



BROWN DOG

Helping people with cancer

FUNDRAISING EVENT

**THE NEW FOREST BIKE CHALLENGE
&
BEST OF JURASSIC COASTAL WALK CHALLENGE**

Saturday 6th June 2015



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Introduction

First of all on behalf of the Brown Dog Management Team I would like to **THANK YOU** so much for supporting our 15th Annual Fundraising Event – we truly hope you have a wonderful weekend in Dorset and that you raise as much money as you can for a fantastic cause.

Hopefully this pack will tell you all you need to know about the weekend, but to make sure you are fully briefed, **we want you to attend our Pre-Brief Teleconference** (see details bottom right). The call will enable you to (i) be fully aware of all safety aspects (ii) check that you know where you need to be and by what time (iii) check out any other questions you may have so that you fully understand the plans.

This teleconference is absolutely essential for people who have never done a brown dog challenge before - if you can't make this date please contact one of the BD Management Team (details on how to do this are included in the back of this pack).

As ever, safety is our number one priority and every precaution has been taken to ensure you have an enjoyable and safe weekend. We also need you to abide by the rules we set (e.g. always staying behind the challenge lead and riding at the pace he sets and stopping when he calls a stop) and to be conscious of your own safety (and others) at all times.

At the end of the challenge event we have our now famous and very popular Dogs Dinner where we celebrate completing the challenge and more importantly our fund-raising success.

Hopefully during the weekend you will feel the warmth of the brown dog family and that will inspire you (like many others) to come back again and again.

See you soon

Mark Storer – Managing Director & Founder Member

PRE-CHALLENGE TELECONFERENCE

Date Tuesday 26th May

Time 8pm – 9pm

What to do:

Dial Freephone: 0800 012 1176 / National rate (mobiles) 020 3463 9713

Key in Pin when asked: 18477015#

Provide your name



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How do Brown Dog Challenges Work

An organised, tried, tested and supported challenge

- ✓ Whatever the challenge - walking, cycling, canoeing etc. – we will have tested the route.
- ✓ You can be sure that the Brown Dog Team have done a dry-run to make sure it's challenging, but achievable for a range of abilities.
- ✓ We'll have noted any potential safety risks, got timings for checkpoints along the route and checked to see where we can meet up with Ground Support.

It's a team event!

- ✓ We all start and finish at the same point and time along a carefully planned and timed route. There are no prizes for 1st Place.
- ✓ We have challenge organisers at the front, back and middle of the pack, who keep us in a pack and make sure that the pace is just right to get us back for the Dogs Dinner and that no-one gets left behind.
- ✓ We all get a Brown Dog T-shirt so we can easily identify everyone who is doing the challenge.

Ground Support

- ✓ We have support vehicles that meet up with us at several points during the challenges.
- ✓ They carry water for top-ups and you can leave some items with them, such as food and spare clothing.
- ✓ In the unlikely event you can't complete the challenge, they are there to look after you and get you back safely to the base.



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PURPOSE OF THE EVENTS

The purpose of these events, first and foremost is to

RAISE MONEY TO HELP MEN, WOMEN & CHILDREN FIGHT CANCER

All the money that you raise will purchase vital equipment/infrastructure

to improve diagnostics, surgery, care, comfort and save lives

This year we will be purchasing an "Intensity Modulated Radiotherapy Treatment" (IMRT) System - IMRT is an advanced type of high-precision radiotherapy that improves the ability to conform the treatment volume to the actual shape of the tumour, i.e. allowing a potentially increased radiotherapy dose to be delivered to the targeted tumour whilst reducing the dose delivered to the neighbouring normal tissue and sensitive areas.

Taking part and completing these physical challenges is one thing

But the real challenge is for you to raise as much money as you possibly can
or to beat your previous achievements (if a returning brown dog member)

We recognise that the capability to raise money varies from member to member which is why we do not set a fundraising target for you to achieve

However, we would expect everyone to raise a minimum of £100

We would hope that the majority of participants can raise much more than this.



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Counting & Collecting Funds

Hopefully you have been busy collecting sponsorship or donations and you already feel proud at what you have raised

Remember there is still plenty of time to raise more money.

