



MARRAKESH MARATHON CHALLENGE

**THIS IS ELITE LEVEL
DON'T DREAM IT. DO IT.**

Register today
humanappeal.org.uk/challenges



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ABOUT HUMAN APPEAL

WHO WE ARE AND WHAT WE DO

Human Appeal is an international humanitarian and development organisation working across 18 countries in Asia, Africa, Europe, and the Middle East. We react immediately and incisively to humanitarian emergencies, and our development work has a lasting effect on people's lives in the world's poorest countries. In an increasingly fractured world, we are united by something powerful: our common humanity.

We sprang from a simple human instinct: to help other humans in trouble, regardless of creed or colour. We were created by two students in Manchester 30 years ago and now our work spans the globe. Our vision is to become a global agent of change for a just, caring and sustainable world. Our mission is saving lives, alleviating poverty, transforming and empowering local communities whilst championing humanity, impartiality, neutrality, and independence. We are inspired by Islamic faith and values, but we deliver help to anyone in need, particularly those who are most vulnerable, so we leave no one behind. We are faith-based, but not faith specific. We have faith in all humanity, and believe we can achieve great things when we work together

LIVELIHOODS

We assist in livelihoods development for vulnerable and displaced communities to create sustainable income generation opportunities.

CHILD WELFARE & ORPHANS

We provide a one-to-one sponsorship programme in 9 countries to give children a better future, whilst keeping the safeguarding of children central to our approach.

EMERGENCY RELIEF

We provide humanitarian assistance in the context of disasters, conflicts and emergencies in the form of food security, medical aid and support to local health facilities, provision of shelter, camp management, and protection as well as water, sanitation and hygiene and education in emergency contexts.

WATER, SANITATION & HYGIENE

We provide access to clean water and sanitation, and improve hygiene practices and awareness among vulnerable and displaced communities.

EDUCATION

We improve access to inclusive and quality education for children of school age in vulnerable, marginalised and displaced communities and equip young people and adults with relevant skills and knowledge through education and lifelong learning opportunities as well as technical vocational courses and training.

FOOD SECURITY

We enhance food security through sustainable agriculture, strengthening resilience and improved nutrition amongst communities affected by disasters, conflict and poverty.

In 2021 we:

- Supported a total of 1,349,536 people in eight countries
- Sponsored 11,845 orphans in nine countries
- Fed 108,103 people during Ramadan
- Distributed Qurbani meat to 484,147 people in eight countries
- Supported 42,110 people through both long and short-term food security projects



WELCOME TO MARRAKECH MARATHON CHALLENGE

DATE:
29/01/2023 - 01/02/2023

COUNTRY:
Morocco

FUNDRAISING PROJECT:
Orphan Sponsorship Appeal

THANK YOU FOR SIGNING UP TO THE MARRAKECH MARATHON

Thank you for signing up to the Marrakech Marathon 2023

You are now part of a team of extraordinary people who are going beyond their fears to help orphans around the world. This exciting challenge will see you fly abroad at an affordable cost for the weekend and take part in an awesome challenge and make a difference.

FUNDRAISING TARGET:

Your target is to raise a minimum of £2000 by Sep 30, 2022. Start inspiring yourself and others by sharing your goal with your family and friends and on your social media platforms. You will have the support of our local fundraisers should you need marketing materials.

THE COSTS/REGISTRATION FEE:

- The registration fee is £100. This helps towards your accommodation incl breakfast (within walking distance to the start and finish of the race), Check in 29/01/2023, Duration 3 Nights, Delivery of the race number directly to your hotel, Airport Transfers, Our Assistance, Personalised hoodie and t-shirt and one excursion., Race Fee Finisher Medal

INSURANCE AND OTHER ITEMS:

Must be covered by participants.



THE CAUSE: ORPHAN SPONSORSHIP PROGRAMME

Human Appeal has been helping supporters to sponsor orphans for 30 years. Currently, our supporters are sponsoring over 19,000 orphans across nine countries. We've witnessed how one sponsorship can change a whole future, and we've learnt to develop a programme that puts the child's needs first. All our work is overseen by our child protection specialists, who ensure that children are never put at further risk.

In order to qualify for child sponsorship, an orphaned child must remain in school, which safeguards their right to an education and a future, and helps to give them the tools to support themselves once they become young adults in the world. Sponsoring an orphan is one of the most blessed and rewarding acts you can do. And it's some of our most impactful and precious work, which we carry out with great care.

WHAT TO EXPECT WHEN YOU SPONSOR AN ORPHAN:

As soon as you sign up to be a sponsor, we'll send you a welcome pack with a photo of the child you're sponsoring and their story, which you should receive within 14 days. This is just the start of the journey. You will start receiving annual handwritten messages and/or drawings from your child, telling you about their daily life, interests, milestones and achievements. You will also receive detailed updates from our local staff who work in their community, so you can watch your little one grow and thrive year after year.

Give a child a better future. You can save a child.



