



What is Gold Challenge?

Gold Challenge is the charity challenge where you take on Olympic or Paralympic sports to raise money for charity. It aims to deliver a lasting legacy from the **Olympic and Paralympic Games** by encouraging mass participation in the Olympic and Paralympic sports.

It is the perfect complement to schools' 2012 programmes as it can harness the excitement of the Olympic and Paralympic Games and link to wider school priorities, including parent and family engagement, healthy lifestyles, community cohesion and student engagement and leadership.

Gold Challenge can be completed by anybody regardless of ability aged 7 upwards and there packages which are appropriate for individual young people or adults, families, groups and teams (including in schools).

The challenges for schools are the 2012km Challenge, Olympic Sport Challenge*.

The **2012km Challenge** involves groups or individuals cover an aggregate of; 2012km, 201.2km or 20.12km by one or more of the following:

- Running • Walking • Cycling • Horse-riding • Swimming •
- Canoeing • Rowing • Sailing • Windsurfing •

How To Get Involved

Registration is free, and some of the sports are too. There might be some costs involved in sports such as horse riding and sailing if you choose to take these on.

You will be expected to raise money for one of over 130 charities along the way.

There is no minimum fundraising target but we do make recommendations dependent on the challenge or size of team. Perhaps consider £5, £10, £25 or £20.12 per pupil as a recommended fundraising target.

How To Complete Gold Challenge

Here are some ideas on how you can shape the Gold Challenge 2012km Challenge in your school:

Delivery

- Gold Challenge kilometres can be completed at any time whether it's cycling to school, the lunch time running club, taking part in the schools swimming competition or canoeing at the weekend with friends or family.

*more information on the Olympic Sport Challenge can be found at www.family.goldchallenge.org

- You can identify to pupils what opportunities there are in and around the school to take part. Perhaps consider what other lunchtime clubs can be run.
- Pupils can calculate their journey to school on websites such as Google Maps or Map My Run.
- The 2012km, 201.2km or 20.12km challenge could be completed by teams in a day or week. This could be done by completing sprint relays, incorporating cross country races, indoor rowing or set up something of your own.

Taking part in teams

- Pupils can take part on their own or in teams of up to 100 such as classes, year groups or houses.

Leadership

- Nominate a Team Captain who can manage the fundraising and motivate the team to complete their kilometres. They can also personalise the teams' Gold Challenge and fundraising pages.

Report

- Ask pupils to blog, take pictures and video to report on their progress. This can be shared in newsletters, to supporters, with the local press, your charity and the Gold Challenge team.

Competition

- Teams can compete to see who reaches 2012km first or raises the most money. You can also issue prizes for teams that complete the challenge in the most innovative way.
- Set a deadline of the end of term or maybe the start of the Games to complete the challenge.
- For the more active or specialist interest groups state that the challenge has to be completed for example just by running or cycling.

Celebration

- Kick start your 2012km Challenge in assembly or as part of your wider London 2012 school project. All participants will receive wristbands that you can distribute on the day of your launch.
- Celebrate the end of your challenge with a ceremony celebrating those that completed the challenge the quickest and raised the most money for charity. All participants will receive a certificate that you can distribute at your ceremony.

Getting Started

Once you are ready to get started please get in touch with the Gold Challenge team who can manage the administration for you.

- Gold Challenge will send you a registration template so that each pupil can be set up with their own login page to record their distances. We need their names, gender and date of birth. Simply let us know which team you want them to be in and who they are fundraising for and we will complete the registration and return to you their personal log in details.

- Gold Challenge will also send you parental consent forms should you require it. Each team will need a captain e.g. a senior pupil or member of staff. Schools will need to also provide contact details for a staff member for the charity and Gold Challenge to communicate with.
- Gold Challenge will set up each teams fundraising page with either Virgin Money Giving or Just Giving (dependent on the charities preference).
- Communicate to the pupils, launch and get started!
- Don't forget to share your successes and stories with your charity and the Gold Challenge team.

To Register, or to find out more, go to www.family.goldchallenge.org, email family@goldchallenge.org or call 020 7099 8895