

# POWER OF AN HOUR

Helps Create Brighter Futures



# FUNDRAISING

DISCOVER HOW YOU  
CAN RAISE FUNDS  
TO HELP THEM TAKE  
THE FIRST STEPS TO A  
BRIGHTER FUTURE!



Scottish  
Waterways  
Trust



# THANK YOU!

With your energy and support we can run more projects helping people like Abby who couldn't even look people in the eye before coming to our canal college programme. You can help them on the path to confidence, employment and ultimately reaching their full potential.

By donating just 60 minutes to take our Power Hour fundraising challenge you can make a huge difference to someone at the start of their life and, at the same time, have some fun achieving your own goal or perhaps take your own first steps to a rewarding new interest out on the stunning canals.

Thank you and good luck!



# HELPING HAND

In this pack you will find out more about why we need your help, the difference your hard-earned fundraising pounds will make as well as some practical help for setting up your challenge, getting support and sending in your donations.

We've also given you some starter for ten Power Hour ideas to fire your imagination though you may already have some amazing ideas yourself.





# WHAT YOUR HELP WILL DO...

“A stepping stone from not knowing what you want to be to finding where you want to go”.

**Chris**  
**canal college Graduate**



Scottish Waterways Trust, the country's only national waterways charity, works to help young people who have experienced setbacks in their life or those who wake up every day to face debilitating problems. These range from learning disabilities and diagnosed disorders such as depression through to chaotic home lives, acute shyness and low self-esteem, speech problems and learning difficulties.

We use the unique outdoors environment of Scotland's canals to help young people find the support they need to challenge themselves and break through these barriers. Working with our staff and other young volunteers they come together as a group, socialise and develop the vital building blocks so many of us take for granted - independence, self-confidence and social skills. They also begin to think about, and shape, their ambitions for the future.

Taking on practical tasks, ranging from landscaping and vegetation management to traditional lime mortaring and stonework repairs on the two hundred year old waterways, they gain a sense of achievement as well as a variety of transferable skills for employment.

Altogether, since 2001, we have inspired 128,513 people to create a brighter future for themselves through our innovative canal-based projects.

This year, you can help us raise the bar yet again and help even more young people across Scotland.

# WITH HELP FROM YOU IN 2014

**8,513**



8,513 people of all ages and abilities benefitted directly from our projects

**312**



312 primary and secondary schoolchildren worked towards their John Muir Discovery Award, learning about the built, natural and cultural heritage of their waterway

**3,390**



3,390 adults and children stepped out on a guided canal walk or cycle ride, getting active and having fun on the vehicle-free towpaths

**852**



852 volunteers helped conserve their local canal, getting fit, gaining new skills, friends and interests (up 108% on 2013)

**430**



430 people took part in wildlife surveys and a host of conservation activities across Scotland

**159**



159 young people moved nearer to work through canal-based employability programmes, leaving with skills, confidence and certificates

**63%**



63% of the young people completing Green Action secured a job, place in training or education or a volunteering role

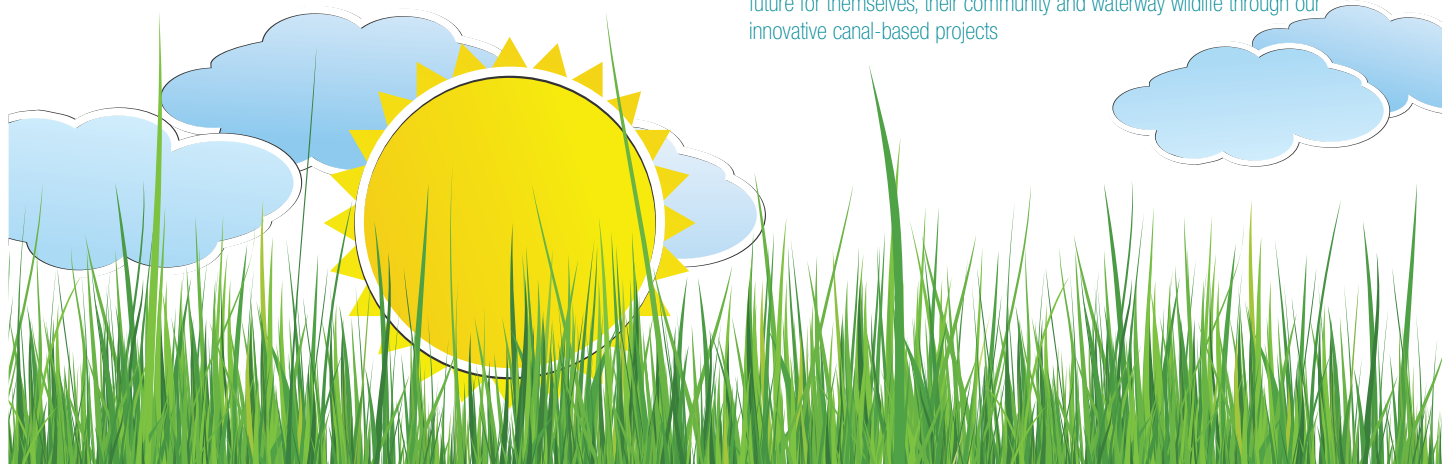
**£985k**



In 2014, we concluded a number of funding packages for major capital projects, totalling £985,000

