



FEED THE CHILDREN

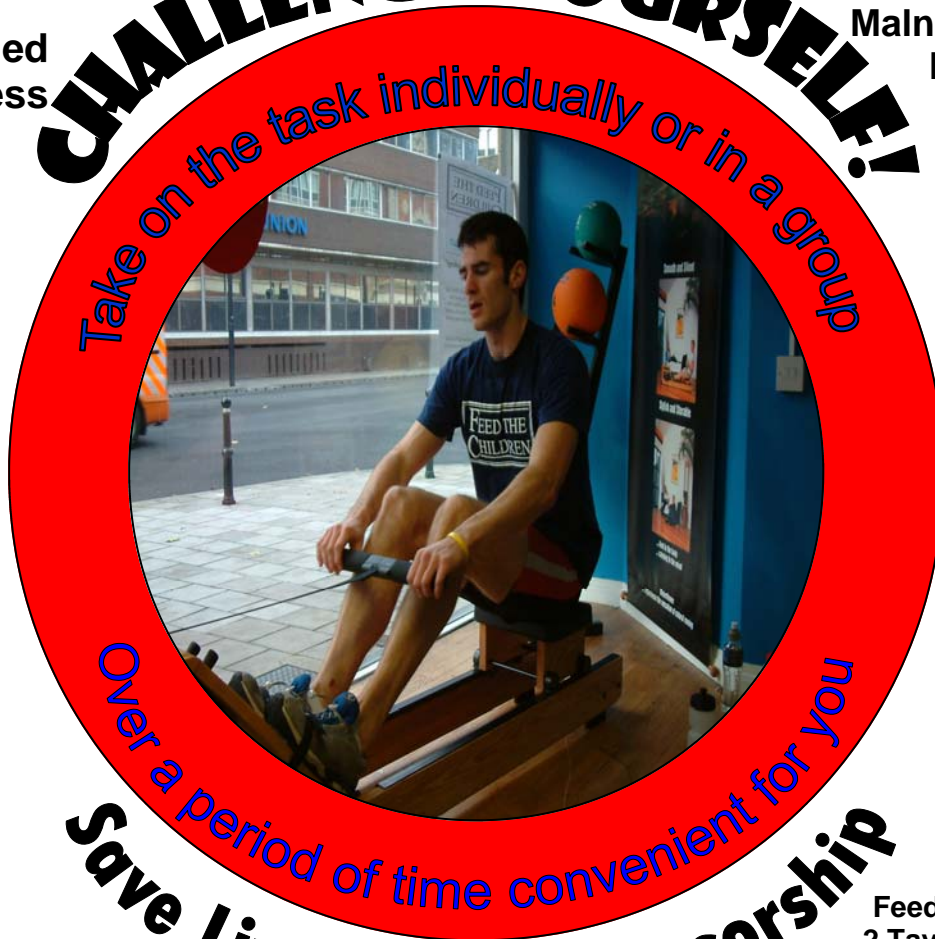


Orphaned
Homeless

Malnourished
Diseased

CHALLENGE YOURSELF!

Take on the task individually or in a group



Over a period of time convenient for you

Save Lives with Sponsorship

For
information
Please
contact:

Feed The Children
2 Tavistock Ind Est
Ruscombe Lane
Ruscombe, Twyford. RG10 9NJ
Tel: 0118 932 0095
Email: info@feedthechildren.org.uk
Registered Charity no 1034916

Master a Marathon on the treadmill...

Trek to the Top on the step machine...

Elevate an Elephant with weights...

Challenge the Channel in the pool...

Take on the Thames on the rowing machine...

Cycle the Cities on the bikes...

Feed the Children: Working in countries suffering from poverty, conflict and natural disasters.



MASTER A MARATHON

SAVE LIVES WITH SPONSORSHIP



A HEALTHY WAY TO HELP

Run a marathon on the treadmill, whether it's on your own or in a group, all in one go or over a period of time; and help raise money to save the lives of children suffering poverty, conflict and natural disaster across the world. Below is an insight into just one of Feed The Children's Projects in response to Northern Uganda's devastating civil war.



