



THE SNOWDONIA TREK

GO FURTHER. HIGHER. HARDER.
DON'T DREAM IT. DO IT.

Register today
humanappeal.org.uk/challenges



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ABOUT HUMAN APPEAL

WHO WE ARE AND WHAT WE DO

Human Appeal is a non-profit organisation working across the globe to strengthen humanity's fight against poverty, social injustice and natural disaster. Through the provision of immediate relief and the establishment of self-sustaining development programmes, we aim to invest in real, effective solutions.

We work year-round to establish healthcare, education, and livelihood programmes that pave the way for empowered, self-serving communities. We also provide food, medical aid, and disaster relief during emergencies, a critical intervention that saves lives.

Our skilled local teams are able to access some of the most hard-to-reach places in the world, at their most vulnerable of times.

OUR HISTORY

Human Appeal was founded in a small flat in Manchester in 1991, and was slowly and diligently built from the ground up. In 2004, we registered as a company limited by guarantee, and we registered with the Charity Commission in 2014.

Since then, we've grown from a team of two students to a family of over 173 employees in the UK, 100 staff in our international country offices, and 887 volunteers, all of us united towards a common goal of a kinder, fairer world.

LIVELIHOODS

We assist in livelihoods development for vulnerable and displaced communities to create sustainable income generation opportunities.

CHILD WELFARE & ORPHANS

We provide a one-to-one sponsorship programme in 9 countries to give children a better future, whilst keeping the safeguarding of children central to our approach.

EMERGENCY RELIEF

We provide humanitarian assistance in the context of disasters, conflicts and emergencies in the form of food security, medical aid and support to local health facilities, provision of shelter, camp management, and protection as well as water, sanitation and hygiene and education in emergency contexts.

WATER, SANITATION & HYGIENE

We provide access to clean water and sanitation, and improve hygiene practices and awareness among vulnerable and displaced communities.

EDUCATION

We improve access to inclusive and quality education for children of school age in vulnerable, marginalised and displaced communities and equip young people and adults with relevant skills and knowledge through education and lifelong learning opportunities as well as technical vocational courses and training.

FOOD SECURITY

We enhance food security through sustainable agriculture, strengthening resilience and improved nutrition amongst communities affected by disasters, conflict and poverty.



WELCOME TO THE SNOWDONIA CHALLENGE

LOCATION:

Gwynedd, Wales

FUNDRAISING PROJECT:

Orphan Sponsorship Appeal

**THANK YOU FOR SIGNING UP TO THE
SNOWDONIA CHALLENGE**

Thank you for signing up to the Snowdonia Challenge. You are now part of a team of extraordinary people who are going beyond their fears to help orphans around the world. This exciting challenge will see you fly abroad at an affordable cost for the weekend and take part in an awesome challenge and make a difference.

FUNDRAISING TARGET:

Your target is to raise a minimum of £300. Start inspiring yourself and others by sharing your goal with your family and friends and on your social media platforms. You will have the support of our local fundraisers should you need marketing materials.

THE COSTS/REGISTRATION FEE:

The registration fee is £25. This helps towards admin and transport costs to and from Snowdonia. You will also receive a personalised hoodie, a t-shirt for one excursion, and a challenge finisher medal.

INSURANCE AND OTHER ITEMS:

Must be covered by participants.

Join our Snowdonia WhatsApp Group to stay up-to-date with all the latest news, events, and a chance to meet other adventurers. We will share the group details nearer to the time.



THE CAUSE: ORPHAN SPONSORSHIP PROGRAMME

Human Appeal has been helping supporters to sponsor orphans for 30 years. Currently, our supporters are sponsoring over 19,000 orphans across nine countries. We've witnessed how one sponsorship can change a whole future, and we've learnt to develop a programme that puts the child's needs first. All our work is overseen by our child protection specialists, who ensure that children are never put at further risk.

In order to qualify for child sponsorship, an orphaned child must remain in school, which safeguards their right to an education and a future, and helps to give them the tools to support themselves once they become young adults in the world. Sponsoring an orphan is one of the most blessed and rewarding acts you can do. And it's some of our most impactful and precious work, which we carry out with great care.

WHAT TO EXPECT WHEN YOU SPONSOR AN ORPHAN:

As soon as you sign up to be a sponsor, we'll send you a welcome pack with a photo of the child you're sponsoring and their story, which you should receive within 14 days. This is just the start of the journey. You will start receiving annual handwritten messages and/or drawings from your child, telling you about their daily life, interests, milestones and achievements. You will also receive detailed updates from our local staff who work in their community, so you can watch your little one grow and thrive year after year.

Give a child a better future. You can save a child.