**128,513**

Altogether, since 2001, we have inspired 128,513 people to create a brighter future for themselves, their community and waterway wildlife through our innovative canal-based projects



Scottish  
Waterways  
Trust

**£5**

could go towards materials for an **ACTIVITY** for a small group of

**YOUNG PEOPLE**

with **MENTAL HEALTH ISSUES**

**£10**

could contribute towards a place on an **ENVIRONMENTAL SKILLS** training activity such as

**TREE MANAGEMENT, PATH-LAYING OR INVASIVE SPECIES REMOVAL**

**£20**

could fund one of our free

**HEALTHY LIVING WALKS**

for up to **15 PEOPLE** including staff time and materials

**£50**

could help pay for materials and staff to help young people

**LEARN ON THE JOB**

by completing **STONEMWORK REPAIRS** on the historic waterway

**£100**

could fund a

**LIME MORTARING WORKSHOP**

on the canal teaching valuable **SKILLS FOR EMPLOYMENT**

**£1,000**

could fund a place for a young person on one of our

**12 WEEK PROJECTS**

giving them activity, **SUPPORT AND MOTIVATION FOR UP TO TWO DAYS A WEEK**

**£15,000**

could fund a **12 WEEK GREEN ACTION** skills training and **EMPLOYABILITY** programme

**REACHING 15 YOUNG PEOPLE**

**£1m**

would enable us to run our **CANAL COLLEGE FOR THREE YEARS** in the Highlands and Lowlands **HELPING HUNDREDS OF YOUNG PEOPLE** get on the

**PATH TO WORK**



Scottish Waterways Trust

# DISCOVERING YOUR INNER POWER HOUR!

## MAKE IT FAST AND FREE...

Our Power Hour challenge is all about having fun and fundraising in sixty minutes.

We want your fundraising to be an enjoyable experience. So try to choose a challenge which doesn't involve much planning.

Also try and find a challenge which you can do at no cost to yourself. The canals are a fantastic, year-round and free open space and there are so many activities and challenges you can set yourself on the waterways or in the surrounding greenspace which shouldn't cost a penny.



# POWER HOUR IDEAS...

We've put together our top 15 Power Hour ideas – They range from more serious and stretching challenges to the daft and most probably hilarious.



## 1. CAN-DO CANAL CHALLENGE...

There's a staggering 134 miles (or 216km) of towpath along Scotland's five canals. You're never going to visit them all in an hour of course so why not try our fantasy canal bagging challenge. Complete an hour-long power walk, cycle or jog each day until you reach your 'sea lock' and clock up 134 miles. Check out our Facebook for some canal bagging fast facts to get in the zone! Don't forget to keep us 'posted' each day. We'll be walking it with you (well, kind of!).



## 2. UP THE BEN...

The Caledonian Canal sits under the gaze of the UK's highest mountain, Ben Nevis. Standing at 4,406 feet (1,344 metres), it's the equivalent to 6,720 average steps high. Why not tackle a stair-athon going up and down for an hour-long session – you'll make it whatever the weather!



## 3. HOME AND AWAY...

If you want to stretch your legs further afield then why not walk, run or cycle along the towpaths to the equivalent of the length of Scotland - 274 miles (441 km) or John O'Groats to Land's End - 874 miles (1,407 km). We're guessing around the world at 24,901 miles is perhaps a step too far...



## 4. CHILLING BY THE WATER COOLER...

We all know we're sitting too much. Now's your chance to turn over a new leaf, get fit and fundraise at the same time. Challenge work colleagues to a standing lunch appointment. Meet each day for a week for a standathon sandwich and soup. Or, stand for an hour at the same time each day for a week wherever you are, in work or at home.



## 5. TODDLER TRIATHLON TO BEACH OLYMPICS...

There's nothing quite like a fun sports activity to bring out everyone's inner competitor! Egg and spoon race to long jump, set out your athletic programme, get your sponsors onboard, find an open space and award the glitzy medals...



## 6. BOOT CAMP...

Find your local Trim Trail, set a number of challenges for everyone to complete in an hour and see who comes out on top, literally!



## 7. DANCE 'TIL YOU DROP...

Invite friends and family to sponsor you in a Dance Marathon and dance your heart out to your favourite songs non-stop for an hour. We'd love to see the canals come alive to the moves of Saturday Night Fever!



## 8. WHO'S THE BOSS...

What could be a better Power Hour than to trade places with the boss? If your company is up for it, invite your colleagues to donate to enter their names into a draw with the lucky entrant becoming head honcho for an hour.



## 9. CYCLE-A-THON...

How far can you cycle in an hour? Challenge yourself to get further than ever before or perhaps do a double act on a tandem! Or take a few Power Hours to cycle 120 miles – the equivalent of a typical Tour de France stage – on the flat towpaths and without the Alpine gradient!



