

# Climbing Wall Challenge event: An introductory guide for Fundraising Groups

This guide was compiled before COVID19 restrictions were brought into place. All events must comply with local and national restrictions, Government Guidance and Marie Curie COVID safety measures, which your community fundraiser can provide you with details of. Due to this you may need to review the number of people that are allowed to take part and attend to spectate and adjust any financial income calculations accordingly.

Organising a climbing wall challenge for Marie Curie is a fantastic way to get people involved in an adrenaline activity no matter where you are based. Teams or individuals can take on the challenge to help reach the heights of a mountain set by you and has the potential to raise a good amount of income as well as introducing new people to your fundraising group and to the charity.

If this is something you are considering, please read on to find out more. If you decide to go ahead, your Community Fundraising can send you a more detailed guide, including what to consider for health and safety, press release templates and participant welcome packs.

## 1. What is a climbing wall challenge event?

Put simply...sponsored individuals ascend the climbing wall multiple times to collectively reach the height of a mountain or mountain range.



Between 20 and 30 participants will take part in climbing the heights of the wall. The number of people to reach a challenge will depend on fitness levels so communication with the participants and climbing wall company is key.

After securing a venue, date and climbing wall company, the Fundraising Group can begin to recruit participants to take part.

Participants register with a fee and in doing so sign up to raise a minimum amount of sponsorship. Upon registration they receive a participant pack with further information about the activity and raising sponsorship.

On the day of the event, the booked climbing wall company provide everything needed to set up and run the abseil. Participants are set up with the equipment from the company and are ready to take on the challenge. The company are responsible for assessing suitability of people to get involved, but this is an activity that is suitable for many ages and abilities, which could suit families or workplaces taking on the challenge as a team.

Spectators are welcome to come and watch and add to the atmosphere by cheering on their friends and family. Spectators may not stay for the full duration depending on how many climbs an individual is completing, but other climbers will also be around waiting for their turn. Whilst spectators are waiting for participants to complete the challenge, it is a good opportunity to offer food and drink and to have fundraising activities such as tombola/raffle. It is likely 2-3 times the number of participants will come along to watch.

It is also worthwhile having a photographer to take some great pictures.

### **How much can be raised?**

Typically, a successful climbing wall challenge event can raise anywhere from £3,000.

### **What type of group can organise a successful climbing wall challenge?**

For a successful fundraising climbing event is due to a group having:

- A good network of support, in particular teams of individuals that might want to get involved from their workplace, place of study or as a family/friendship group
- Prominence in local communities
- Prominence on social media

## **2. How does the fundraising work?**

Participants cover event costs by paying a registration fee on booking and income is generated by raising sponsorship. We recommend setting a minimum sponsorship level.

Registration fees and minimum sponsorship levels vary. Parameters to ensure a successful fundraising event are laid out below. However, within these parameters a decision should be made based on local knowledge of the community.

- Depending on the mountain challenge you choose we would recommend 20-30 people to get involved.
- Registration fees should be set between £20-£30
- Minimum sponsorship should be set between £75-£125

Cost of companies can vary slightly around £600-£800, and we would recommend setting a registration fee that ensures the cost of booking a climbing wall company is covered by the expected number of participants, for example 30 participants x £20 registration fee = £600.

## **3. Organising the event**

1. Book a venue and choose a date
2. Book a company

### 3. Fill the event

#### How much time is required to organise this event?

The event requires approximately six month lead time, in order to allow time securing the venue and company and for recruiting participants and raising sponsorship.

#### Choosing a venue

Venues will need:

- A flat surface for the climbing wall to be set up
- Space for the climbing wall to be set brought on to site (as they come lay down) so you would need to ensure there is suitable access. Speak to the climbing wall companies about the space needed.
- Have no obstructions where the climbing wall is going to be set up.
- An area to register participants
- An area for spectators to watch
- Plenty of parking
- Refreshment facilities
- Toilets

#### Selecting a date and time

Climbing wall challenges would be best in spring or summer, when the weather is typically better. If you are worried about weather conditions affecting your event, you could also speak to indoor climbing wall venues to see if your event could take place there.

The event would be best to be taken place during daylight hours. Depending on how many climbers you have will depend on the length of time that the event will take place. Many climbing wall companies have suggested there can be approximately 60 climbs per hour.

Time to set up is approximately 2 hours prior to the event.

The time that it takes to run the event will depend on the challenge you choose and the fitness level of the participants. For example, some groups could do a 3 peaks challenge on the climbing wall in 1.5 hours, whereas others it would take 5-6 hours.

#### Booking a company

There are many climbing wall companies across the UK and it is worthwhile finding a company near you as it will incur less costs and some will charge for mileage if out of their area. You could also look to see if you have an indoor climbing wall centre that may allow you to do a similar challenge. You will need to obtain copies of their health and safety documents, including risk assessment and insurance, and will need to share these with your community fundraiser.

#### Filling the event

The event attracts a wide variety of people – younger and older, male and female, individuals and groups. You can work with your Community Fundraising Team to engage local corporate and community partners.

There is no minimum age restrictions, but we would recommend checking with each climbing wall company for any restrictions they have.

Community Fundraisers will have all the materials you need such as press releases to help you recruit participants

### **What happens next?**

If you are interested in going ahead with organising a Climbing Wall event, your Community Fundraiser can send you a more detailed document about how to go about it. This will help the group determine the amount of input required to host an event, and the amount they can raise.

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