

# The Food Chain Birthday Walk

Thank you for helping fundraise for The Food Chain! This year we turn 35 on Christmas Day, and support for our services is needed more than ever. The Food Chain exists to ensure people living with HIV in London can access the nutrition they need. We deliver meals and groceries, offer cookery and nutrition classes, and host communal eating opportunities to help people get well, stay well and lead healthy independent lives. We don't receive any government funding, so community fundraising like this is essential - thanks for being a part of that!

To celebrate our birthday, we will be doing a sponsored walk on **1st October 2023**. This document should give you all the basic FAQs you need to get involved.

Pack includes:  
Information about the walk  
How to fundraise  
Social media  
How to sign up



## General information about the walk

### When?

1st October 2023.

35k: We will meet at the start point at 9.30. You can start the walk at whatever time you like, but bear in mind the days getting shorter!

10k: Meet at the start point at 13.30.

### Where?

35k: Slough Train Station to the Paddington Basin.

10k: Alperton Station to the Paddington basin

### How long will it take?

That is completely up to you. Ned, our volunteer who has organised this walk, is a relatively fast walker and averages 4 miles/hour, and he completes the 35k walk in about 6 hours including a lunch stop. For others, it might be more like 8 hours. The 10k might take about 2 hours, although everything takes longer when you are having a nice chat! Remember, it is not a race! There are no awards for first person at the pub. Do the walk at the pace that makes it an enjoyable experience for you and your walking group.

### What should I bring?

- Your friends – walking companions!
- Plenty of water and lunch – there are some shops along the route (see those mentioned in the toilets section)
- Hat, sunglasses, sun cream, brolly, waterproof clothing (you never know!)
- Plasters / first aid kit for your feet
- Extra battery pack for your phone if you need it
- A good attitude!

# Directions

**Starting Location 35k** – Slough Train Station - SL1 1XW Southside entrance / Car Park entrance

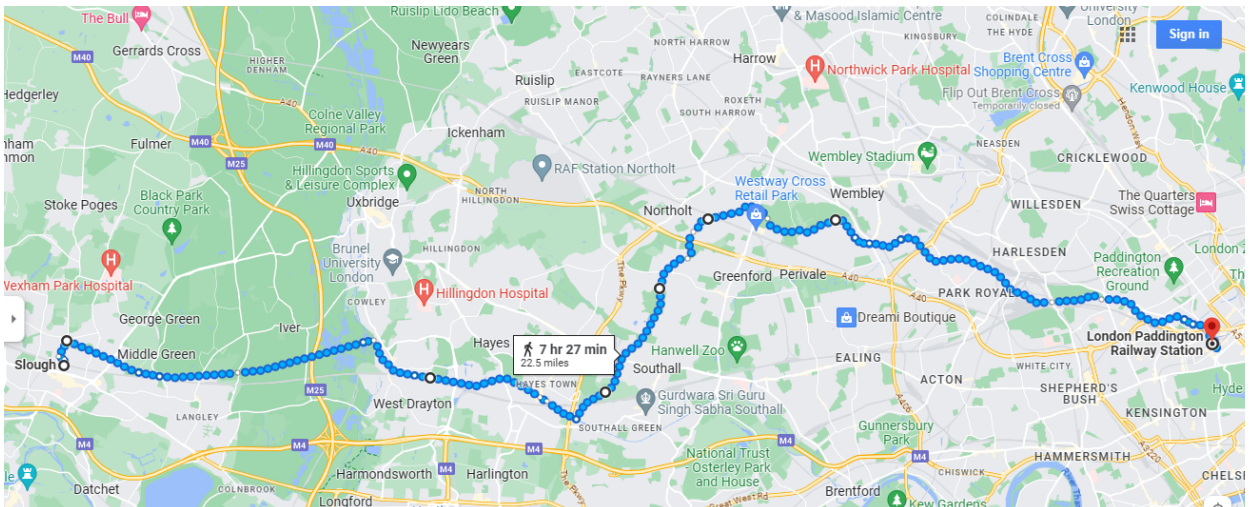
This walk will not be guided or have reminders on where to turn but there are only 5 turns on the entire walk.

1. Walk west (the direction of trains coming from London) to Stoke Road (B416) and turn right, going over the train tracks.
2. Walk 0.4 miles looking for the canal on your right at SL2 5AU. Turn right onto the canal.
3. Walk 5 miles until the canal path hits a T junction. Turn RIGHT heading south / towards Paddington.
4. Walk 4 miles until you come to Bulls Bridge with a large Tesco (UB2 5LN) on the opposite side of the canal and turn LEFT after the bridge onto the path sign posted to Paddington.
5. Continue on this path for 13 miles until you end up in the Paddington Basin at The Union Paddington Pub - 4 Sheldon Square, London W2 6EZ.