THE MARATHON



The marathon is 26.2 miles long. The idea for such an event was conceived in Athens for the 1896 Olympics. Such a specific distance was established at the London Olympics in 1908 so that the race could start at Windsor Castle and finish in front of the Royal Box. It has remained this length ever since. The fastest ever recorded marathon was run by Kenyan, Paul Tergat in Berlin in 2003. His time of 2 hours 4 minutes and 55 seconds is closely followed by Paula Radcliffe's London victory and women's world record of 2 hours 15 minutes and 25 seconds, also in 2003.

THE COST OF WAR - JUST ONE AREA IN NEED

Civil war has crippled society in northern Uganda for the past 16 years. The rebels, calling themselves the Lord's Resistance Army, have committed many atrocities, including the abduction of more than 20,000 children. The children were trained as soldiers, and girls were given to older men as wives. Some were even made to kill their parents. Children who have escaped or been rescued are in desperate need of help, so Feed the Children, through Katakwi Children's Voice, provide the environment for physical and emotional recovery.



TACKLING THE TRAUMA - JUST ONE AREA WITH FTC PROJECTS



The mental scars could take years to heal and a family may struggle to accept a child who was forced to kill relatives. Feed the Children offer counselling and family tracing for these lost and traumatised children. As well as food, clothing and medical care, they are provided with the opportunity to learn vocational skills to equip them for life. The whole community is able to find out about their roles and responsibilities in the development and rights of returning children.

WHAT AN OPPORTUNITY to combine a challenge to test and increase fitness levels with such worthy relief projects. Take on the task over a period of time, in lunch breaks, after work, or at week ends? Get together with a group of friends or work colleagues and complete a leg each?

OTHER CHALLENGES INCLUDE: Take on the Thames on the rowing machine, Challenge the Channel in the pool, Elevate an Elephant with the weights, Cycle the Cities on the bikes, Trek to the Top on the step machine, and a walk for water.

FEED THE CHILDREN works in other countries suffering from poverty, conflict and natural disaster, including projects in the UK.



THE CHALLENGE...

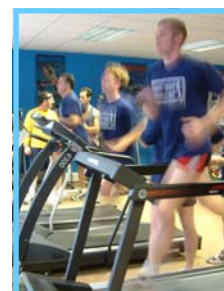
WHAT TO DO...

Task: Run 26.2 miles or 42 kilometres on the treadmill.

Time: An estimated time of 4 hours 30 minutes when running at 9 km/h, which can be split up in to legs and completed individually or in a group. That's under an hour a day for a working week!

Preparation: For this challenge you should have this fact file and a Feed the Children sponsorship form. If you are completing the challenge in a group; with friends, work colleagues, or others in the gym, then please take a sponsorship form each.

No. of Legs	Distance / miles	Distance / km	Est. time / hrs
1	26.2	42	4.30
2	13.1	21	2.45
5	5.24	8.4	0.54
10	2.62	4.2	0.27



A TARGET FOR SPONSORSHIP

It is motivating to have a target to aim for when drumming up sponsorship. Here are some examples of what you can achieve.

£ / mile	Target / £
3	78.60
5	131
10	262

£ / km	Target / £
2	84
4	168
6	234

Please send sponsorship form and money to: Feed the Children, 2 Tavistock Industrial Estate, Ruscombe, Twyford, RG10 9NJ **Phone:** 0118 932 0095 **Email:** info@feedthechildren.org.uk

HOW YOUR GENEROUS SUPPORT CAN HELP

Just £8 will provide a child with shoes and educational consumables.

As little as £10 will provide 1000 water purification tablets.

£15 will buy seed and fertiliser for one farming family.

Just £22 will feed an abandoned baby three meals a day for a month.

At a cost of £70, a child who needs it, can receive an artificial limb.

£99 will buy a wheel chair.

£204 will provide anti retroviral drugs for an HIV positive child on solid foods for a month.

The sum of £460 will fund the employment of one nurse for a month.



AS YOU CAN SEE, however great or small your fundraising achievement is, you'll not only be saving lives but giving these children and families a brighter future.

