

# Step by Step

Information pack & guide

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**The idea for the Capital Ring originated in 1990 at one of the early meetings of the London Walking Forum and it was completed in September 2005.**

# 1. Welcome!



We're very excited to have you join us for our Capital Ring walk over the next year. The walk will be a great way to get to know you, raise some money for QSA's work, but also to give you an opportunity to learn more about what we do whilst discovering some parts of London you perhaps haven't seen before.

In this small pack, you'll find some essential information to get you started, including:

**Our route and dates, with some key things to see along the way**  
**How to get yourself set up for fundraising**  
**Some top fundraising tips**  
**Some FAQs**

If you have any questions for us, please don't hesitate to get in touch with Sarah or Giles on:

**020 8983 5040**  
**fandc@qsa.org.uk**



Severndroog Castle

**Crystal Palace was originally built in 1851 in Hyde Park but moved to Crystal Palace in 1854. It burnt down in 1936.**

## **2. Our route**

### **Step 1 | Friday, September 7th, 2018 | Olympic Park to Woolwich**

We'll kick things off with 6.2 mile walk from the Olympic Park in Stratford, where you'll have a chance to check out some of the park's impressive landmarks. It's a comparatively flat and easy walk, passing the beautiful Abbey Mills Pumping Station and through Beckton District Park.

**Distance: 8 miles**

### **Step 2 | Sunday, Oct 7th, 2018 | Woolwich to Falconwood**

This is one of the longer walks but is mainly level with a couple of steep slopes. We'll head under the river via the Woolwich foot tunnel and then head down through Maryon Park and Charlton Park. A cracking view of London will await us as we reach Severndroog Castle.

**Distance: 7 miles**

### **Step 3 | Wednesday, Nov 7th, 2018 | Falconwood to New Beckenham**

This is a fairly long walk and includes a variety of surfaces, some of which can get a little muddy in wet weather. Top sights for this leg include Eltham Palace and Beckenham Palace Park.

**Distance: 9 miles**

### **Step 4 | Thursday, March 7th, 2019 | New Beckenham to Streatham**

Most of this walk is on tarmac but does feature some steep ups and downs, and incredible views! We'll see Crystal Palace, Biggin Wood - a remnant of the Great North Wood and the Grade II listed Norwood Grove.

**Distance: 7 miles**

### **Step 5 | Sunday, April 7th, 2019 | Streatham to Wimbledon Park**

Much of this section will be beside roads, but also taking us through Tooting Beck and Wandsworth Common. We'll finish up at Wimbledon Station, before entering the park.

**Distance: 5.5 miles**



Stratford's Olympic Park

**Eltham Palace used to be the country palace of choice for the reigning monarchs from the early 14th to the mid 16th centuries. Except for Henry 8th who preferred Hampton Court. Elizabeth 1st was a fan.**



Richmond park

### **Step 6 | Tuesday, May 7th, 2019 | Wimbledon Park to Richmond Bridge**

This will be a beautiful, green walk through both Wimbledon Common and Richmond Park. There are a couple of fairly steep slopes, mainly on rough paths and grass.

**Distance 7 miles**

### **Step 7 | Friday, June 7th, 2019 | Richmond Bridge to Greenford**

This is our longest walk, but also features some of the easiest and greenest terrain we'll face. We'll see the Old Deer Park, Nazareth house and follow some of the Grand Union Canal (not for the last time!).

**Distance: 10.5 miles**

### **Step 8 | Sunday, July 7th, 2019 | Greenford to Hendon**

This walk is mainly on firm ground with a couple of steep slopes. Points of interest include the Paradise Fields Wetlands, the view from the summit of Horsenden Hill and Harrow-on-the-Hill.

**Distance: 10 miles**

### **Step 9 | Wednesday, August 7th, 2019 | Hendon to Highgate**

This walk passes through many green spaces and ancient woodlands on firm pavements and paths. They'll be a few steep climbs to take on. Interesting things to see along the way include the lake in Brent Park, once a duck decoy, the statue of 'La Deliverance' at Finchley Road.