<https://goo.gl/maps/n6TcubjICZxGQwkD8>

## Starting Point 10k:

1. Alperton Station, Wembley HA04LL
2. Walk south-west down Ealing Road
3. Turn left at the end down Ealing Road
4. After you cross the canal, turn left down the steps
5. Turn right onto the canal and continue along the canal until you reach the Union Paddington Pub.



## Toilets

There's no guarantee that these are open - just that they exist!

<b>Mile 0</b>	Slough Station – go before the walk starts!
<b>Mile 5+</b>	Tesco superstore – UB7 7FP.
<b>Mile 6</b>	West Drayton Train station – UB7 9DY - need to cross the canal on the road bridge before UB7 9DY.
<b>Mile 8</b>	Woolpack Pub - Dawley Rd - UB3 1EJ.
<b>Mile 9</b>	Tesco – UB2 5LN - need to cross the canal on the road bridge before UB2 5LN.
<b>Mile 16</b>	Sainsburys - HA0 1PF.
<b>Mile 20</b>	Sainsburys - W10 5AA.
<b>Mile 22</b>	Ending pub!

## Trains to Slough

Please consult Google Maps and/or National Rail to figure out your transport to Slough. The Elizabeth line goes there, although the trains are slow. From Paddington mainline station you can get fast trains to Slough in 15 minutes. Please note Slough does not accept Oyster but does accept contactless credit/debit cards so remember if you get on the Elizabeth line do not use your Oyster but your credit/debit card. The fare from Paddington is £5.70 off peak.

For the 10k, Alperton Station is on the Piccadilly Line.

## Accessibility

The walk is almost entirely flat with the only elevation changes being some bridges over canal intersections. You do not need hiking boots, good trainers are fine, but when in doubt ankle support and waterproof boots are always a good idea.

Unfortunately the first 5 miles of the canal path from Slough aren't very wheelchair or pushchair friendly at all. However the 17 miles of tow path from approximately UB8 2GU to Paddington is of much better quality and wheelchairs and pushchairs should be able to pass. Please do join us at that point if it makes it possible for you to come! The surface is a mix of tightly packed gravel, asphalt and concrete.

## How to fundraise

The easiest way to collect money from your donors is usually to set up a fundraising page. There are a number of websites that host fundraisers. You are welcome to use other fundraising sites and methods, but there is an event set up on [Just Giving](#) that you can join, to make it as simple as possible. You will need to set up a Just Giving profile first of all. Once you have done that, [click this link](#) and follow the instructions to set up a page. Once you have done that, make sure you edit the page so you can put your own personal touch on it. Describe why you are doing the walk and why you think The Food Chain is important to you.

There is no minimum amount required to participate in the walk. Obviously the more we raise the better, but every bit counts towards that, and we would rather you came along, having raised £0 than didn't come at all!

## How to fundraise on social media

Getting the word out about your fundraiser is very important. The more people see what you are doing, the more chances you have to persuade them to donate! But the quality of the post is just as important as the quantity. Here's a few tips that might help you out...

Always post an image whenever you make an ask. People are much more drawn to images than text and are much more likely to engage if there is a good photo or picture.

Keep text to a minimum. People switch off after a lot of text. (If you are able to put your text inside the image itself, even better.)

Think about the timings of the post - think about when people are on their personal social media accounts - e.g. on their way to/from work/lunchtime/evening after dinner etc. There's no point putting something out at 2am if most of your followers are people who go to bed at 11.

Post multiple times! For example, if the walk is in 2 months, maybe plan to post 4 times in the run up to the big day.

Make the ask clear and easy to do. If the post asks them to go to a website, is the website clickable from the post? Make sure you put the link for them to donate on every post. (Nerdy point about Instagram – If it's a post, it won't be clickable and you can't copy and paste a caption so maybe put the link you want people to click on in your bio (and then write "link in bio"), or if it's an Instagram story, you should be able to add a link).

**Finally – don't forget word of mouth! Talk to the people you see in your day to day lives and encourage them to contribute!**

## How to sign up

Set up your fundraising page!

Let us know you are coming by [signing up here](#)

It's as simple as that 😊

## We can't wait to see you on the day!