**THEIR FUTURE IS IN OUR HANDS!
THANK YOU FOR CARING**





TREK TO THE TOP

SAVE LIVES WITH SPONSORSHIP



A HEALTHY WAY TO HELP

Climb the height of Mount Kenya on the step machine, whether it's on your own or in a group, and help raise money to save the lives of children suffering from poverty, conflict and natural disaster across the world. Below is an insight into just one of Feed The Children's projects in response to the abandoned babies of Kenya's slums.



MOUNT KENYA, EAST AFRICA



At 5199 meters or 17,053 feet high, Mount Kenya is the highest mountain in Kenya, and the second tallest mountain in the whole of Africa. Known to the local Kikuyu Tribe as 'Kere Nyaga', meaning 'Mountain of Brightness', Mount Kenya is home to many animals, including elephant, buffalo and baboon. Its varying scenery at different altitudes draws many to walk its terrain, from mountain forest and bamboo jungle to glaciers and snow fields.

POVERTY AND DISEASE - JUST ONE AREA IN NEED

In contrast to such beauty, 175 kilometres south of Mount Kenya is the capital city, Nairobi, and home to 800,000 people in Africa's largest slum, Kibera. The poverty and disease encountered in Nairobi forces many mothers to abandon their babies with many being found in maternity wards, police stations and nursing centres, some even recovered from rubbish dumps and pit latrines. These families are desperate; these babies are helpless so 'Feed the Children' feel compelled to help.



HOPE FOR THE HELPLESS - JUST ONE OF THE FTC PROJECTS

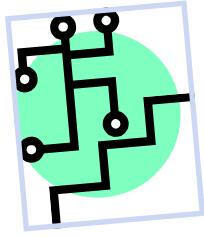


The Kenya ABC Abandoned Baby Centre was set up by Feed the Children to offer hope to these deprived children of Africa. Often malnourished and suffering from parasitic infestations or even HIV or AIDS, these children are provided with food, medical care and the security and love of a family environment in which to thrive. Thanks to the generosity of Feed the Children supporters these children have a bright future.

WHAT AN OPPORTUNITY to combine a challenge to test and increase fitness levels with such worthy relief projects. Take on the task over a period of time, in lunch breaks, after work, or at week ends? Get together with a group of friends or work colleagues and complete a leg each?

OTHER CHALLENGES INCLUDE: Take on the Thames on the rowing machine, Challenge the Channel in the pool, Elevate an Elephant with the weights, Cycle the Cities on the bikes, Master a Marathon on the treadmill, and a walk for water.

FEED THE CHILDREN works in other countries suffering from poverty, conflict and natural disaster, including projects in the UK.



THE CHALLENGE...

WHAT TO DO...

Task: Climb 17,053 feet, or 5,999 meters on the step machine.

Time: The task will take an estimated time of 2 hours when stepping on a medium effort level, which can be split up in to legs and completed individually or in a group.

Preparation: For this challenge you should have this fact file and a Feed The Child sponsorship form. If you are completing the challenge in a group then please take a sponsorship form each.

No. of Legs	Distance / ft	Distance / m	Est. time / minutes
1	17,053	5,999	120
2	8,526.5	2,999.5	60
3	5,684	1999.7	40



A TARGET FOR SPONSORSHIP

It is motivating to have a target to aim for when drumming up sponsorship. Here are some examples of what you can achieve.

Pence / foot	Target / pence	Target / £	Pence / metre	Target / pence	Target / £
1	17,053	170.53	2	10,398	103.98
2	34,106	341.06	5	25,995	259.95
3	51,159	511.59	10	51,990	519.90

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ELEVATE AN ELEPHANT

SAVE LIVES WITH SPONSORSHIP



A HEALTHY WAY TO HELP

Lift the weight of an African Elephant using the weights of your choice, whether it's on your own or with a group of people, and help raise money to save the lives of children suffering from poverty, conflict and natural disaster across the world. Below is an insight into just one of Feed The Children's projects in response to Liberia's fourteen year civil war.