THE SCHEDULE

ITINERARY:

- Arrival Between: 7:00AM – 8:00AM
- Trekking to start 8:00AM- 9:00AM (5-7 hours trekking)
- Leave between 5:00PM-07:30PM

THE SCHEDULE:

Pickup times from London, Birmingham and Manchester.

ESTIMATED DEPARTURE TIMES:

- 12am London
- 4am Birmingham
- 5am Manchester

TRAINING SCHEDULE:

Do you need to train before walking up Snowdon? Anyone who is reasonably fit with no health problems should be able to walk up and down Snowdon in under 8 hours.

You shouldn't need to 'train' specifically for the walk, but of course any extra uphill walking beforehand will help and the fitter you are then the more you'll enjoy it! You can find some challenges online if you are looking to train for it.



THE POWER OF SOCIAL MEDIA AND VLOGGING

Use the power of social media to achieve your fundraising target and start a vlog so your followers can share your adventure. Be social before, after and especially during your challenge. People love supporting great causes and witnessing others overcome their fears.

Let people know you'd be really grateful for a few donations to get you off to a flying and encouraging start.

Continue to post every so often asking people to help you get to the next fundraising milestone, e.g. "Thanks everyone for helping me reach £160! Can anyone help me get to £200 for the Syrian Housing Project? [link to your page here]." You could do this every few weeks or so when you're approaching a new milestone. Thank people publicly for their donation to keep drawing attention to what you're doing and to create enthusiasm around your cause, e.g. "Big thanks to XXX for their donations – I'm now at £200, which will provide XXX! Thanks everyone for your support. It means a lot." You could do this every week or so, depending on how often you get donations.

So, start inspiring others now and tell them you've just joined the Snowdonia Trek. Be sure to tag Human Appeal!

SOCIAL MEDIA TOP TIPS:

Share your journey with your followers in real time on platforms like Instagram stories, Instagram and Facebook Live, Twitter and TikTok. Remember to tag Human Appeal.

Create urgency – highlight the importance of the cause in your fundraising posts and try to give people a reason to sponsor you right there and then.

Create momentum – constantly post about the challenge to keep reminding people and to create a buzz around the Snowdonia Trek and your fundraising campaign.

Create hooks – create "hooks" or reasons to give updates or to base a fundraising task around. For example, use your fundraising targets or training milestones, event preparations or just say thanks to those that have donated to your cause.

Make your first post about your why – talk about your reason for joining this challenge and the importance of Human Appeal and this cause.



CONTENT TIPS FOR THE SNOWDONIA CHALLENGE

WHAT:

- Tell people about the effort you're putting in to prepare for the challenge. Share your commitment, your plans, keep it engaging and, fingers crossed, you'll be reaping the reward of extra donations.
- Share your funny or interesting stories of anything significant that happened to you during your training or event preparations.
- Take plenty of photos and videos to really bring what you're doing to life. These are great for sharing on social media. You don't need fancy equipment – you could just use your phone. Funny photos or videos always go down especially well.
- Why not film a really simple video of yourself sharing your training for the Snowdonia Challenge and what it means to you?
- Reportage short clips and micro-video blogging – there are so many ways to do this. Depending on what you're doing, film short clips of your preparation or training, or during your fundraising activity itself.
- Depending on what you're doing to fundraise, you could broadcast live on Facebook or Instagram. It's a great way to get people involved.
- Share reminders in the run up to your event, e.g. "I can't believe I'll be climbing / running / etc X feet this time next week. Thanks to everyone who has helped me raise £200 so far. If anyone else can help I'd be really grateful for whatever you can spare [link to your page here]."
- Just be yourself! Keep it personal. Speak naturally, as though you were speaking to a friend. Have an idea of what you will cover in your vlog but don't follow a script. At the beginning of your vlog, please tell us: your name, your reason for joining this challenge and the importance of Human Appeal and this cause.
- Other questions you may want to answer in your vlog are:
 - How have you found the training so far?
 - Has it been more or less difficult than you expected?
 - What has been the most challenging and rewarding experience so far?
 - Have you got any tips for anyone else who is training for a charity challenge of this nature?
- Inspire your viewers with your experiences, encouraging them to visit your fundraising page to donate and learn more about Human Appeal and your cause.
- Ensure the vlog always has a link to your fundraising page.