## 10. SILENCE IS GOLDEN...

We all know that nature is restorative and time spent amongst nature is time well-spent. What about a sponsored silence, listening to the quiet of the waterways broken only by wildlife and a passing boat or two. A challenge for the children!



## 11. COMMUTER HEAVEN...

Why not start your day with an hour's walk to work for a month, arriving fit, refreshed and feeling good. Then donate your bus, train or petrol money.



## 12. FOOD FOR THE SENSES...

Go for a picnic and challenge everyone to savour the moment by composing a short, 17 syllable Haiku poem inspired by the nature of the waterways or a 'canal song'. Donate to enter.



## 13. POOCH POWER...

Why not couple the dog walking with a cultural tour – pick up one of our walking guides, invite some friends and their canines and exercise your minds as well as your dogs.



## 14. FLOWER POWER...

Nobody has set the World Record for the longest daisy chain as far as we know – could that be you? Remember, that's a lot of linking in an hour...



## 15. SING A SONG OF SIXPENCE...

Why not challenge yourself to teach someone to play a song on a new instrument in an hour. 'Smoke on the Water' on electric guitar anyone?



# LARGER CHALLENGES

Scotland's canals are vibrant arteries running through our towns, cities and countryside and they're an important part of national cycle and walking trails such as the Great Glen Way and National Route 754 connecting Edinburgh to Glasgow. They also connect into other major pathways and cycle routes and feature two major canal trails – the Great Glen Canoe Trail and the Glasgow to Edinburgh Canoe Trail.

So if you are organising a 5K or 10K event by boot, bike or canoe we'd be delighted if you chose us as your charity this year!

## STAY SAFE

Whatever you do remember to Stay Away From the Edge and don't let children play unsupervised near to the canal.

Our ideas are for individuals and small groups.

If you want to run a small local event, that's fantastic. To make it enjoyable for you, simply ensure you have enough people helping you, you minimise any set up

costs to yourself, you carry out an appropriate health and safety risk assessment and check out Scottish Canals' advice at [www.scottishcanals.co.uk/events/holding-an-event/plan-your-event](http://www.scottishcanals.co.uk/events/holding-an-event/plan-your-event)

If you want to hold a raffle or prize draw or sell merchandise, remember to follow the appropriate government legislation.

Scottish Waterways Trust does not accept liability for any loss, damage or injury suffered by you or anyone taking part in your fundraising activity or event.

## SHARE, SHARE AND SHARE...

Whatever you're doing, share it with us online. Post your selfies, videos, photos and poems on our Facebook and Twitter sites during and after your challenges. Better still, tell us what you're about to do before you do it, post a photograph of you during your challenge and then let us know how you got on – real-time fundraising!

Share us with your networks and feel good about encouraging others to start fundraising!

If you're working on a longer challenge then you might like to drop us a blog and encourage others to follow in your footsteps.



# FUNDRAISING

Here are a few additional tips to help you on your way:



## SET A TARGET

You might find it fun or motivational to set yourself a target for your fundraising event(s).



## SHOUT ABOUT IT!

Your family, friends and work colleagues will be your first port of call. Then why not promote your challenge on Facebook or Twitter if you use them and ask your friends to send your challenge out to their networks. Use your email contacts too and, if you can, create a new email signature so everyone gets the message.



## TELL YOUR LOCAL MEDIA

If you're doing a particularly big challenge, or one which might make a great photograph, you might want to let your local newspaper or radio station know. You can give them a call or put together a press release. If you need help with this, please let us know.



## #POWERHOUR

Don't forget to tell us about your challenge by visiting

[www.facebook.com/scottishwaterwaystrust](http://www.facebook.com/scottishwaterwaystrust) and [twitter.com/ScotlandsCanals](https://twitter.com/ScotlandsCanals) and post all your achievements, photographs and videos. Tag us and use # PowerHour

thank  
You!

## THANK EVERYONE

Let everyone know how you got on and thank them for their support after you've completed your challenge.



## KEEP ASKING

Around 20% of sponsorship money is given after fundraisers complete their challenge so don't feel bad about chasing people. They just need a little reminder.



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## COLLECTING AND SENDING IN YOUR DONATIONS

JustGiving **WWW.JUSTGIVING.COM** is a great way to fundraise online. It's free to set up, secure and your sponsors can donate online with ease.

Set up your own page or use our Power Hour Campaign Page which you can find at **WWW.SCOTTISHWATERWAYSTRUST.ORG.UK**

Alternatively, print off the enclosed Sponsorship Form.

Your donations can be put into your bank account and sent to us by:

### CHEQUES

made payable to Scottish Waterways Trust and sent to Power of the Hour, Scottish Waterways Trust, New Port Downie, Lime Road, Falkirk FK1 4RS.

### BANK TRANSFER OR CREDIT CARD

please telephone us on 01324 677809 with your credit card information or to get our bank details

Make sure you keep a record of all money received and it is stored safely and do not send cash through the post.

**JUSTGIVING**

**CHEQUE**

**BANK  
TRANSFER  
OR  
CREDIT  
CARD**

## BOOSTING YOUR FUNDRAISING

Find out if your employer has a match-giving scheme to double what you raise.



**THANK  
YOU**