THE AFRICAN ELEPHANT



The weight of a male African Elephant is on average 6800 kilograms, and at 11 feet tall is the largest living land mammal. As inhabitants of bush, forest, river valleys and semi desert regions, the elephant roams almost silently on its padded feet with many of today's highways beginning as elephant trails. Its large 'map of Africa' shaped ears differentiate it from its Asian counterpart as does its 2 fingered trunk, which it uses as a tool for gathering food, siphoning water, signalling, and caressing a companion. Tusk size is genetic and so due to poaching for larger tusks, only elephants with smaller tusks remain. An elephant will live to a staggering age of around 60 to 70 years.

THE DEVASTATION OF WAR - JUST ONE AREA IN NEED

Civil war has left 250,000 people in Liberia living in makeshift camps, forced to flee their own homes. After 14 years of conflict, once their homeland has been cleared by 15,000 peacekeepers, these internally displaced people are gradually returning home. The process is taking longer than expected and therefore many of the transit camps are still full. Once home these people often find their houses destroyed and their untended fields overgrown. They have to start all over again. Feed the Children feel compelled to help these families affected by the devastation of war.



EMERGENCY & LONG TERM HELP - JUST ONE AREA WITH FTC PROJECTS



Feed the Children, working with partners in country, are feeding children at the Brewerville Camp and in the West Point Slum area of Liberia. As the move back to homelands takes place, so our help will follow, to enable people to rebuild their homes, lives and communities. We have sent food, clothes, water purification equipment, hygiene products, garden tools and vegetable seeds. We aim to relieve not just the immediate need but also the long term need so that the farmers can produce food for themselves.

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THE CHALLENGE...



WHAT TO DO...

Task: Lift 6800 kilograms with the weights.

Preparation: For the challenge you should have this fact file and a Feed the Children sponsorship form. If you are completing this event in a group; with friends, work colleagues or others in the gym, then please take a sponsorship form each.

We, at Feed the Children, wish you the best of luck with your challenge.



No. of Legs	Weight to be Lifted / kg	Number of Repetitions					
		100kg	80 kg	60 kg	40 kg	20 kg	10 kg
1	6800	68	85	113	170	340	680
2	3400	34	43	56	85	170	340
3	2267	23	28	38	57	113	227
4	1700	17	21	28	43	85	170
5	1360	14	17	23	34	68	136

A TARGET FOR SPONSORSHIP It is motivating to have a target to aim for when drumming up sponsorship. Here are some examples of what you can achieve.

Pence / Kilogram	Target / pence	Target / £
1	6,800	68
2	13,600	136
3	20,400	204
4	27,200	272



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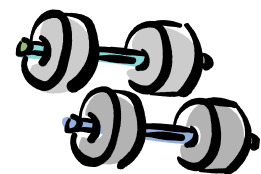


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www.feedthechildren.org.uk

Reg Charity No. 1034916





CHALLENGE THE CHANNEL

SAVE LIVES WITH SPONSORSHIP



A HEALTHY WAY TO HELP

Swim the width of the English Channel in the pool, whether it's on your own or in a group, all in one go or over a period of time, and help raise money to save the lives of children suffering poverty, conflict and natural disaster across the world. Below is an insight into just a few of Feed The Children's Projects in response to Asia's natural disasters.



THE ENGLISH CHANNEL



The English Channel is 24 miles or 35 kilometres wide at its narrowest point, between Dover and Calais. Known to the French as 'La Manche', 'The Sleeve', it joins the Atlantic Ocean with the North Sea. In a quest to cross the channel by unconventional means, people have travelled by gas balloon, solar powered aircraft, and even an adapted open topped sports car driven by Richard Branson. The Channel was first swum by Matthew Webb in 1875 with the first lady to take on the challenge, Gertrude Erdele, in 1926. The

fastest ever recorded swim across the Channel was by Chad Hundebly in 1994 in 7 hours and 17 minutes. Could you challenge this time?

