



Thank you for taking part in a **Fresh Air Miles** event in aid of Sustrans, the charity that's enabling people to travel by foot, bike or public transport for more of the journeys we make everyday.

Sustrans Fresh Air Miles events are **free, family-friendly bike rides and walks** organised by Sustrans' fantastic volunteer groups and staff **across the UK** and are open to all to join in.

It is an exciting year for Sustrans as we celebrate 16 years of our links to schools projects and our [Free Range Kids](#) campaign. We are thrilled that this year [First Gear](#), a Specialized initiative to get more kids riding bikes are supporting Sustrans' Fresh Air Miles events.



What do I need to bring on the day?

- Keep an eye on the weather forecast and wear appropriate clothing for the weather.
- A bottle of water is an essential for the day, and you may want to bring some snacks too.
- A pump and a puncture repair kit are always a useful accompaniment to any ride.
- Helmets are recommended for children under 16.
- All children under 16 must be accompanied by a responsible adult.
- It's your responsibility to ensure your bike is roadworthy.
- A health and safety briefing will be given by the ride organiser at the start of the ride.



Help continue our work

Fresh Air Miles events are **free** to join in but there will be an **opportunity to donate** to Sustrans on the day. The money raised will help us to give people the confidence and the facilities to get moving and help us achieve our vision of a world in which people travel in ways that benefit their health and the environment.

For those keen to raise **sponsorship**, you'll be surprised how much you can raise, and every penny counts to help us get more people walking and cycling their everyday journeys. As an added incentive, **anyone who raises over £50 will receive a Sustrans T-shirt!**

Hints and tips below to maximise your fundraising potential.

- Set up a fundraising page at www.justgiving.com/sustrans. It's quick and easy and works best if you personalise your page with photos, videos and a little bit of text about why you are doing the ride and supporting Sustrans. Send the link to all your email contacts, as well as adding it to your website, Facebook, Twitter and any other online places you can think of. You could also print out little cards or slips to pass to people in person so they can find your page.
- Ask all of your friends, family and work colleagues to sponsor you and take your sponsor form with you wherever you go so you can ask everyone to sponsor you, and if possible collect the money upfront.



Please ask everyone to complete the sponsor form with their home address and tick the Gift Aid box as then the tax we reclaim makes their donation worth 28% more! If they are worried about their data, reassure them that we don't share data with any other organisations.

- Get creative and think about ways to raise sponsorship money – you could ask your employer, gym, local pub or any other companies you have strong links with to sponsor you or match the amount of money you raise – in return you could offer to mention them on your Justgiving page or in your thank you messages.

Don't forget to thank everybody who sponsors you and let them know how much it means to you.

After the event

Please send in your money with your sponsorship forms so that we know who the money is from and can claim the Gift Aid.

Please don't send cash in the post – make your cheques or postal orders payable to Sustrans and send them with the forms to the following Freepost address: Melissa Cairns (FAM), Sustrans, Freepost BS7739, Bristol, BS1 5FA.

As soon as you send in your sponsor money or set up a Justgiving page then we will add you to our Supporters database if you are not already a Supporter. You will receive our thrice-yearly Supporters newsletter featuring details of new routes and projects, rides in your region and around the UK and invitations to events or route openings taking place in your local area.



If you have any questions, get in touch with your ride organiser or send an email to freshairmiles@sustrans.org.uk.

Have fun clocking up your Fresh Air Miles!

The Fresh Air Miles team