For those of you using My Donate you already know exactly what you have raised and how much Gift Aid has been added to this

For those of you not using My Donate we need you to let us know what you expect to collect.
i.e. how much you have collected via My Donate (with and without Gift Aid)
and/or how much you expect to raise using sponsorship forms

We can then collect the information and announce the forecast figure during the Dog's Dinner

Thank You for your support

***Please Note*

In the past we have had a situation where some challengers failed to collect the amount of money they pledged

Thankfully others exceeded their pledges to enable our end target to be achieved

Please try and provide an accurate estimate of the funds you intend to collect

PLEASE TRY AND COLLECT YOUR SPONSORSHIP WITHIN 3 MONTHS



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2015 Team

100 mile New Forest Bike Challenge

1	Tom Bettles	19	Richard Little
2	Craig Challoner-Miles	20	Mark Lloyd
3	Ian Cheeseman	21	Richard Mason
4	Becky Crack	22	Oliver Newton
5	Laurence Crack	23	Richard Parkes
6	Matt Crack	24	James Plant
7	Andrew Crumpton	25	Shaun Pullen
8	Anna Derbyshire	26	Wayne Roberts
9	Maria Dodson	27	Isaac Storer
10	Andrew Evans	28	Josh Storer
11	Pete Fowler	29	Mark Storer
12	Anu Gore	30	Eddie Timmins
13	Sean Gould	31	Sara Weatherby
14	Keri Haines	32	Christina Wells
15	Mick Hawkes	33	Cheryl Williams
16	David Keown	34	Martyn Williams
17	Daniel Knighton	35	Anita York
18	Paul Langdon		

Ground Support (Bike Challenge)

1	Catherine Crack
2	Garry Morris
3	Lorraine Pullen

2015 Challenge Team

44 Challengers

20 Mile Coastal Walk

1	Ian Alexander
2	Katherine Bowden
3	Graham Freestone
4	Zoe Greenfield
5	Laura Kemp
6	Neil Maitipe



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SAFETY NOTE

- ❖ This challenge is not a race - **it is a team event - we start and finish together**
- ❖ The challenge will be paced to ensure we progress at a good and safe speed
- ❖ **The challenge lead will set the pace – it is essential that all riders stay behind the lead**
(anyone who fails to do this may be asked to leave the event)
- ❖ Regular re-grouping stops will be held (please expect this and be patient)
- ❖ The pace should be achievable for everyone – however, if anyone is continually struggling to keep the pace (and is delaying the team) they may be asked to take a break in the ground support vehicle or leave the event
- ❖ Remember this challenge will be difficult for many of you who are not regular bikers – please review your health and make sensible decisions either before or during the challenge – don't put your own health at risk
- ❖ **Take care on the road and be aware of other traffic at all times**
- ❖ **Keep an eye out for other challengers** and call out any hazards or potential safety issues



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SAFETY NOTE

Morning

Afternoon

Evening

Friday
5th June

There is the option of coming earlier in the day

Drive to Bournemouth

Store Bikes

Meet Up (optional)

Saturday
31st May

Bike Challenge
5am to 5pm

Coastal Walk
7am to 5pm

Rest

Meet for drinks
7:00 pm

Dogs Dinner
7:30 pm

Sunday
1st June

Drive Home Safely



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**THE NEW FOREST
100 MILE BIKE CHALLENGE**



