is a 1 day multi-activity event for anyone who works in new media. The event will take place around Wimbleball Lake on the edge of Exmoor National Park, Somerset. In teams of 4- 5 you will hike, bike and canoe, and take on a few mystery challenges, all in the target time of 10 hours. By the end of the day, each member of your team will have covered a marathon distance on foot, bike and canoe. The day will culminate in a well earned celebratory meal and prize giving at a venue in Taunton.

How many people do we need to take part?

Each group must consist of 4 – 5 participants, one of which should have some map-reading and navigation skills. Within the team you will also need to appoint a team leader to co-ordinate the group and liaise with us throughout the planning and preparation.

How fit do we have to be to participate in the New Media Adventure Challenge?

You have to be reasonably fit for the Challenge, although nearly anyone can take part providing they follow the twelve-week training programme that we provide. Try, where possible, to include cycling in your team's preparation.

Do we need to book accommodation?

Yes – you will need to book accommodation. Once you have registered we can advise on the best options to suit your budget for the Friday and Saturday nights in or near Taunton.

Will I need insurance cover on the New Media Adventure Challenge?

As an event organiser, we have public liability insurance. Although not compulsory, you are responsible for obtaining any personal injury insurance that you may require.

What kit will the team need?

A detailed Kit list will be provided when you sign up to ensure that all teams are dressed correctly and prepared for the event. Teams will also go through a kit check prior to each stage of the challenge.

CARE New Media Adventure Challenge 2010

supported by



Do we need our own bikes to take part in the New Media Adventure Challenge?

No – mountain bikes and helmets will be provided for you. However, if you would like to use your own bike you are welcome to do so. Please note helmets must be worn at all times on the bike course.

Is it necessary to have walking boots?

No - you need trainers that offer good support, have specially constructed soles and are able to offer protection against the elements. We recommend Gore-Tex lined fabric trail shoes as they meet all of the above requirements.

Is it necessary to have full waterproofs to participate in the New Media Adventure Challenge?

Yes - even in the height of summer, conditions can change. It is important you carry your waterproofs with you on the event.

Will I need to carry water on the routes?

Yes - every team member should carry at least one litre of water on each stage of the Adventure Challenge. Ensure your water bottles are full for the start of each route. Opportunities to fill up, if any, will be pointed out to you at the start briefing. Water will be available from toilet sinks at the start location.

What kind of food should I take on the New Media Adventure Challenge?

On the route itself, carry lightweight high-energy foods such as nuts, muesli bars and chocolate. If you are planning to use energy gels/drinks please use them on training walks so that you know what they taste like, whether you enjoy them and lastly (but most importantly) to let your body adapt to them. If you do not train with energy gels/drinks, and you then choose to use them on an event you may find that you end up with an upset stomach. For an event of this length energy gels/drinks should only be used in conjunction with more substantial savoury foods.

How much does our team have to raise?

The minimum fundraising target for each team is £1,500 which includes all of your registration fees.

CARE New Media Adventure Challenge 2010

supported by



How can I reach and exceed my fundraising total?

There are many things you can – online auctions, quiz nights, five-a-side football tournaments, golf days, dress down days, car washing – these are some of the more popular ways in which teams raise funds. Ask your suppliers, clients and your own personal network of contacts. The following website, www.justgiving.com/carechallenge is an easy and effective way to tell everyone about what you're doing, and enables them to sponsor you online. Contact your local press – newspapers, newsletters and websites – with details of what your company is doing. This can help raise the profile and increase your potential. We will support you in your fundraising. We also offer fundraising workshops to help your team really make the most of all opportunities.

Where does our sponsorship money go?

Your funds will support CARE's work. Over 90p in every pound we receive will go directly to our overseas programmes, so you can be confident that your money will be reaching those who need it most. Please find below examples from our work:

- £50 – could buy a healthcare worker in Cambodia a bike allowing him/her to reach even the most remote parts sharing life-saving information about nutrition, malaria, HIV and pregnancy
- £100 – could train 2 women to be leaders of a village savings and loan group in Ethiopia that manages groups of up to 25 women who save together to fund small business activities
- £1500 - could help 3 villages in Uganda or Malawi to start a savings and loan group, providing them with all the equipment and training they need to form a committee, save money together and start making small loans from the group fund to support small business activities

To find out more about CARE's work visit www.careinternational.org.uk

What does the CARE Challenge Team do to reduce its environmental impact?

We support a number of environmental and community initiatives in the places where we run our challenges. Here are some examples:

- Through the Glen Nevis Visitor Centre and the Nevis Partnership, we have funded rucksack tags that educate visitors on how to protect the environment
- We support the Lakes National Trust and Lake District National Park initiative – "Fix the Fells".
- We support both the Lochaber and Llanberis Mountain Rescue Teams

CARE New Media Adventure Challenge 2010

supported by



- Through Climate Care, we offset all fuel emissions from both participants and staff

We ask all teams to limit vehicle numbers to one per team to ensure minimum impact on the local environment and local communities. We run litter collecting competitions on with the aim of leaving the mountain cleaner than it was found. For more details on how we reduce our impact on the environment visit www.carechallenge.org.uk/environment/environment.html

What support will I receive before the Challenge?

- Advice & support on fundraising, training and general preparation
- Team manual in the post, which includes all the information you will need
- Access to the online resources, which includes all of the information you will need
- Fundraising workshop and event briefing prior to the event, if required
- Fundraising materials
- Navigation days, if required

What is provided for me on the challenge?

- Support staff at designated check points
- Event and safety briefings
- Radios
- Bike & helmet
- Canoe & lifejacket
- Post event party – a celebratory meal and prize giving on the Saturday night

Why should I choose CARE International and the CARE Challenge team?

We are a small, efficient in-house events team with over 15 years' experience in running events. We don't outsource the running of the event to any 3rd party event organisers, meaning more of your funds will go where they are needed – to CARE's projects.

- CARE works in 70 countries with more than 59 million poor and marginalized people each year to find a way out of poverty.
- CARE has staying power. Our mission is to create lasting and long-term change in the poorest communities. This often means instigating radical changes to the wider systems of government or business that keep people trapped in poverty from one generation to the next.
- CARE puts money where it is needed. 90% of our income goes directly to our overseas programming work.

CARE New Media Adventure Challenge 2010

supported by



- CARE is always amongst the first to respond when disaster strikes. We make sure the aid gets to precisely where it is needed most.
- CARE has an unparalleled track record of working with communities to help them find sustainable ways of making a living.
- CARE places great emphasis on local presence. Over 90% of our staff is employed locally to ensure that we are really responding to local cultures.

What are the next steps?

If you have any other questions please contact us. To register your team, please visit www.carechallenge.org.uk/newmediachallenge. Once you have registered, you will be sent information in the post and will have access to the online resources. We will also be in touch to welcome to your challenge!

Tel **020 7934 9470**
Email **challenge@careinternational.org**
Web **www.carechallenge.org.uk/newmediachallenge**