DISASTER SWEEPS THE REGION - JUST ONE AREA IN NEED

The tsunami of Boxing Day 2004 shocked the world and left many countries in the Asian region in devastation. The millions of traumatised survivors have lost everything; their homes, family and livelihood. They also face the additional risk of disease from contaminated water supplies. To add to the despair of such a disaster, Asia were once again hit by the Pakistan earthquake where these people's needs are equally as pressing, with no homes and winter to tackle.



HOPE AMID THE HORROR - JUST ONE AREA WITH FTC PROJECTS



Feed the Children is working with Thailand officials, and partner organisations, such as the Round Table in Sri Lanka and the Sungi Foundation in Pakistan, to distribute aid affectively. With help from our FTC supporters, we are able to send out essential goods such as blankets, clothing and toiletries as well as educational packs to keep children occupied, restore some routine to their lives, and aid their emotional recovery by enabling them to write and draw their experiences.

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FEED THE CHILDREN works in other countries suffering from poverty, conflict and natural disaster, including projects in the UK.



THE CHALLENGE...

WHAT TO DO...

Task: Swim 24 miles or 35 kilometres in the pool.

Time: The task will take an estimated time of 15 hours 55 minutes, when completing a 25 metre length in 40 seconds. This can be split in to legs and completed individually or in a group.

No. of Legs	Lengths / Leg		Distance / Leg	
	25 m pool	17 m pool	km	miles
1	1400	2059	35	24
5	280	412	7	4.8
10	140	206	3.5	2.4
14	100	147	2.5	1.7
28	50	74	1.25	0.86

Preparation: For this challenge you should have this fact file and a sponsorship form. If you are completing the challenge in a group then please take a sponsorship form each.

We, at Feed the Children, wish you the best of luck with your challenge.

A TARGET FOR SPONSORSHIP

It is motivating to have a target to aim for when drumming up sponsorship. Here are some examples of what you can achieve.

£ / km	Target / £
3	105
5	175
8	290

£ / mile	Target / £
5	120
8	192
10	240

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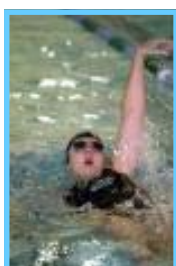
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Reg Charity No. 1034916





TAKE ON THE THAMES

SAVE LIVES WITH SPONSORSHIP



A HEALTHY WAY TO HELP

Row the distance of The River Thames on the rowing machine, whether it's on your own or in a group, all in one go or over a period of time, and help raise money to save the lives of children suffering from poverty, conflict and natural disaster across the world. Below is an insight into just one of Feed The Children's projects in response to the savage Angolan civil war.



THE RIVER THAMES



The River Thames is 215 miles or 346 kilometres long and home to the Henley Royal Regatta and the Oxford and Cambridge University boat race. Known to the Romans as the river Tamesis, the source is 1 mile north of Kemble near Cirencester in the Cotswolds, flowing into the North Sea at its mouth, South End on Sea. People took to the ice in the 17th and 18th centuries, when the river often froze over, with games such as ice bowling being played. Jerome K. Jerome wrote the book 'Three Men in a Boat', which followed the journey of these three men along the length of The River Thames. Could you tackle this distance?

ANGOLA - A SAVAGE CIVIL WAR - JUST ONE AREA IN NEED

A country suffering as a result of over 30 years of civil war, with hundreds and thousands homeless and up to 1.5 million lives lost in fighting, Angola is a dangerous and unpredictable place. There are many street children, most of whom are orphans. Many have diseases and are malnourished, gaining no education and no chance in life. Feed the Children, through the help of such thoughtful and generous supporters, are able to offer these children and many adults as well, an opportunity to change their future and the future of their country.



WORKING THROUGH THE WAR - JUST ONE OF THE FTC PROJECTS



FTC have been able to help in areas that have so far had little or no previous assistance, where food and clothing is being provided to street children, and to shelters looking after them. For the long term, a pilot field has been set up by FTC as a demonstration farm for local farmers to learn about growing techniques, plant disease and weed control, as the sustainability of food supplies is imperative if the Angolan people are to help themselves in the future. The farm also acts as a distribution centre for tools and seeds.