**Distance: 7 miles**

### **Step 10 | Saturday, September 7th, 2019 | Highgate to Olympic Park**

This final, triumphant leg will see us walk along the beautiful Parkland Walk into Finsbury Park, then on to the Stoke Newington Reservoirs and Clissold Park. We'll then follow the Lee Navigation waterway, tracing the expansion of Stoke Newington over the last 150 years before going into a nature reserve at Springfield Park. We then end up in the Olympic Park to celebrate our finish!

**Distance: 9 miles**

### Tip

**Personalise your page as much as you can, and let your sponsors know why you are taking on the walk for QSA.**

**One of the least known but most delightful parts of the Capital Ring, Fryent Country Park passes through a wooded hillside, around a pond with a magnificent view, and across fields that are still used for haymaking.**

## 3. Fundraising - set up

Getting set up and started with your fundraising is easy. Below are some steps, but if you're struggling with anything at all, please don't hesitate to **give us a call on 020 8983 5030**.

### Step 1 - Signing up & paying your registration fee

You might have already done this, but if you haven't, **please fill in this form** to register your place. You can let us know what walks you'll be joining us on and pay your **flat fee of £15**.

### Step 2 - Setting up your fundraising page

We have put the campaign on Just Giving, which means it is very easy to set up your fundraising page.

- **Follow this link to get started**. You may need to click the link at the bottom of the page to set up a JustGiving account if you haven't before.
- Once you've added your details, you can personalise your page with pictures and a story.

### Step 3 - Tell your friends & join the Facebook group

Now that you've got your page set up, you can start to reach out to your friends and family to let them know about the challenge you are taking on, and why you are doing it.

Use the URL link on your page to share it with everyone so that they can make donations.

Also, make sure you join the **Facebook event page** for any of the walks, so we can send you updates and you can see who else will be coming.

If someone would like to sponsor everyone, they can visit our campaign page here: **[www.justgiving.com/campaign/stepbystep](http://www.justgiving.com/campaign/stepbystep)**



Fryent Country Park

## Tip

Update people on your progress by sharing pictures of each walk and tell them about what you found out about whilst talking to the QSA team.

**The Grand Union Canal is the longest canal in the UK at 286 miles long, and runs from London to Birmingham.**

## 4. Top fundraising ideas

It's not always easy to know where to start when it comes to fundraising. Have a look at some of the ideas below. You'll be surprised at how quickly you can reach your target.

**Send a personalised email** - send around an email or letter to some of your close friends, family and colleagues. Try to personalise each one, so it doesn't look like they are just on a long list.

**Keep people up to date on social media** - use any social media, like Facebook or Twitter to keep people up to date with the walk and fundraising. We'll be taking lots of pictures that you can share too!

**Bake Sales** - these are always popular and good fun to get people involved! It's also a perfect opportunity to tell people why you are doing it!

**Host an event at your meeting** - invite someone to come and speak at your meeting and ask Friends to make a donation on the door.

**Matched giving** - a number of employers match employee contributions and fundraising efforts. Ask your employer if they offer a matched funding scheme.

**Bag it up** - simply ask your local supermarket if you can bag customers' shopping and ask for a donation for your service. It's simple, it's a proven way to raise lots of money.

**Knitting** - make use of those nights sat on the sofa by knitting. Baby clothes, scarves, jumpers, these are all great things that people will donate money for!

**Book club** - book clubs are free but there are plenty of ways you can raise money – when hosting your meeting, you can sell refreshments for a small fee or host a dinner and have the book discussion.



Grand Union Canal

## **5. Fundraising FAQs**

### **What if I can't raise enough money?**

After you've paid £15 to walk with us, £100 is just a fundraising target. Every penny goes a long way so please don't worry if you don't raise the full £100. There's no time limit on your fundraising either.

### **Can I post money?**

We prefer online donations but all support is welcome. Cheques can be sent to QSA, 17 Old Ford Road, London, E2 9PJ.

### **Can I just pay the £100 fundraising target to you directly?**

Absolutely, just donate to QSA's main donation page, or send us a cheque. Please add a note that this is for Step by Step.

### **Where does my money go?**

All the money raised from Step-by-Step provides unrestricted income to QSA. This works magic at our charity because it is very hard to fundraise for elsewhere and it gives us the time and freedom to ask 'where is this most needed today?' It also allows us to research new work as we ask 'what is no one else doing that we can do to help?' Funds like this allowed us to launch the UK's only practical support service for funeral costs.

