



## FREQUENTLY ASKED QUESTIONS

### WHERE YOUR MONEY GOES

The suggested minimum fundraising target for this challenge is **£2,775**, of which **£1,570** must be received by Help for Heroes by **Friday 11 March 2022** to cover the cost of your trip. The remainder of your fundraising will go directly to give wounded servicemen and women the support they deserve. You still have three months after your challenge to boost your fundraising.

No matter what fundraising activity you are planning, it is important that you state if a proportion of all money fundraised is going towards the costs of your participation in your challenge. People donate and sponsor in good faith and need to be well-informed about where their money is going.

Help for Heroes encourages all fundraisers to be open and transparent; this applies to all fundraising activity, including collection tins, collections in supermarkets, private fundraising events with family and friends such as a curry night, cake sales etc. The Events Team will be on hand to guide you every step of the way to help you to reach and smash that target!

We suggest the following wording:

*"Please note that a proportion of the total money raised will be used to cover the costs of my participation in the challenge, which totals <£ insert amount>*

### What are the ride costs?

Included in the cost	Personal cost
<ul style="list-style-type: none"> <li>• Transport and transfers throughout the challenge; from the ferry outbound to the Eurostar inbound</li> <li>• Accommodation in 2 to 4-star hotels (<i>1-star hotels may be used if no available alternative</i>)</li> <li>• All meals including catered water stops; includes welcome dinner at Ostend on 12 June and breakfast on 18 June before return journey via Eurostar</li> <li>• Full support crew including: ride leads, medical, mechanical, historical and ceremonial support</li> <li>• Unique cycle jersey, commemorative t-shirt and medal</li> <li>• Commemorative video and images of the ride</li> <li>• Fundraising pack and support from the Events Team including fundraising and training advice</li> </ul>	<ul style="list-style-type: none"> <li>• Personal travel insurance – required</li> <li>• Travel to London for the start and from St Pancras, London at the end of the ride</li> <li>• Lunch and refreshments between London and Ostend (12 June)</li> <li>• Depending on your location and travel arrangements, overnight accommodation before or after the event may be required</li> <li>• Spending money</li> <li>• Personal clothing and kit, including helmet &amp; hi-vis vest (see kit list)</li> </ul>

For more information please contact the Events Team  
[events@helpforheroes.org.uk](mailto:events@helpforheroes.org.uk) 0300 303 9888



## FUNDRAISING

### How do I get started with my fundraising?

The Events Team is always on hand to guide you through your fundraising from the moment you sign up. Our comprehensive Fundraising Guide contains lots of Covid-19-safe ideas and advice; you will also receive a fundraising planner to help you break down your target month by month, collection box, fundraising posters and sponsorship forms to help you get started. We will continue to support you throughout your challenge with top tips, newsletters and advice, and do our best to help you become a fundraising champion!

### Can I claim Gift Aid on my sponsorship or donations?

Most people who donate to your challenge will be able to claim Gift Aid, although we cannot include this in your fundraising total as it is only a predicted amount of what we might be able to claim from HMRC. However, it is a vital source of additional income for the charity so please encourage your donors and sponsors to claim it. There are several rules around being qualified to claim Gift Aid including being a UK taxpayer and not being an immediate relation to the person taking part. Please see further details on our website; [www.helpforheroes.org.uk/give-support/donate-now/gift-aid/](http://www.helpforheroes.org.uk/give-support/donate-now/gift-aid/). Our sponsorship and donation forms include the information we need your sponsors to complete to claim it on their behalf.

### Do I need a license if I choose to organise a collection?

Please ensure you have the relevant permissions in place for any fundraising you are doing. For example, public collections will require a license from your local authority, however every collection may also need insurance cover. Please see your Professional Fundraising Agreement for full details. The team can provide you with a Letter of Authorisation, if you don't already have one, to support any permission you need to carry out your fundraising - so please do contact us and we will be happy to help. You can also find more details in your Fundraising Guide.

### How do I get fundraising items for my collection/event?

You can request a range of promotional items such as wristbands, pin badges and collection items to help boost your fundraising. Firstly, you must register your event or collection, after you have gained the appropriate permissions, then contact our Supporter Care Team on **0300 303 9888** to order your promotional items. You will need your collection and BBBR22 reference number to hand when ordering.

### How do I pay in my money?

When paying in any donations, it is important you make sure you quote your reference number, so we can attribute your donation towards your challenge total. The easiest way is via your JustGiving page as we receive the money directly, so no need to worry.

