

A man with a grey beard and sunglasses, wearing a wide-brimmed hat and a backpack, stands in a mountainous landscape. He is smiling and has his hands clasped in front of him. The background shows rugged mountains and a small town.

THE GRAND TOUBKAL CHALLENGE

**FOR THE VISIONARIES
DON'T DREAM IT. DO IT**

humanappeal.org.uk/challenges



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ABOUT HUMAN APPEAL

WHO WE ARE AND WHAT WE DO

Human Appeal is an international humanitarian and development organisation working across 20 countries in Asia, Africa, Europe, and the Middle East. We react immediately and incisively to humanitarian emergencies, and our development work has a lasting effect on people's lives in the world's poorest countries. In an increasingly fractured world, we are united by something powerful: our common humanity.

We sprang from a simple human instinct: to help other humans in trouble, regardless of creed or colour. We were created by two students in Manchester 32 years ago and now our work spans the globe. Our vision is to become a global agent of change for a just, caring, and sustainable world. Our mission is saving lives, alleviating poverty, transforming, and empowering local communities whilst championing humanity, impartiality, neutrality, and independence. We are inspired by Islamic faith and values, but we deliver help to anyone in need, particularly those who are most vulnerable, so we leave no one behind. We are faith-based, but not faith specific. We have faith in all humanity and believe we can achieve great things when we work together.

LIVELIHOODS

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

CHILD WELFARE

We provide a one-to-one sponsorship programme to improve child welfare in 9 countries, 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 aid, 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 GRAND TOUBKAL TREK

COUNTRY:

Morocco

FUNDRAISING PROJECT:

Syria Homes

THANK YOU FOR SIGNING UP TO THE TOUBKAL TREK CHALLENGE

Thank you for signing up to the Toubkal Trek Challenge

You are now part of a team of extraordinary people who are going above and beyond to help build homes in Syria.

Located in the High Atlas Mountains, Mount Toubkal is the highest mountain in North Africa and stands 4167m above sea level. On a trek to the top, you'll pass through ancient Berber villages that cling to mountain tops. Tired legs will be rewarded with superb views over the mountains and beyond to the rugged landscape of the pre-Sahara. It's just a few hours from Marrakech, making it the perfect challenge to take on over a long weekend.

FUNDRAISING TARGET:

Your target is to raise a minimum of £2000. 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 £99. This helps towards:

- Consultation in every aspect of preparation, including physical and mental
- All accommodation as mentioned below
- All meals as mentioned below
- All transfers during the trip (airport to Imlil, Marrakech and back to the airport)
- Highly experienced Western and English-speaking local guide
- Mineral water and mint tea on the climb
- Mules for carrying bags

INSURANCE AND OTHER ITEMS:

Must be covered by participants.



THE CAUSE: SYRIA HOUSING PROJECT

As hunger, displacement, and the health crisis escalates, Syrians are being forgotten. A staggering 4.5 million more Syrians are going hungry compared to last year. In all, 12.4 million people don't have a reliable way to feed themselves – that's 60% of all Syrians. Hospitals continue to be targeted and shut down, with almost half of all health facilities in Syria either partly operational, or completely out of service.

After 12 years of conflict, Syria remains the world's largest refugee crisis. More than 6.8 million Syrians have been forced to flee their country since 2011 and another 6.9 million people remain internally displaced. Let's give them somewhere to finally call home again; help us to build permanent flats with a living space, bedroom, bathroom, and kitchen.

A PERMANENT SOLUTION TO SYRIA'S UNINHABITABLE CAMPS:

Our project will directly help transform the future of an entire family. Your donation will get them out of tents – which leak in winter, and blister in summer – and into a permanent home in one of three apartment blocks that we're building. Each home will have a bedroom, living room, kitchen, and bathroom, as well as electricity and running water. This project will help

families who have spent up to a decade living in unsuitable tents, struggling for warmth, water, and protection, to finally have a place to call home, where they can begin to build a better future.

