



Cancer Support Scotland
Tak Tent - Take Care

Heel Appeal



Information Pack



DATE:
Sunday 22nd March



LOCATION:
Calman Centre
75 Shelley Road, Gartnavel Complex, Glasgow G12 0ZE



TIME:
From 10 am



0141 337 8199



www.cancersupportscotland.org



fundraising@cancersupportscotland.org



twitter.com/CancerSuppScot



facebook.com/cancersuppscotland



youtube.com/cancersuppscotland

Registered Charity number
SC012667



Welcome To The Heel Appeal!

Thank you for registering to take part in Cancer Support Scotland's 'Heel Appeal'. This information pack will tell you everything you need to know about this brand new event.

What is the Heel Appeal?

The Heel Appeal is both a remembrance and a challenge event, taking the saying 'Walk a mile in someone else's shoes' literally. Whilst we're asking you to find the wackiest shoes to wear, to make the walk more of a challenge, we are also asking you to show your support and dedicate your walk to a loved one.

Cancer Support Scotland relies on support from people like you. You are helping to raise vital funds which allows us to continue to provide our complementary and talking therapies to anyone affected by cancer.

Please note – we ask all participants to raise a minimum of £30

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Overview of the Day

When and Where?

At 10 am we will all meet at the Calman Centre to register, pin on your numbers and take some photos.

You can also check your shoes into our cloakroom once you have donned your wacky pair. These can then be collected at the Hilton Grosvenor after the walk.

We will then wander up Great Western Road and through Glasgow's iconic Botanic Gardens.



The Walk

Miles: 1.4 miles

Time: About 30 mins to 1 hour

Time will depend the shoes you choose to wear.

At just 1.4 miles, the walk would take roughly 30 minutes in normal shoes, which should be plenty if you're brave enough to be wearing a pair of heels or flippers!

After event celebrations:

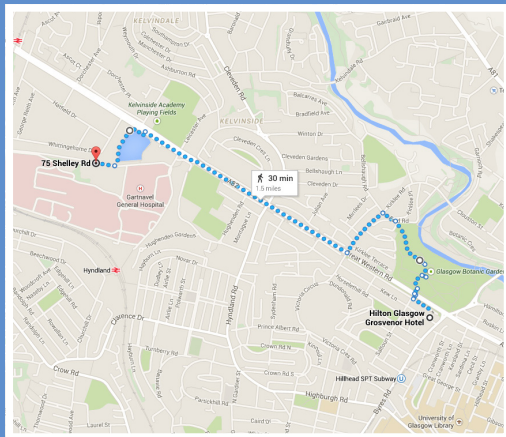
The event will culminate in a celebration where you can kick your wacky shoes off at the door and have some fun at the Hilton Grosvenor Hotel where we'll have a bacon roll and a cuppa ready for you - ideal way to spend a Sunday morning and all for a good cause!



The Route

The route we will take is simple. We will exit the Calman Centre onto Shelley Road and wind round Bingham's Pond. We will then head down Great Western Road, turn left onto Kirklee Road and head through the beautiful Botanic Gardens until we reach Byres Road. We will then cross the road to the Hilton Grosvenor Hotel.

There will be balloons and a few signs along the way to keep you on track. We will also have lots of volunteers on hand to cheer you on, or just be there for a chat and a giggle on the way to the party.



Travel Information

Car Parking:

It is free to park in the west end on Sunday but spaces can be limited. We would advise that you take the train to Partick or the subway to Hillhead.

At the Calman Centre there is parking outside the building which can be reached from Shelley Road. Alternatively, it is free to park within the grounds of the Gartnavel and there is parking.

There is also the train station at Hyndland which is under 10 minutes walk from the Calman Centre. Trains from Hyndland go to both Glasgow Central Station and Queen Street Station.



Underground to Hillhead

Take either the Inner or Outer Circle. The Hilton Grosvenor is only 5 minutes from the Hillhead Subway Station.



Trains to Hyndland from Central

- Dalmuir via Singer
- Dalmuir via Yorker
- Milngavie

Hyndland is four stops from Glasgow Central Station.

Sponsorship

Who you are supporting?

The funds that you raise will directly affect the lives of people who have been diagnosed with cancer, or their family and friends.

"I so look forward to coming to Cancer Support Scotland, it's a wee lifeline because I suffer from so much pain caused by the chemotherapy. Coming to Cancer Support Scotland for Deep Tissue Massage genuinely helps with my everyday pain. My therapists become a friend, not just a therapist"

- Anne Knightswood

We offer 828 therapy appointments, 1008 counselling appointments and 460 chiropody appointments in a year within the Calman Centre and our outreach services. Just to put into perspective, here are a few of our costs:

£25.26 will pay for someone living with cancer to have a counselling appointment where they can share their fears in a safe and confidential environment.

£45.72 will pay for one much needed relaxing complementary therapy for someone who just needs to escape their stresses and anxieties for a while.

£260.22 improves mobility and decreases discomfort and pain for someone affected by cancer, by providing a course of six sessions with a specially trained podiatrist.

How to raise funds?

The easiest way to raise funds is through JustGiving (www.justgiving.com). If you do not have an account then follow the simple on-screen instructions on the website to start your own fundraising page. Your friends, family and colleagues can find your page by typing in your name, or you can send them a direct link to your page via email and social media.

Alternatively, you can hand cash and cheque donations in at the Calman Centre prior to the event or on the day.

On the next page there are a few top tips for making the most of this event so you have the best time as well as raising funds and awareness for Cancer Support Scotland.

Getting the most out of the event



Team work

The Heel Appeal is a fun event and we want you to get really involved. Why not pull together a team of friends, family or colleagues to take part in the walk?

Go all out with matching footwear and team name!

Social Media

#HeelAppeal

Post a picture of your wacky shoes on your Facebook, Twitter and Instagram with the hash tag *#HeelAppeal*.

Share

Show exactly where your friends and family's donations are going by sharing our website, service user stories or Facebook page.

Who?

We want to know who you are dedicating your walk to and why.

Take Photo's

We want to see lots of pictures and selfies posted throughout the walk and at the Calman Centre.



Please Remember...

Surroundings

Remember to be mindful of traffic and other pedestrians

Health

If you have any medical conditions please let us know well in advance so that we are able to prepare

Fitness

Make sure that you are fit and well enough to do the walk

Practice

Practice walking in your shoes. It's meant to be a challenge, but your safety comes first

You are now ready to put on your shoes!



We Would Like To Thank

- 👤 Everyone who has made this event possible
- 👤 Our excellent fundraising team and staff at Cancer Support Scotland
- 👤 Everyone who took part in the launch of the Heel Appeal. We hope the success of this event will be repeated in the years to come