### **What happens to the funds I raise if the walk is cancelled or if I am unable to participate on the day?**

If QSA needs to cancel a walk for any reason (see page 9) or if you are unable to participate on a given day, we would still like the funds raised to come to QSA. Therefore please make it clear to your supporters that funds raised are not subject to any conditions.

## 6. Practical advice

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### Getting ready for the walk....

The walks range from 7-11 miles, across varied terrain and including steep slopes at times, so you'll need a reasonable level of fitness to cover the distance. Do check with your doctor if you have any health conditions that might affect your ability to safely do the walk.

We estimate we'll walk at a moderately brisk pace. There will be stops along the way for toilets and refreshments.

Appropriate footwear is important; ideally walking boots that fit well, with good ankle support.

Clothing needs to be appropriate for the time of year and the forecast, ideally including waterproofs or an umbrella.

Please bring water and a packed lunch, plus any other provisions suitable for the time of year, such as sun cream.

Given the distance, this walk may not be suitable for children, but again, doing the whole walk isn't necessary. Any children must be supervised by an adult at all times.

Well behaved dogs are welcome.

## 6. Practical advice

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### On the walk itself...

We will provide you with a precise meeting point and a time prior to your walk, between 10 – 11am.

We will let you know who from QSA will be leading the walk and how to recognise them at the meeting point.

Before we set off on each walk, we'll set out the key elements of the route, including any particular hazards or challenges we're aware of, such as golf courses or known roadworks.

On each walk, we'll be joined by different colleagues from across QSA, so we'll be able to chat about a different aspect of our work.

We'd love to take lots of photos on the walk, and we're happy for you to do likewise. If you don't want to be in these, just let us know. Any photos of children will require permission from their parent or carer.

Our ethos on the walk will be the recommended "leave no trace" philosophy, so please use bins along the way or take your rubbish home with you.

A lot of the walks will be away from major roads, but we will be crossing roads on each walk, so please do take care.

We'll provide you with an estimated end time for each walk, prior to the walk, but these will be approximate timings. Please set aside most of the day for the event.

If we need to cancel the walk, due to weather or unforeseen circumstances, we will let you know as soon as we can.



**“There is a danger that we don’t come across as a charity in urgent need of donations, but of course we do need funds to be sustainable.”**

Judith Moran, QSA Director

## 7. Q&A Judith Moran

### Why walk?

“Solvitur ambulando – it is solved by walking”. I firmly believe in this. I have a fitbit/walking tracker which showed that last year I completed 2,500 miles, the same distance as a monarch butterfly migrates each year.

Last year was a tough year for me, including a number of family bereavements and both work and life challenges, and the thing that really helped was to walk. This makes it sound as if walking is only important to do when things are going wrong, whereas I think its an excellent thing to do when things are going right. It’s life affirming and never fails to put me into a positive frame of mind.

### Why QSA?

To my mind, QSA is like a blueberry, a super fruit, with an awful lot packed into a small amount. We make our resources go a long way – 9 projects at last count with 24 staff members in total. I think we are seen as a principled, reliable and high quality charity. There is a danger that we don’t come across as a charity in urgent need of donations, but of course we do need funds to be sustainable. So, for me, this is an opportunity to make a very clear fundraising ask to a wide number of people who hold QSA dear, to build solid foundations for our work going forward.

### Which stage are you looking forward to most?

So much of where the walk goes will be new to me that I imagine there will be a revelation each time. This might be a perverse thing to say, but I’m looking forward to seeing whether there is one stage that is really quite taxing – the slopes are steep, the weather is harsh, the walking is hard. Much as I’m up for a wonderful stroll most of the time, I’d also like to feel that I was in some way tested. I may live to regret this sentiment...

### What conversations are you keen to have?

There are two kinds of conversations that I’m looking forward to having. First of all there are those about QSA where someone’s question or observation will spark something in me which will somehow weave its way into our work going forward – I feel I’m quite a magpie so this is a highly desirable outcome, and I’m awaiting inspiration!

Secondly, there are the ones you can strike up with a stranger where you find yourself marvelling at the randomness of the subject, or the immediate connection you feel with someone, or the pleasure of listening to a piece of their history and knowledge. I know that I’ll be expected to do a lot of talking on the walks, but I very much want to do a lot of listening as well.