

The Ultimate 40 for 40 Fundraising Guide





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Welcome to your 40 for 40 fundraising pack -
thank you for supporting the Path!

To celebrate 40 years of South West Coast Path, we are raising money to ensure it is here to enjoy in another 40 years! In response to continual budget cuts and the expanding England Coast Path that will put further strain on the public purse, we are trying to raise £40,000 to help protect the Path and have until 31st October to reach this target!

Whether you manage £4, £40 or £400, all, 40 for 40 fundraising will make a real difference to the Association's vital work.

Thank you!

What could the money you raise achieve?



At the South West Coast Path Association, we secure the way to the sea and hidden beaches, educate explorers of all ages and backgrounds on how to get the most from the Path, provide a safe corridor where local plants and wildlife can flourish, and ultimately ensure that accessing wild, beautiful coastal landscapes is free and easy for everyone.

But due to ever increasing pressure on budgets, as a charity and champion for the National Trail, we must raise ever more for the Path. Add to that increasingly extreme weather battering the coast, brought about by climate change; erosion caused by the growing number of feet on the Path; the finite lifespan of essential infrastructure like bridges, way-markers and steps, and you can see why it costs £1000 per mile per year, just to keep the 630-mile trail open.

This is what your fundraising can help us achieve, to ensure the Path is still open and accessible in another 40 years:



How your money helps:

- **£40** could buy the materials for four oak steps to help you safely climb cliffs or access beautiful coves
- **£75** could provide a school with an interactive workshop on the wildlife and heritage of the Coast Path
- **£250** could buy and install an oak fingerpost to help Path-users navigate between beautiful coastal towns
- **£400** could buy an interpretation panel to bring to life the amazing biodiversity of the trail
- **£500** could deliver a day of educational activities on the Coast Path for two youth groups
- **£1,000** could buy and install two wooden gates, allowing Path-users and livestock farmers to coexist in harmony



Who does the money raised through 40 for 40 help?



Every person who uses the Coast Path is ultimately a beneficiary of our charity and could benefit from your fundraising.

Think about it - where would **you** walk if the Coast Path didn't exist? 9 million people every year use the South West Coast Path to experience nature and adventure as well as support their mental and physical well-being, that is a lot of lives improved by access to the trail.

We want everyone to be able to reap the benefits of the Path, now and in the future. By getting together with Path-loving friends to have fun and fundraise whatever you are able, you help make this achievable.

Here are just a handful of those 9 million:



Sarah, 30, reason for loving the path:

mental well-being

“ The path has been my rock. It's seen me through every emotion and I'm so grateful for the upkeep and great condition of the Path that you all provide. ”

Andy, 61, reason for loving the path:

recovery from major-injury

“ The South West Coast Path made me walk again. I broke my back and could only walk very short distances. We would drive from Wiltshire down to Dorset and walk about a mile at a time before gradually increasing to about five miles. The wonderful views inspired me to walk further and further. I now live a mile from the South West Coast Path in North Cornwall. I walk on it every day. It keeps me motivated. ”

Caroline, 48, reason for loving the path:

post-amputation rehabilitation



“ Walking all the South West Coast Path was one of the biggest physical and emotional challenges I have ever taken on. My fitness levels improved, and I climbed hills that I never thought I was capable of. I am so proud of my achievement. It has made me stronger mentally and physically. ”



How can you raise money whilst enjoying the Path?



Remember you don't have to be doing something extreme to raise sponsorship from friends and family. Fundraising isn't only for mountain-climbing-ultra-triathletes, it's for everyone! If you can speak passionately about why the Coast Path means so much to you and deserves to be cared for, you might be surprised how willing people are to help you reach your fundraising target.

- **Set yourself an achievable fundraising target:** how about £40 for the 40th anniversary of the Path? 10 friends at £4 each and you are there!
- **Go direct to the source:** take a collection box with you to the trail and ask fellow Path-lovers to support you – do check if you need permission for this from the local authority first though!
- **Theme your Path fundraiser:** dress-up/three legged/blind-folded with guide – however you like, make your walk more interesting to potential sponsors!
- **Bring your ask to life:** film or live stream your walk/run explaining why you feel it is important to protect the Path and share on social media
- **Show commitment in your own way:** make a simple pledge to the Path which will inspire others to donate towards your fundraising efforts, it could be 'I will do a stretch of the Path I have never visited before', 'I will go out on the Path every day for 6 weeks' or 'I will take on the Path at night'
- **Incentivise your donors:** can you take some photos of the Path during your event and offer them to those that sponsor you?
- **Divert money from elsewhere:** can you take to the Path instead of a more expensive social activity with friends (dinner out/cinema/spa day/pub) and donate the money saved to your 40 for 40 fundraising efforts?
- **Bring the kids:** we have had some brilliant young fundraisers over the years who have helped their families reach their target with their enthusiasm!
- **Match fund yourself:** if you can afford to, why not offer to match whatever your friends and family sponsor up to a certain amount, people love it when their money goes further!