CHANGING LIVES IN SYRIA:

So far we've helped support over 9 million people in Syria since our work began in 2013. Last year alone, we supported 349,896 people through our healthcare, food security, and emergency projects. Help us to continue to turn lives around.





THE SCHEDULE

DAY 1: AMAZING AFRICA

You will meet the team at the airport to fly out together to Africa, a continent immersed in history, rich in culture and full of diversity. After your flight, you'll be met at the airport and transferred by road and arrive in the picturesque town of Imlil, at the foot of Toubkal. There you will be welcomed with traditional Moroccan tea and snacks, introduced to your teammates and head guide, and be briefed for the trek ahead. This will be followed by a traditional dinner. Then it's bedtime in preparation for the start of your journey.

DAY 2: THE CLIMB (APPROXIMATELY 5-7 HOURS WALKING)

Today starts early. After breakfast and last-minute preparation, your challenge starts and we set off. We quickly make our way through the orchards and ascend, leaving Imlil behind us in the green valley. Once the valley becomes something lost in the distance, we will be arriving at the mystic town of Sidi Chamharouch (2,300m). Here we will stop to enjoy our lunch, a cold and freshly squeezed orange juice and get ready for the next phase. Now the trail ascends steeply up the valley high above the river. We will continue taking in the views before arriving at our lodge and accommodation for the night (3,207m). At some point we will go through what the plans are for the following day, summit day. As there is a chance of walking on snow, we will cover winter walking techniques and an introduction on how to use your crampons as well as basic snow survival skills. After a well-deserved dinner and chill, we have an early night, in preparation for an early start.

DAY 3: TOP OF THE WORLD (APPROXIMATELY 5-8 HOURS WALKING)

Early this morning we will continue our adventure to the peak of North Africa's highest mountain, Jebel Toubkal (4,167m), to realise the ambition of many trekkers who visit the High Atlas. Depending on conditions, we may hit the snowline & out will come your crampons. However, given the time of year, this is not guaranteed. Although the trek today does get steep it doesn't really require any scrambling. After pushing hard, in thin air, your efforts will be rewarded with a stunning view from the summit of the Atlas range. If conditions allow, we may even get a peek of the Atlantic coast to the west, and the sands of the Sahara Desert to the east. After taking in the views, and compulsory pictures, we'll make our way back down to the same lodge as the night before, for lunch and a warm brew. We will have a few hours free to take in what has just been achieved. After dinner, an early night is what your body deserves.

DAY 4: STROLLING (APPROXIMATELY 3-5 HOURS WALKING)

After breakfast, we will continue our descent back to Imlil. We will obviously have our compulsory freshly squeezed orange juice at Sidi Chamharouch and chat about what we've accomplished. Then our final descent into Imlil. There you will be able to shower and get into some normal clothing, before enjoying lunch. Once the team is down, your transport will be ready to take you to Marrakech. After checking in you will have the chance to be a tourist.

DAY 5: HOME LEG

After breakfast and again packing your bags for the last time, this is where you begin to wrap up what will, we hope, have been an extraordinary experience. We will be transferred to the airport, where we make our flight back home and reflect on what has been a great experience. You do have the option to stay longer at your own expense. Just tell the group organiser in advance.





TRAINING SCHEDULE

Three elements of the Toubkal Trek will be a new physical experience.

- Your body will be trekking up to an altitude of 4,167m in just 2 days
- Your knees will have to take your body back down
- Low oxygen levels in the air

Although Toubkal is 4,167 metres above sea level, you will be glad to hear that you will be starting at just over 1,700 metres. To prepare for the incline and declines, your best friends will be the stepper, squats, and lunges. Decline can have an adverse effect on your knees, so squats, lunges and the exercise bike will be beneficial. They will help you build up the muscles around the knees and give you much-needed support.

Finally, oxygen levels. Some have tried simulators; however, these are not very accessible and can be pricey. A cheaper alternative is a high-altitude training mask which costs around £50. In the past however, we have opted for old fashioned cardio training. That could be any of the above-mentioned exercises, running, rowing, circuit training or even a fitness class at a gym.