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NEW FOREST BIKE CHALLENGE

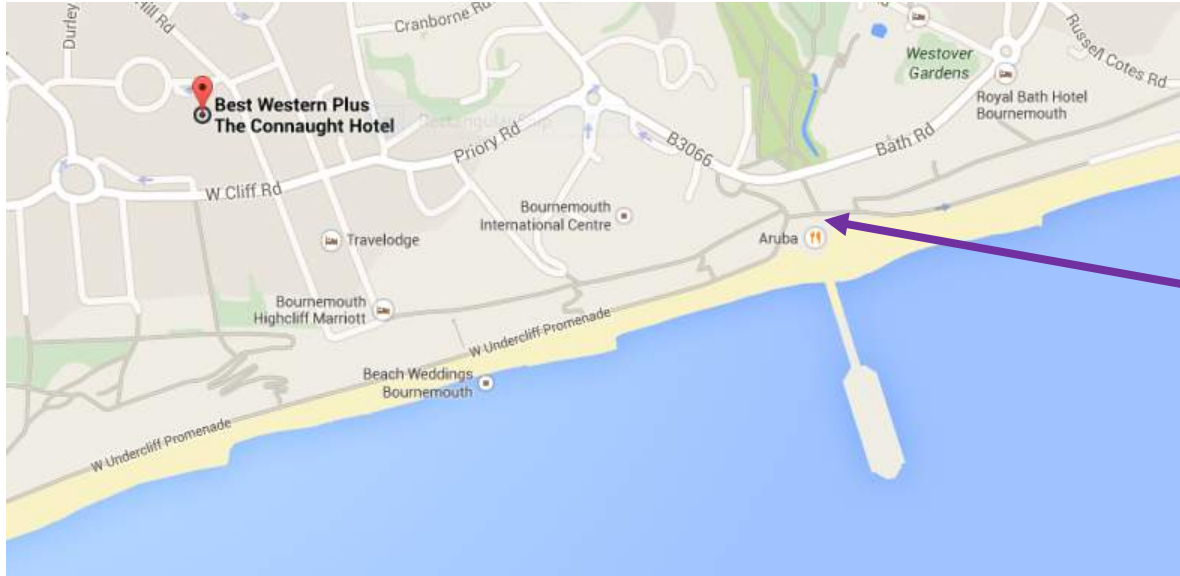
	What do I need to know?
Fundraising	<p>In the months before the challenge you will be doing all you can to raise as much money as you can.</p> <p>A few days before the challenge you will be contacted and asked to confirm how much money you have raised to we can total up and announce at the Dogs Dinner</p>
Friday 5 th June – evening time	<p>Most of you will arrive at the Connaught Hotel (Dogs Dinner venue) in the evening where you can put your bike in store, check-in and relax (hopefully meeting up for a quick drink in the bar with other challenge members)</p>
Saturday 6 th June – 4:45 am Meet at Bournemouth Pier 3	<p>You need to collect your bike at 4:30am to give you sufficient time to bike to the pier at Bournemouth for 4:45am. We will take a team photo, give a quick safety briefing and start promptly at 5am.</p>
En-route	<p>We will stay together (it is not a race) following the lead at the front, who will stop for re-grouping at regular intervals.</p>
Support	<p>Ground Support vehicles will carry your small bags (with food and water), provide additional water and assist with punctures etc. They will carry a few extra bikes should anyone have a problem that cannot be fixed quickly</p>
Saturday 6pm	<p>Once back at Bournemouth pier, we will group for a photo then ride back to hotel, store your bike and then go and wash/change ahead of the Dogs Dinner</p>
Saturday 7pm (Pre-Dogs Dinner Drinks)	<p>Meet at the Connaught Hotel Bar for pre-dinner drinks.</p>
Saturday 7:30 (Dogs Diner)	<p>We will be seated at 7:30 for our 3 course silver service meal, where we can share the success of completing the challenge and our fundraising achievements.</p>



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START POINT





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100 MILE ROUTE





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FREQUENTLY ASKED QUESTIONS

Questions	Answers
Can I bike off at my own speed and finish the challenge faster than everyone else?	Definitely not as Brown Dog events are team based - we start together, ride together and finish together. This enables us to minimise risk and ensure effective support is provided. Anyone that does not follow this rule will be asked to leave the event.
Do I need to wear a cycle helmet	Yes – this is compulsory for safety reasons
Do I need to take a puncture repair kit with me	Ground support will have puncture repair kits, but it would make sense for you to take your own so you can make a start on repairing your bike before Ground Support get to you
What if I'm exhausted on the day and need to stop or drop out	Ground support vehicles will be available to support you if this occurs (hopefully not)
Do I have to carry food and water with me	You can put food and water in a small bag/ruck-sack and leave it in one of the ground support vehicles. We will have regular stops along the way where you will be able to get to your bag and eat/drink.
What happens if I'm not taking a bike and need to hire one	The hire bikes will be delivered to the Connaught hotel on the Friday night so you can adjust the height etc. so it's ready to pick up in the morning. If you are not staying in the Connaught you can take the bike away with you or pick it up at the Connaught in the morning



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IF YOU ARE USING A HIRE BIKE

Before the Challenge

- ❖ Your Hire Bike will be delivered to the Connaught Hotel on Friday early evening
- ❖ When you arrive at the hotel you need to locate your bike, adjust the seat height etc. check it out ready for the early start
- ❖ It will be stored overnight at the hotel, ready for you to pick up in the morning

After the challenge

- ❖ At the end of the challenge you need take your bike to the Connaught Hotel bike collection point



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**THE BEST OF JURASSIC
20 MILE COASTAL WALK**



