

WILTSHIRE HISTORIC CHURCHES TRUST

Registered Charity 1075598



From **Keith C. Rayward**, Ride+Stride Administrator

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Dear Parish Organiser,

I hope that you are ready to involve your church in this year's **Ride+Stride** taking place on **September 10th**. Maybe you could suggest to your PCC, as some churches do, that the day could be a *special parish event*, with a picnic/barbecue, or tied in with Heritage Open Days? And it's a good opportunity to encourage families to enjoy a day out together. Participants taking part may cycle, walk, ride a horse or a mobility scooter. They choose their own route and visit as many (or as few) churches as they wish. They can make their own trails using the *Lists of Churches*, or suggested trails can also be found at:

<http://www.wiltshirehistoricchurchestrust.org.uk/churches>.

The Lord Lieutenant of Wiltshire, Mrs. Sarah Troughton, will again be launching the event with a video which will be posted on Instagram and emailed to all Parish organisers.

We again wish to encourage all Riders and Striders to get involved by posting and sharing photographs of their church visits on Instagram. We hope this will increase both awareness and fundraising.

SPONSORSHIP

Each participant should be given a sponsorship form with the sheet of Instructions for Riders and Striders. Please ask them to read these instructions carefully. Please write your own name and address as Parish Organiser on the forms before handing them to participants.

- Sponsors may offer an amount per church visited or a total sum.
- Sponsors can also use **JustGiving**, which enables sponsorship to be donated online, saving participants the hassle of collecting money. Participants can set up their own JustGiving page via the link from WHCT Rider & Strider Information page or using this link address:

<http://www.justgiving.com/fundraising-page/creation/?cid=126645&eid=7367245>

Please record individuals' JustGiving links, so that I can track the funds so raised.

- Half the money raised will be given to a church selected by the participant and the other half goes to the Wiltshire Historic Churches Trust, to be distributed in grants for the repair and maintenance of churches or chapels in the county.
- Please encourage participants to ask sponsors who pay tax to mark the **Gift Aid** box and write their name and address legibly. This enables the Trust to claim an extra 25 pence for every pound raised.

- Parents of under 18-year-olds must sign the parental consent box on the form. Children under 13 must be accompanied by a responsible adult.
- We are again distributing material by email, or these can be downloaded from the web-site (www.wiltshirehistoricchurchestrust.org.uk). If, exceptionally, you need material mailed to you, please do get in touch with me.

PUBLICITY

- Please display the posters prominently, if possible in your local area as well as in your church.
- Try and get a paragraph about Ride+Stride into your parish magazine and/or web-site during the summer. Emphasise that it is an enjoyable day out, as well as a fund-raising activity. Some copy is provided.
- Encourage your Incumbent to promote the event from the pulpit and in the PCC.

PREPARATION AND PHOTOGRAPHS

- Churches themselves can get involved before September by posting photographs of any preparations and announcement of fundraising by tagging @W-H-C-T in the photograph, comment section (or both!). Don't forget to include #RideandStride2022 in the comment too!
- We will also be running a photograph competition from August to the end of September, keep an eye on our Instagram account for more details! To enter you will need to tag @W_H_C_T in the photograph and mention @W_H_C_T in the comment. (If you don't have Instagram, never fear! You can also enter by sending your entry to kcr.rs@btinternet.com and we can share it on Instagram for you!).
Note: Please ensure that photos have a good resolution; and note that photos submitted may also be used to publicise WHCT and Ride and Stride events.
- All pictures received will be entered into a competition for the most *inspirational picture*.

PRIZES

Wiltshire is one of the few counties to offer prizes for successful Riders and Striders. Thanks to the generosity of Lord Brooke of Sutton Mandeville, there are two trophies:

- The **Brooke Cup**, and **£500**, is awarded to the best all-round parish (note – this is calculated by multiplying the number of participants by the amount they raise).
The **Junior Group Cup**, and **£100**, is awarded on the same basis to the parish with the most successful group of under-18-year-olds.
These are valuable bonuses and emphasise the potential benefit of encouraging larger numbers of people of all ages to take part in Ride+Stride.
- In addition there are **cash prizes** given to the best achieving cyclists and walkers from three different age-groups: 16 and under, between 17 and 65, and over 65.
- This year there will again be prizes for the photos posted to Instagram and judged by the organisers to be the most inspirational: 1st prize £20, 2nd prize £15, 3rd prize £10.

CHURCH OPENING

I hope that you can arrange for your church to be open and, if possible, manned between 10.00 a.m. and 6.00 p.m. on the day of the Ride and Stride, Saturday **10th September 2022**. If you are unable to find stewards for the whole day, please ensure that there is a welcome notice with space for visitors to sign (copy enclosed), and perhaps a rubber stamp to certificate sponsorship forms. Light refreshments are appreciated by energetic cyclists and walkers.

CHURCH LISTS

The list of open churches included in this package is as accurate as I have been able to make it and can be given to participants with their sponsorship forms. Updates may be sent out by email. Neighbouring counties have churches listed on their Historic Churches Trust websites.

AFTER THE EVENT

- Collect the sponsorship forms and money, which participants are asked to give you by **Sunday 9th October**. Cheques should be made payable to **WHCT Ride and Stride** and recorded on the Control Sheet. It is also useful if you could pass on to me any photos or anecdotes that could be used for future publicity.
- Anything you can do to ensure that sponsors who mark the Gift Aid box have written their name, initials, address and post-code legibly is appreciated.
- Fill in all the required details on the **Control Sheet** and return it with the sponsorship forms and the money raised by **Saturday 22nd October**. Please do not send cash.
Forms received after 22nd October will not qualify for a prize.
 - Please ensure that the sections recording whether Participants walked, cycled or rode are completed; and that they are entered in the appropriate age groups, otherwise Participants will not be eligible for the individual prizes.
 - The Sponsorship Forms and Control Sheet have been updated so as to
 - More easily capture Participant information,
 - More easily capture how donations have been made (e.g., cheque, CAF, JustGiving, etc).
 - Two versions of the Control Sheet are provided:
 - A PDF form that can be printed for filling out;
 - For those that enjoy spreadsheets, an Excel version that can be used to capture each participant's information, then either can be emailed or printed out and posted.
- Your parish's half share of the amount raised will be returned to you from November. The tax reclaimed through Gift Aid is retained by the Trust, to cover administration costs and to add to the fund available for grants.

Very many thanks for your help. Should you not now be able to act as the parish organiser, please pass this pack to your Incumbent or churchwarden, who I hope will be able to find someone else.

REMINDER

Under the Data Protection Regulations I do need your consent to hold your contact details.

If you have not yet returned a consent form to me, please contact me (kcr.rs@btinternet.com or 01380 831199) and I will send you one.

Keith C. Rayward

WHCT Ride & Stride Administrator

Enclosures: Posters and flyers
Sponsorship forms, with instructions for Riders and Striders
Control sheet to list participants and amounts collected
Lists of churches that can be visited
Sample copy for Parish Newsletters
Welcome Sheet for your Church