Our advice is that you should be doing a minimum of two medium to high intensity 40-minute cardio exercises a week. The greater the intensity, the easier you'll find the trek.

A SIMPLE SCHEDULE CAN START WITH JUST:

- 15 minutes stepper
- 10 minutes cycling
- 10 burpees (3 sets)
- 20 squats (3 sets)
- 20 lunges (3 sets)

As the weeks go on, you'll want to increase the time/ reps of those exercises, as well as the level of the stepper and bike. You should be gradually increasing this until you are doing:

- 30 minutes stepper
- 20 minutes cycling
- 15 burpees (5 sets)
- 20 squats (5 sets)
- 20 lunges (5 sets)

If you already have a pre-existing medical condition or feel any unnatural discomfort, please seek medical advice.

A photograph of two men in winter hiking gear standing on a mountain trail. The man on the left is wearing a dark blue jacket and a black beanie. The man on the right is wearing a red and grey jacket and a grey hood. Both are wearing backpacks and holding trekking poles. The background is a misty, mountainous landscape.

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 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 Toubkal 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 Toubkal 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 TOUBKAL TREK

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 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 simple video of yourself sharing your training for the Toubkal Trek 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 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 TOUBKAL TREK

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 Grand Toubkal Trek 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 Ultimate Kilimanjaro 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 TOUBKAL TREK

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

- Rucksack 40L-50L: If you're flying on a budget airline, please ensure that it does not exceed their permitted size
- Travel bag: To carry your non trekking clothes and to be left at the hotel/Riyad
- Small duffle bag (Optional): for your sleeping bag and toiletries. To be carried by mule. Should not exceed 5kg.
- Trekking boots: must have ankle support and are waterproof
- Walking socks
- Walking trousers: Cannot be cotton. Should be loose and comfortable. Strictly no jeans
- Base Layer: Similar to what footballer's wear. Merino wool is recommended. Not cotton.
- Mid Layer. Micro fleece top
- Top Layer. Full fleece or thermal/Insulated jacket
- Waterproof jacket. This is very important. If you keep dry, you keep warm
- Slippers. (Optional) nice to be able to take your boots off in the evening.
- Warm gloves. You may also want to buy a few pairs of cheap ones too
- Warm hat
- Neck buff
- First Aid kit. Must include blister pads
- Headtorch
- Water bottle
- Sunglasses
- Whistle
- Sleeping bag. 1or 2 seasons. We'll be sleeping in beds with blankets, which can be used over your sleeping bag
- Toiletries. Remember that they must comply with aviation rules
- Portable charger
- UK to EU plug
- Non cotton underwear
- Non trekking clothing. For the days you are not trekking
- Walking sticks* Available for hire in Morocco and should cost around £10
- Crampons*. Available for hire in Morocco, should cost around £10 and only if there is snow

FAQS:

HOW DIFFICULT IS TOUBKAL?

Toubkal is a moderate hike due to the high altitude. The actual hiking itself is relatively easy and the summit approach from the south side from May-October is relatively straightforward.

WHAT TYPE OF SUPPORT WILL WE RECEIVE FOR THE TREK?

Our local support crew is made up of local guides, assisted by drivers, porters, cooks, and other support staff, depending on the type of trip. Local guides know the area well and are a great source of knowledge about local customs and lifestyles. Not all support crew will speak English well, but they are very friendly and approachable. The Human Appeal crew work closely with the local crew to ensure your trip runs smoothly and safely.

Your leader will arrange a collection of tips for the local support crew at the end of your trek, and you will be provided with a guideline amount in advance. Tipping is not obligatory, but once you see how hard they work on your behalf you will be happy to donate something! All our local crew are paid wages but bear in mind that the average wage in many countries we travel to is far below what you would spend on a normal night out.

TRIP SAFETY

Your safety, and that of the rest of the group, is our highest priority. Our trips are designed and planned with safety in mind. Your crew will be equipped with communication devices (e.g., phones, radios and/or emergency satellite phones), medical kit and other safety apparatus appropriate to the destination. Our leaders always have access to our 24-hour emergency UK back-up. They are responsible for safety on the trip and will make any changes to the itinerary they deem necessary, should local conditions dictate.