#### Donate by bank transfer

You can make a donation over the counter in any branch of Lloyds or by bank transfer to our Lloyds account (note, residents of Scotland, please use Bank of Scotland):

Account: 'Help for Heroes'  
Sort Code: 30-90-21  
Account Number: 03524452

**NB:** Please send the Donations Team a copy of the payment receipt (and any Gift Aid forms) with your

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name, address and BBR22 registration number so they can match this to our bank records, alternatively you can e-mail [donations@helpforheroes.org.uk](mailto:donations@helpforheroes.org.uk).

### **Donate by mail**

You can post cheques, made payable to 'Help for Heroes' to Help for Heroes - Donations, 14 Parkers Close, Downton, Salisbury, SP5 3RB. Make sure to reference your payment with your BBR22 reference number so we can make sure your donations go towards your grand total. Don't forget to include those Gift Aid forms!

### **Donate by phone**

You can call the us to pay in your donations over the phone on **0300 303 9888**. If you are calling out of hours, please leave a message or email, and the team will call you back. You will need your BBR22 registration number when you call so your payment can be referenced to your grand total.

## **CYCLING**

### **Can I ride as part of a team?**

Yes! If you are part of a team please make sure you let the Events Team know, if you haven't already done so on your registration. We will do our best to put your group in the same hotels during the ride.

### **What will the cycling be like?**

Our cycling challenges are not designed to be races; however, you should be comfortable maintaining around 10 - 12mph. An average day will be around 60-70 miles and in true Help for Heroes style, you can expect some sneaky hills along the way. The days in the saddle will be broken up with water and food breaks, along with historian-led stops and visits to war cemeteries.

### **How fit do I need to be to take part in the challenge?**

The ride is designed to be challenging for those of good health and fitness and is achievable for most people provided they train well in advance; we will provide you with a training guide after you have registered. Training for the challenge is all part of the preparation - the more prepared you are the more enjoyable your journey will be.

### **What sort of bike should I use?**

We recommend using a road/racing or e-bike for this challenge. Whatever bike you choose to use, you should complete plenty of training on it, so you are comfortable. Clipless pedals (with cleated shoes) give you greater power from the effort you put into each pedal revolution – they take some getting used to though and most people will fall off a few times. Please ensure you get used to them in good time before the ride.

### **What happens if I have a bike problem?**

It is essential that your bike is in good mechanical order before leaving the UK. If in doubt most good bike shops will service it for you. There will be a full tool kit with spares (e.g. inner tubes and puncture repair kits) carried in the support vehicles but we cannot supply spares for all eventualities. Spares will be charged at competitive rates advised by the mechanics on the ride. If your bike has unusual features (e.g. flat spokes) please bring suitable spares and tools required. Do not assume bike shops on route stock everything, many have to order specialists parts.

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### What are the rules for cycling in France?

To comply with French standards, your bike must have reflectors at the front and rear, plus you must always carry a hi-vis vest and wear it in poor visibility, as well as front and rear lights. Please refer to your kit list for further details and comply as French Police can stop you. If you have a bike frame without reflector fittings, ensure it can be attached securely to your saddle bag or clothing.

### Who organises the challenge?

Help for Heroes works closely with Discover Adventure, our tour operator, who support the logistics of the ride. We have worked with Discover Adventure for many years.

### Is there anything I need to do following Brexit?

There are no additional requirements for travel as a tourist, however if you would like to check the current guidance please visit [gov.uk/visit-europe-1-january-2021](https://gov.uk/visit-europe-1-january-2021), or speak to a member of the Events Team.

### What will the food be like?

Most meals are included apart from those stated above. Lunches are prepared using fresh local ingredients and will give you lots of energy, and there is plenty of it! Evening meals will either be taken in hotels or in local restaurants.

### What do people do in the evenings?

After the evening meal your time is your own; some people choose to rest and recharge with an early night, others choose to spend time getting to know each other better.

### Can I sign up for more than one challenge?

Yes, of course you can, as long as you are committed to hitting the suggested minimum targets for each event. We ask you to fundraise for your challenges chronologically, ensuring you hit target for your first challenge before fundraising for your next challenge.

## CORONAVIRUS (COVID-19)

As the coronavirus pandemic continues to present challenges, we're closely monitoring the situation, in constant contact with event providers and continually reviewing our plans in line with Government and NHS advice, and will keep you updated with any news about event dates, bookings and guidance. Our priority is to ensure the safety of our beneficiaries, colleagues, volunteers, supporters, and partners.

### I've got more questions, who should I speak to?

You can contact the Events Team by email [events@helpforheroes.org.uk](mailto:events@helpforheroes.org.uk) Our office hours are Monday-Friday, 0900-1700, and we'll get back to you as soon as we can. Please provide a telephone number if you'd like us to give you a call. Whether your question relates to fundraising or the cycling, we've probably been asked it before so get in touch and we'll point you in the right direction!

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