CONTENT TIPS FOR THE SNOWDONIA CHALLENGE

WHEN:

- Remember: payday is a good time to ask for donations. If you feel like it, towards the end of the month, you can just be completely honest and transparent about this with something like "Since it's payday, can anyone spare a pound or two to support me in the Snowdonia Challenge for Human Appeal?" Then, proceed to thank those that have donated and supported your cause.
- Timely reminders of your story and why you're doing this and the impact you can have:
 - A week before, e.g. "A week today is the big day. I'll be climbing / running / XXX for Human Appeal. Here's a reminder of why I'm doing this [link to page]. I would be so grateful for any support you can give."
 - Day before, e.g. "Tomorrow is the big day. I'm really nervous! Thank you so much to everyone who has helped me raise £300. I'd be really grateful for any last minute donations [link to your page here]."
- During the challenge – describe the challenge as you endure it, how it is making you feel and the journey you have taken.
- Post challenge – remember to share the all-important post-event pic or video because the final moments often encourage a last-minute flurry of donations. You're going to be on a high when you complete the Snowdonia Challenge, so show off your medal and snap a photo to show your supporters you did it.
- Inspire your viewers with your experiences, encouraging them to visit your fundraising page to donate and learn more about Human Appeal and your cause.
- Ensure the vlog always has a link to your fundraising page.



CONTENT TIPS FOR THE SNOWDONIA CHALLENGE

HOW:

- Film your vlogs in landscape orientation. Can you prop your phone up on something to keep it steady? If you want to record your vlog whilst standing up and moving around, be mindful of moving too quickly. When framing your shot, think about where you are positioned within the frame. Be mindful of your surroundings when filming to ensure your personal safety.
- Think about where you are filming your vlog. For indoor filming, take advantage of any natural light in your house by recording facing a window so that the light is shining on your face. A good rule is to make sure that any light source is behind your camera – that way the light will be shining on you and not glaring into the lens.
- Make sure it's not too noisy in the background.
- Make sure that you can be clearly heard and the message and picture is clear.
- People have a limited attention span so try to keep it under 2 – 3 mins but there are no rules here. if you have a really great story, go for it!



CHALLENGE CHECKLIST

- Trekking boots with ankle support
- Walking trousers (Must not be cotton)
- Waterproof Trousers Base Layer. Merino wool is advised. No cotton.
- Mid Layer. Micro fleece top
- Top Layer. Full fleece or thermal/ Insulated jacket.
- Waterproof Jacket. This is really important. If you keep dry, you keep warm.
- Gloves
- Warm Hat
- Walking sticks (optional but strongly advised)
- Day sack
- Water bottle/bladder (at least 2 litres)
- Snacks
- First Aid kit
- Baby wipes



FAQS:

HOW MUCH FOOD SHOULD I BRING?

Enough for the whole climb! You will have a long coach journey on Saturday, a challenging climb and a long journey home. Plan what you want to eat and pack enough for all this and a bit more! You must bring your own food for the whole day. Sandwiches and pasta are ideal high-energy foods to give you enough carbs for the physical challenge. Sugary snacks are great for when you need an extra boost.

ARE YOU USING A MOUNTAIN GUIDE?

To make sure our challenge is as safe as it is enjoyable, we will be hiring an experienced mountain guide. Under no circumstances should we ignore our guide's advice.

DO I NEED A WATERPROOF JACKET AND TROUSERS?

Waterproof jackets and trousers are essential for all outdoor activities, no matter what time of year. A separate pair of waterproof over-trousers and a waterproof jacket **MUST BE CARRIED**. Few normal trousers and jackets are waterproof, so the extra layer is essential.

DO I NEED BOOTS?

Footwear is the most essential piece of kit when it comes to mountain climbing. It is very easy to sprain or twist an ankle if appropriate footwear is not worn. Feet can also get very sore in the wrong shoes, making for a very long and uncomfortable trek. Trainers/pumps/smart shoes are **NOT** appropriate footwear as they simply do not offer the correct support. Walking shoes or boots are a **MUST** to ensure your safety and comfort.

HOW LONG WILL IT TAKE TO CLIMB?

It can usually be done between 6–8 hours depending on the group size. Similar to the first point.

DO WE RECEIVE AN ORPHAN PROFILE PACK?

Sponsoring an orphan for a whole year is £420. If you fundraise the full amount (£420) you will receive an Orphan Profile Pack. However, if you don't meet the target, your donation will be put towards the Orphan & Children's Fund.

CAN I CHOOSE THE COUNTRY WHERE I WANT TO SPONSOR?

Yes, if you meet the target requirement (£420) you can choose one of the many countries we offer.

CAN I COLLECT ZAKAT DONATIONS FOR SPONSORSHIP?

Yes, Zakat is applicable for this project.

WHAT IF I DON'T RAISE THE £300 BY THE DAY OF THE TREK?

We're sure you will raise the full amount, and we'll give you loads of support to make the target. If you're struggling, please speak to us as soon as possible – we have tons of tips and ideas to help you out. If you miss the target you may not be allowed to participate, so please do get in touch if you are finding it difficult – we really want you on our team.



For any further queries,
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