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OTHER CHALLENGES INCLUDE: Trek to the Top on the step machine, Challenge the Channel in the pool, Elevate an Elephant with the weights, Cycle the Cities on the bikes, Master a Marathon on the treadmill, and a Walk for Water.

FEED THE CHILDREN works in other countries suffering from poverty, conflict and natural disaster, including projects in the UK.



THE CHALLENGE...



WHAT TO DO...

Task: Row 215 miles or 346 km on the rowing machine.

Time: The task will take an estimated time of 34 hours and 30 minutes when rowing 500 metres in 3 minutes. This can be split up in to legs and completed individually or in a group.

Preparation: For this challenge you should have this fact file and a sponsorship form. If you are completing the challenge in a group then please take a sponsorship form each.

We, at Feed the Children, wish you the best of luck with your challenge.

No. of Legs	Distance / km	Distance / miles	Est. time / hrs
10	34.6	21.5	3:25
20	17.3	10.75	1:45
30	11.5	7.2	1:09
40	8.65	5.4	0:52



A TARGET FOR SPONSORSHIP

It is motivating to have a target to aim for when drumming up sponsorship. Here are some examples of what you can achieve.

Pence / mile	Target / pence	Target / £
50	10,750	107.50
100	21,500	215

Pence / km	Target / pence	Target / £
30	10,380	103.80
50	17,300	173.00

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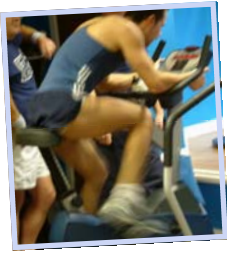


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CYCLE THE CITIES

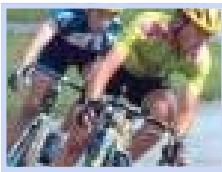
SAVE LIVES WITH SPONSORSHIP

A HEALTHY WAY TO HELP

Cycle the distance between Reading and Oxford on the cycle machine, whether it's on your own or in a group, in one go or over a period of time, and help raise money to save the lives of children suffering poverty, conflict and natural disaster across the world. Below is an insight into just some of Feed The Children's Projects in response to the deprivation in our own society in the UK.



THE CITIES



Cycling from Reading to Oxford covers a distance of 42 miles and 67 kilometres. The terrain is uphill as the journey follows the River Thames towards its source, meandering through the Chilterns Hills and the North Wessex Downs. In cycling, Great Britain have had great success at the Olympics and Commonwealth Games gaining 2 gold medals in Greece 2004 and Scotland and Wales taking 1 gold each in Manchester, 2002. The excitement of the Tour de France sees many pushing themselves to the limit. Lance Armstrong has won it 7 times cycling an average speed of 57.3 km/h.

DEPRIVATION IN OUR COMMUNITY - JUST ONE AREA IN NEED

Over 20% of all school children do not get the opportunity to eat breakfast and 28% of UK children do not regularly sit as a family and eat a meal together. A lack of food and energy makes children angry, lethargic and less able to concentrate in class. It can also lead to violence. Children need a positive start to the day otherwise these incidents may lead to social and academic failure which will escalate the problem.



FOOD FOR THOUGHT - JUST ONE AREA WITH FTC PROJECTS

To combat the low concentration and disruptive behaviour, Feed the Children have set up 10 breakfast clubs in schools in Bristol and Birmingham. They are in areas which have been recognised by the government as being poor and deprived and have been named 'Education Action Zones'. One Bristol school has seen a reduction in serious incidents of violence from 17 a term to just 1 in half a term since the FTC Breakfast Club was introduced. Due to the generous donations of FTC supporters, these children are able to start each day with a healthy outlook, enjoying school and the company of their peers.



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FEED THE CHILDREN works in other countries suffering from poverty, conflict and natural disaster, including projects in Africa and Asia.



THE CHALLENGE...

WHAT TO DO...

Task: Cycle 42 miles or 67 kilometres on the bikes.

Time Taken: An estimated time of 3 hours and 20 minutes when cycling at 70 rpm on level 3, which can be split up in to legs and completed individually or in a group.