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BEST OF JURASSIC WALK

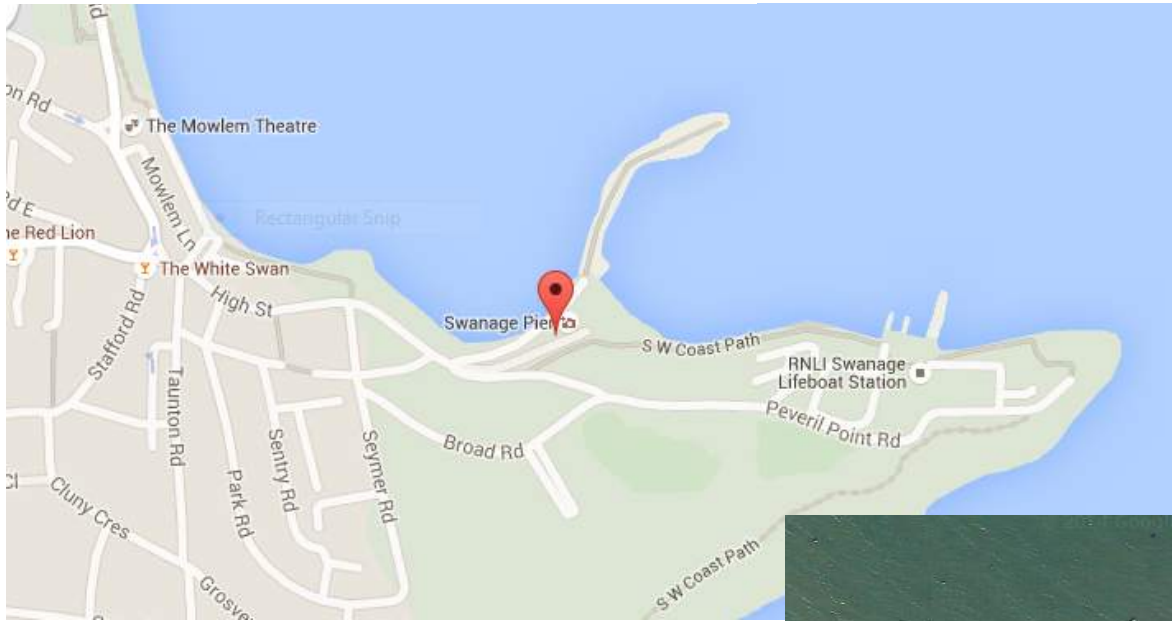
Overall	What do I need to know?
Fundraising	In the months before the challenge you will be doing all you can to raise as much money as you can. A few days before the challenge you will be contacted and asked to confirm how much money you have raised so we can total up and announce it at the Dogs Dinner
Saturday – 5:45	You need to be at the Car Park at Swanage (details shown on next page)
Saturday – 6 am	Board Transport to Lulworth Cove
Saturday 7am	Challenge starts (having taken a team photo)
En-route	We will stay together following the lead at the front, who will stop for re-grouping and breaks at regular intervals.
Support	As we have such a small registration for this event we will not be able to provide Ground Support. Challengers will need to carry sufficient water and food for the day. There will be places en-route to top up provisions
Saturday 5pm	We arrive and finish at Swanage



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Swanage Meeting Point - 6am



Broad Road, Swanage

BH19 2AP

car park

Meet at 6am

Parking (£8 all day)





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20 MILE COASTAL ROUTE



LULWORTH COVE

SWANAGE



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FREQUENTLY ASKED QUESTIONS

Questions	Answers
What equipment do I need	Good walking boots are essential and good walking socks Shorts (or walking trousers) and Brown Dog T-Shirt Wear layers e.g. fleece for warmth and waterproof coat Waterproof trousers (in case) Rucksack with food and water Medication, sun cream, sun glasses, band-aids
Do I have to carry food and water with me	Yes as explained on previous page
What if I'm exhausted on the day and need to stop or drop out	We will walk at a sensible pace and have regular stops to avoid this, but if someone is really struggling we will ensure get them to a convenient point and make arrangements for them to be collected



