



MILES FOR MALAWI

INSTRUCTIONS FOR GROUPS

Thank you for your interest in joining Miles for Malawi! Our children, staff and communities in Malawi are so grateful that you have chosen to support us, and we hope you'll have fun along the way!

What is Miles for Malawi?: Starting on 1st April, we're launching a sponsored virtual walk which will end on 30th June, starting at our offices in Harrogate and ending at our headquarters in Blantyre, Malawi! To do this, we've teamed up with the World of Walking, a registered charity who helps small organisations like ours raise essential funds by virtually walking around the world. By registering on their website, you'll be able to join a customised Open Arms Malawi walk, which will take you on a virtual route of 12,361km.

You can link your FitBit or Apple Watches, and, with each milestone you pass, you'll be able to learn about our organisation and a bit about Malawi over the last 20 years.

What's in it for me?: There are so many incentives to join a walk as unique as this! We'll be giving out certificates and some special acknowledgements for:

- 1) the individual or group that walks the most amount of steps or miles;
- 2) the individual or group that reaches Malawi first; and
- 3) the individual or group that raises the most funds by the end of June!

Our goal is to raise £12,361 (£1 per km walked) to fund the entire food and medical costs of our Mangochi Infant Home for the next 6 months. These early medical and nutritional interventions are crucial and help to save lives. As our first-ever virtual sponsored walking challenge, we hope that this campaign will be the perfect opportunity to raise as much funding as possible to support us throughout the year's challenges.



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What is the World of Walking?: World of Walking is an online walking challenge that allows you to track a virtual route anywhere in the world, by walking the same distance. It enables participants to enjoy the benefits of exercise whilst raising important funds for their favourite causes. Used by charities towards fundraising operations, they have helped raise over £22,000 for a wide range of charitable projects. Since their beginning, World of Walking has collected a staggering 45,573,710,602 steps from over 9,000 fundraising groups!

What are the milestones?: There are 10 milestones between Harrogate and Blantyre, including the start and finish. Our milestones start at the birth of our organisation in 2000. Each milestone will share some highlights from the years following as the organisation has grown, as well as some Malawian current events during those years as well. By sharing the milestones as you reach them, we hope your supporters and donors will enjoy learning about who you are fundraising for, as well as about the Warm Heart of Africa!

How does this work for groups?: Follow the step-by-step instructions below.

Step 1: Signing Up

Start by visiting <http://worldwalking.org/register> or download the iPhone or Android App at <http://worldwalking.org/app>. As its own charity, the World of Walking is entirely free to join. The free app lets you track and update the progress of your walk, chat to your group, and receive updates about group activity. This can also be synced to your Fitbit. Individuals or groups can both sign up, but please note that you must be over the age of 16 to register. If you are a school group or class, you will need your teacher or team leader to register your group.



Step 2: Joining the walk

Once registered, you will see a personal dashboard on the World of Walking website. To join the personalised Open Arms walk, follow the below steps.

As part of a group, you will want to be able to contribute individually to your teams' progress on your walk to Malawi. In other words, each group member will be able to add their steps or mileage manually to the groups' total distance, and as a team, you will share in the progress made. You will first need to create your own group to do this. On your Dashboard, visit 'My Groups', where you will find the option to 'Create a Group'. The name of your group will be public and can be personalised as much as you would like. Creating a group only needs to be done once per team. Once your group has been created, other team members can join your group by visiting 'My Groups' and then 'Search Groups', where you will be able to search your team name. You can then search the 'Open Arms Malawi' walk under 'My Walks' and click 'join'. This will give you access to the walk map and the milestones as they are achieved. You will also be able see an exact number of steps or distance required to complete the walk. Earn 'medals' or 'awards' based on your progress. Make it a challenge!

Example 1: Open Arms College is a hypothetical school who has unfortunately been unable to visit Malawi as planned this year. They wish to raise funds towards Open Arms to support vulnerable children, participate in a fun activity, and learn a bit more about the organisation and Malawi over the last 20 years. Open Arms College has decided to participate as a fun inter-school competition, with various classrooms participating in the walk as separate teams. Each classroom will compete for most funds raised over the duration of the campaign, and/or who can walk to Malawi the fastest! This will be determined by how many steps or how many miles each student walks and contributes to their group.



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Grace, a teacher for one of the classrooms, will register on the World of Walking website, create a group for her class, 'join' the walk online, and ask her students to send in their steps or mileage each week. Grace will add these to her group's total and share the milestones as they are reached. At the end of June, the school will be able to compare how much money each group raised, and how quickly the goal was reached.

Example 2: A family of five wishes to support Open Arms by participating in the virtual walking challenge. Each family member is an adult and can register on the World of Walking website individually. One family member creates a group, and the other members find the group on the website and join it. Each team member syncs the app with their Fitbits and logs their daily steps towards the total step target. By adding 'Steps' or 'Distance' to their bank, they can 'spend' them on the Open Arms Malawi walk that they have joined. As a family, they fundraise across their places of employment, communities, and on social media and raise funds for Open Arms while collectively walking to Malawi. They are also able to share each milestone with their fundraising communities as they go, and message each other on the group.

Step 3: Fundraising!

Under 'Fundraising' on your Dashboard, you will be able to 'Start a New Fundraiser'. Each Fundraising page is attached to a virtual walk, so once you join a walk, you will be able to track your fundraising. Click 'Start a New Walk', find the Open Arms Malawi walk, click 'Start Now', select whether you are joining as an individual or a group, press 'Start Walk', and you will find a list of charities that you can fundraise for while walking. Select Open Arms Malawi as your charity of choice, scroll down to the bottom and you can input a donation goal. You can change this later if you would like. Select 'Create Fundraising Page' and start sharing this with others to raise funds!



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Step 4: Share, share, share!

In order to meet our £12,361 target, it's so important that we share the walk as widely as possible. Whether you are creating a fun fundraising competition through the challenge or simply raising money as an individual or with friends, our best chance of success is sharing the challenge as much as you can. By keeping others engaged, you can also share your milestones as they are reached with your donating community – they will enjoy seeing your progress and learning a bit about Open Arms and Malawi on a wider scale. We're hoping that this will be our most successful challenge (albeit virtual) yet, so let's walk to Malawi together!

FAQ's:

1. What happens when I finish the walk?: You can walk it as many times as you'd like and keep fundraising! But don't forget to email us at hello@openarmsmalawi.org to let us know when you finish as you might be first!
2. Do all fundraising proceeds come to Open Arms?: Yes, they do. The World of Walking is a trusted website that helps charities raise much-needed funds. You can donate directly to us using their Fundraising feature. Remember, you can also still donate to us directly using our donation page at www.openarmsmalawi.org/how-you-can-help/donate if you would prefer.
3. For questions relating to the campaign or walk, please contact Grace at grace@openarmsmalawi.org.
4. For technical difficulties relating to the use of the website or app, please contact the World of Walking (referencing the Open Arms Malawi walk) at hello@worldwalking.org.