No. of Legs	Distance/ km	Est. Time / minutes
2	34.5	100
4	17.25	50
6	8.66	33

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A TARGET FOR SPONSORSHIP

It is motivating to have a target to aim for when drumming up sponsorship. Here are some examples of what you can achieve.

£ / mile	Target / £
1	162
2	324
3	486

£ / Kilometre	Target / £
0.5	129.50
1	259
2	518

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WALK FOR WATER

SAVE LIVES WITH SPONSORSHIP

A HEALTHY WAY TO HELP

Walk the average distance a southern African has to undertake daily for water, 15 kilometres, whether it's in one walk or completed in several walks, and help raise money to save the lives of children suffering from poverty, conflict and natural disaster across the world. Below is an insight into just one of Feed The Children's projects in response to Malawi's malnourished children.



WALK FOR SURVIVAL



It is the job of women and children to collect water in Southern Africa. Each day they will have to walk on average 15 kilometres to carry out their duty to ensure the survival of their families. In sub-Sahara Africa, 43% of people rely on dirty water. Using and drinking unclean water accounts for 1.6 million child deaths per year that could be prevented purely through access to clean water.

MALAWI - THIRSTY FOR HELP

Land-locked Malawi with its erratic and unpredictable weather, have recently suffered a prolonged drought. With 90% of its population dependent on subsistence farming, the drought has caused widespread failure of crops, including the essential maize crop. People are malnourished, and as one of the least developed countries in Africa most do not have access to clean water and water-borne diseases are rife. Almost a million people are also HIV positive. Life is a relentless struggle for the people of Malawi so Feed the Children, with its generous supporters, offer hope in the gruelling fight for survival.



A SOURCE OF HOPE - JUST ONE OF THE FTC PROJECTS



Feed the Children provide emergency aid to communities in desperate need. This includes food, water filtration kits, blankets, toiletries and educational supplies. For the many who were born with special needs due to poor nutrition, rehabilitation facilities such as speech therapy or physiotherapy are available, which are currently helping nearly 1000 children. Vocational skills such as goat keeping and bakery are being taught to enable farmers to provide for themselves. Seeds, tools and fertilisers are also given.

WHAT AN OPPORTUNITY to combine a challenge to test and increase fitness levels with such worthy relief projects. Take on the task over a period of time, in shorter walks, and accumulate the distance.

FEED THE CHILDREN also works in other countries suffering from poverty, conflict and natural disasters, including projects in the UK.



THE CHALLENGE...

WHAT TO DO...

Task: Walk 15 kilometres or 9 miles.

Time: The estimated time to 'walk for water' is 3 hours, which can be split in to legs and accumulated in more than one walk.

Preparation: For this challenge you should have this fact file and a Feed the Children sponsorship form. If you are completing the challenge in a group then please take a sponsorship form each.

We, at Feed the Children, wish you the best of luck with your challenge!



A TARGET FOR SPONSORSHIP

It is motivating to have a target to aim for when drumming up sponsorship. Here are some examples of what you can achieve.

£ / kilometre	Target / £
2	30
5	75
10	150

£ / mile	Target / £
5	45
10	90
15	135



Please send sponsorship form and money to: Feed the Children, 2 Tavistock Industrial Estate, Ruscombe, Twyford, RG10 9NJ **Phone:** 0118 932 0095 **Email:** info@feedthechildren.org.uk

HOW YOUR GENEROUS SUPPORT CAN HELP

Just £8 will provide a child with shoes and educational consumables.

As little as £10 will provide 1000 water purification tablets.

£15 will buy seed and fertiliser for one farming family.

Just £22 will feed an abandoned baby three meals a day for a month.

At a cost of £70, a child who needs it, can receive an artificial limb.

£99 will buy a wheel chair.

£204 will provide anti retroviral drugs for an HIV positive child on solid foods for a month.

The sum of £460 will fund the employment of one nurse for a month.



AS YOU CAN SEE, however great or small your fundraising achievement is, you'll not only be saving lives but giving these children and families a brighter future.

THEIR FUTURE IS IN OUR HANDS!
THANK YOU FOR CARING



www.feedthechildren.org.uk Reg Charity No. 1034916