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THE DOGS DINNER

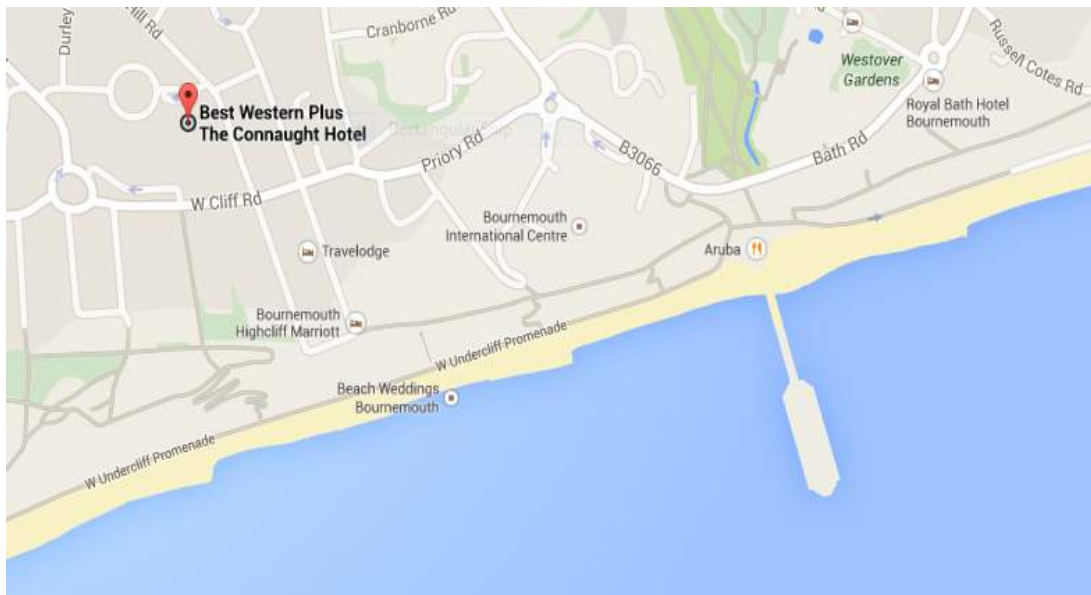


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DOGS DINNER VENUE

**The Connaught Hotel
(Best Western Plus)
30 West Hill Rd,
West Cliff, Bournemouth,
BH2 5PH**



**Meet in the
Connaught Bar
Brasserie at 7pm
for pre-meal drinks**

**Everyone to be seated
by 7:30pm**

**Dress Code
SMART / CASUAL**



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AGENDA

AGENDA

Welcome

AGM (10 mins)

Update since last year and the
Brown Dog – Journey so far

Meal

Reflection on the day

2015 Appeal

Announce pledged money raised

Celebrate!

The Dogs Dinner is designed to bring everyone together from both events to eat, drink and laugh together.

It's an event where we celebrate the success of completing the challenge and more importantly the funds we have raised.

It's a time to reflect on the challenge, on what has been achieved since the last challenge and on the brown dog journey so far.

The emphasis is on having fun!





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MEAL CHOICE

STARTERS

Coarse Pork & Bacon Pate
Apple Chutney, Toasts

Thai Fishcake
Asian Salad, Soy Dressing

Stilton & Walnut Salad
Apple, Baby Gem Lettuce, Pear Crisp



MAIN COURSES

Lamb Shank
Mashed Potato, Roasted Root Vegetables, Rosemary
Lamb Jus

Sea Bass
Asparagus, New Potatoes, Fish Cream, Brown
Shrimps

Potato Gnocchi
Roasted Butternut Squash, Pumpkin Seeds, Rocket
Salad

DESSERTS

Chocolate & Coffee Terrine
Caramelised Hazelnuts

Orange Marmalade Bread & Butter Pudding
Crème Anglaise

Raspberry Crème Brulee
Shortbread Biscuit



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[CONTACT US](#)



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MORE INFORMATION

Outstanding questions, tips for the day and more information will be provided at the Pre-Briefing Teleconference on 26th May – 8-9pm – please attend!

Also you can contact anyone on the brown dog **Trustee Board** – details on next page

For more information on the brown dog charity please look at our web site

www.cancerbrowndog.co.uk

On our web site you will also see links to our **Facebook** page where some of our members share information in a more informative manner (and **Twitter** @cancerbrowndog)

Hopefully through the above communication channels all your questions will be answered and you will Join the challenge in June with your eyes clearly open, in terms of understanding what you have taken on.



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CONTACT US

MANAGEMENT TEAM

All of the current management team are also Trustees.



Mark Storer
Managing Director



Laurence Crack
Chairman & Ground
Support Lead



Ian Alexander
Finance Manager



Richard Little
Main Challenge Manager



Richard Parkes
Risk Manager



Grace Wardle
Secretary &
Communication Manager



Eddie Timmins
Website Manager



Tom Bettles
Marketing & Sales
Manager

CONTACT Textangular Ship

Please contact Grace Wardle, Secretary & Communications Manager.

Email: enquiries@cancerbrowndog.co.uk

Website: www.cancerbrowndog.co.uk

Grace Wardle Brown Dog 75 Abbots Oak Drive Coalville
Leicestershire LE67 4SB



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THANK YOU

**For supporting brown dog
You will make a real difference to people
who are fighting cancer today.**

**If you join one of these events we promise that you will be made very
welcome
and that you will have a great time**