Lucy collects sponsorship on the Coast Path in her Poldark costume!

"Off the beaten track" fundraising ideas

Prefer to create a community fundraiser away from the Path? Brilliant! There are plenty of ways to raise some cash away from the trail. The Path unites people of all ages and backgrounds, so let it bring your community together to celebrate and fundraise. Here are some ideas to get you started:

- **Throw a birthday party for the South West Coast Path:** invite along fellow Path-devotees and ask people to share stories from their adventures on the Path, ask for a small donation from all guests
- **A good old-fashioned bake sale, or even better a baking competition:** donate to enter, donate to judge!
- **Guess the name of the toy animal:** can you get hold of a coast-dwelling animal, perhaps a sea bird or seal?
- **Face painting:** ask a local person to donate their time for free and then take donations from each person who has their face painted
- **Pot luck dinner or picnic:** everyone donates a plate to the picnic and a small amount to join in
- **Open mic competition:** ask your performers to make a small donation to enter, and from the audience
- **Auction of promises:** ask local people to be generous with their possessions and time so others can bid donations for them. Anything can work as a lot in an auction of promises – from car washing and babysitting to usage of a local space or borrowing a car for a wedding
- **Coast Path craft session:** a great one for parents and young children, even better if you can get the artworks displayed somewhere public afterwards
- **Summer cocktail making:** everyone bring a mini bottle. Even better if you have a local distillery who could donate a few bottles of gin or whisky.
- **Vintage shwapping:** bring and swap the clothes you don't wear anymore for ones you will! The clothes are free, but ask everyone to put a small amount of money in the bucket to take part
- **Dance or Zumba marathon:** ask your local instructor to donate an outdoor session and see how many people you can get doing the same moves at once!
- **Sponsored eyebrow/leg/back wax:** the more well-known the victim, the better!
- **Celebrate the cuisine of the South West:** pasty or scone afternoon!



How to collect your sponsorship donations



The easiest and most efficient way to collect sponsorship these days is via an online giving page.

Set up your Virgin Money Giving Page [HERE](#)

How to get the most from your online giving page

- **Target:** you will be asked whether you want to display a target – always do this! Research has shown people are more likely to give if they feel they can help you reach a specific goal.
- **Photo:** put up a fun profile picture, ideally of you out on the Path
- **Describe:** explain why the Path means so much to you personally
- **Think strategically!** make sure your first donation is from one of your more generous sponsors, this gives you an early boost and inspires others to give generously too
- **Be quick:** set up online giving page as early as possible, pages that are open for longest always receive the most donations as people can sponsor you when they can most afford it (after pay day for example!)
- **Gift aid:** ask friends and family to agree to gift aid their sponsorship if they are eligible to make their donation go 25% further

How to pay in offline fundraising

Phone: call us to pay in sponsorship by card on 01752 896 237

Cheque: make it payable to South West Coast Path Association, write your name and '40 for 40' on the reverse and post it to South West Coast Path Association, Bowker House, Lee Mill, Ivybridge, PL21 9EF

How to get the word out about your fundraiser



- Put a link to your online giving page in your email footer at work
- Social media – share a different message about why you are getting involved with 40 for 40 each week along with a photo of the Path
- Put a collection box or poster in your local pub/community space
- Have a birthday coming up and fed up of getting gifts you will never use? How about asking for donations towards your fundraising efforts instead?
- Pass around a sponsorship form at work or at your next social gathering
- Personally email each of your contacts individually asking for £1 in the subject line – people are more inclined to give when they feel that you are asking them directly
- Use the information provided in this pack to show how your sponsors' money could make a difference
- Get a small prize and explain to your sponsors that you will pick one of your kind sponsors at random to win it after you have finished fundraising
- Don't be afraid to remind your would-be sponsors to donate, it usually takes at least three times of hearing or seeing something for people to take action, so if they haven't donated yet, they have probably just forgotten!
- Tell us all about it by tagging us in on social media and we will share where possible!

 @southwestcoastpath

 @swcoastpath

 southwestcoastpath





*Thank you so much,
every penny you raise makes
such a difference!*

Remember – we are here to help.

If you need any support with your fundraising or have questions about 40 for 40 please don't hesitate to get in touch with us.
events@southwestcoastpath.org.uk or 01752 896237