



# MILES FOR MALAWI

## INSTRUCTIONS FOR INDIVIDUALS

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.



Open Arms  
Malawi



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 individuals?: 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, and fundraise directly. 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 student, please see the Instruction Pack for Groups.



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## 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.

You have two options: you can either 'join the walk' and participate as an individual, or you can join a wider 'Open Arms Malawi' group made up of individuals for those who wish to contribute their steps/mileage collectively.

Option 1: If you wish to start the walk without joining a team, simply click 'My Walks' on your Dashboard, 'Start New Walk', search 'Miles for Malawi', and 'Start this Route'.

Option 2: If you wish to join a larger group of individuals participating in the walk and want to contribute your steps/mileage towards a shared journey (in other words, you will reach your destination as a team, with each member contributing their steps towards the total number required to finish), then go to 'My Groups' on your Dashboard, 'Find a group', and search for 'Friends of Open Arms Malawi'. You are able to add your steps to the groups' total distance, message each other with encouragement and positivity, and invite other individuals to join.

## 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!



#### 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](mailto: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](http://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](mailto: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](mailto:hello@worldwalking.org).