FOREIGN TRAVEL ADVICE

For the latest travel advice from the Foreign & Commonwealth Office including security and local laws, plus passport and visa information, check www.gov.uk/foreign-travel-advice.

GROUP SIZE

Your booking is part of a group challenge, and the challenge costs and fundraising targets listed on our website are based on a minimum number of participants which is shown on the challenge. Our typical groups run with approximately 10-30 participants; however, you may find your group is smaller or larger than this.

We will confirm at least 8 weeks prior to departure that your challenge is guaranteed to run. Occasionally it may be possible to still run the challenge with less than the minimum numbers, subject to a small group supplement. If we think a small group supplement may be necessary, we will discuss this with you as soon as possible.

FOOD AND DIETARY REQUIREMENTS

The food provided is plentiful, often local in style and freshly cooked and will give you plenty of energy. Sometimes we enjoy a buffet-style lunch-stop, other times we might have packed lunches. Dinners are generally eaten in camp. In some regions there may be less variety than you are used to, and in others fresh meat or produce can be harder to come by.

Being vegetarian or having other dietary requirements is not usually a problem provided you let us know well in advance. Please do not expect as much variety as you would have access to at home – we may be in very rural or remote areas and among people of a different culture who may not understand your requirements, however willing they are to help.

If you know there are plenty of foods you cannot eat we strongly recommend you bring extra snacks from home so you can top up your energy supply. Please feel free to ask us for advice

LUGGAGE

Your luggage, food, water, and equipment are transported for you from one night-stop to the next. If there is easy road access this is done by vehicle; if not porters, mules or even camels might carry your bags, depending on the destination and terrain.

Space is limited and hard-sided luggage is not suitable, so it is essential that your kit is packed in a soft bag, rucksack, or expedition kitbag. You should also bring a small daypack to carry for items needed during the day as you will not have access to your main luggage until the evening

FITNESS LEVELS

This is designed to be a challenge, and it is vital that you train sufficiently for it. You may find a training schedule on page 6. We expect all participants to train hard in advance, but we respect everyone's limits and do not expect everyone to maintain the same pace. Inadequate training is likely to have an impact not just on your chances of completing the challenge, but enjoying it too - and we want you to have the time of your life!

Our challenges attract people of all levels of experience, fitness, and ability as well as all ages and backgrounds. We design our challenges so that everyone can go at their own pace: this is not a race. If you have concerns about your fitness or if you have reduced mobility please do contact us for a confidential chat about whether this challenge is appropriate for you.

For logistical and safety reasons we sometimes need to re-group, so the front-runners may find themselves waiting for the slower ones. Please relax and remember that this is a team effort that enables people to achieve their personal goals.

PASSPORT AND VISA / VACCINATIONS

Entry requirements vary depending on your destination and nationality. It is your responsibility to ensure your passport is valid, and any visas are obtained in good time. Check the FCO's advice on entry requirements for your destination to be sure. To find out if you need a visa you can check your requirements using our partner, Visa Machine, website here; please ensure you allow plenty of time. Your routine UK schedule of vaccinations should be up to date (especially tetanus). We recommend you check Fit for Travel for further details. You should always check with a GP or travel clinic for up-to-date travel health advice as it does change.

CLOTHING AND KIT

We plan our trips around the optimal weather conditions but could still be exposed to bad weather at any time. It is vital you are prepared for all conditions. We provide you with a detailed packing kit-list on pages 10 and 11. We are always available if you need advice.

TRAVEL INSURANCE

Travel Insurance is compulsory on our challenges; we strongly suggest that you arrange insurance cover as soon as your booking with us is confirmed. Should you need to cancel on medical grounds, you will need insurance to cover the costs involved (registration fee and any trip costs depending on cancellation date).

You should also ensure that you have adequate cover for the type of challenge you are taking part in as well as medical emergencies, evacuation, and repatriation.



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