THE SCHEDULE

DAY 1: FRIDAY

- Flight from UK to Marrakech
- Jumma prayer
- Dinner

DAY 2: SATURDAY

- Breakfast at hotel
- Travel to your chosen excursion
- Evening dinner at Hotel

DAY 3: SUNDAY

- Breakfast at hotel
- Marathon day
- Lunch at hotel
- Evening - your own time

DAY 4: MONDAY

- Fly back to the UK

KEY INFORMATION

- Supply points: Supply points are every 5 kms (water, and orange sections) until finish.
- Timing: Your time appears regularly on clocks during the course and by a clock at the end.
- Sign posting: Signposting is on the ground and on panels.

DEPARTURE TIME:

- Half-marathon: 0930am,
- Marathon: 0830am

START AND FINISH LOCATION

- Avenue de la Menara (Hivernage)
- Behind Sofitel Hotel

RACE NUMBER LOCATION

- Marathon Village: situated in Place du 16 Novembre, Quartier Gueliz
- Stand: Morocco Marathons (Please print your confirmation and hand it to a member of staff)
- Friday : 28/01/2022 10h To 19h
- Saturday : 29/01/2022 10h To 19h



TRAINING SCHEDULE

TRAINING SCHEDULE

If you've got a marathon on the horizon, BUPA has two training plans to help:

- beginner – if it's the first time you've run a marathon, or it's been a while since you ran any longer distances
- intermediate – if you consider yourself to be a more developed runner

TYPES OF TRAINING

The plans involve long runs and light to moderate (recovery) runs, and some faster runs.

Easy runs – These allow your legs to recover from hard efforts and prepare you for the next day of training. Take them at a light to moderate pace (effort level of 5 to 6). You should be able to enjoy running without feeling tired.

Steady runs – These runs should be at a slightly challenging pace with an effort level of 6 to 7. You should be able to hold a conversation, but find it difficult. This will become your race pace and be used for your long runs. It will increase your distance and build up your aerobic fitness, efficiency and endurance.

Tempo runs – Constant speed running is sometimes referred to as tempo running, and this improves your running pace. Although the true definition of tempo running varies, aim to run at a constant speed that feels 'comfortably hard'. This should be about an 8 on the effort scale. Stick to about 15 to 20 minutes at this pace and always include warming-up and cooling-down.

Interval training – Interval training is running intervals of fast, short periods of effort, alternated with recovery periods of slower running. So, you run really fast over a set distance or time, at an effort level of 9. Then you follow each hard interval with an easy one of at least the same length, then repeat. Try using a treadmill or running track to help you get the distances and times right. Training with intervals builds your aerobic fitness, strength and speed.

Cross training – This helps you to keep up your fitness but reduces the strain on the muscles you use for running. Take one session a week to do an activity, such as swimming, cycling or using a cross trainer in the gym. This will work your muscle groups in different ways and help to stop you from getting bored of just running. You could also try some resistance or weight training with movements, such as squats, deadlifts, lunges, step ups, and box jumps. These can improve your running performance.



THE POWER OF SOCIAL MEDIA AND VLOGGING

Use the power of social media to achieve your fundraising target and start a vlog so your followers can share your adventure. Be social before, after and especially during your challenge. People love supporting great causes and witnessing others overcome their fears.

Let people know you'd be really grateful for a few donations to get you off to a flying and encouraging start.

Continue to post every so often asking people to help you get to the next fundraising milestone, e.g. "Thanks everyone for helping me reach £160! Can anyone help me get to £200 for the Syrian Housing Project? [link to your page here]." You could do this every few weeks or so when you're approaching a new milestone. Thank people publicly for their donation to keep drawing attention to what you're doing and to create enthusiasm around your cause, e.g. "Big thanks to XXX for their donations – I'm now at £200, which will provide XXX!

Thanks everyone for your support. It means a lot." You could do this every week or so, depending on how often you get donations.

So, start inspiring others now and tell them you've just joined the Toubkal Trek. Be sure to tag Human Appeal!

SOCIAL MEDIA TOP TIPS:

Share your journey with your followers in real time on platforms like Instagram stories, Instagram and Facebook Live, Twitter and TikTok. Remember to tag Human Appeal.

Create urgency – highlight the importance of the cause in your fundraising posts and try to give people a reason to sponsor you right there and then.

Create momentum – constantly post about the challenge to keep reminding people and to create a buzz around the Toubkal Trek and your fundraising campaign.

Create hooks – create "hooks" or reasons to give updates or to base a fundraising task around. For example, use your fundraising targets or training milestones, event preparations or just say thanks to those that have donated to your cause.

Make your first post about your why – talk about your reason for joining this challenge and the importance of Human Appeal and this cause.



CONTENT TIPS FOR THE MARRAKECH MARATHON

WHAT:

- Tell people about the effort you're putting in to prepare for the challenge. Share your commitment, your plans, keep it engaging and, fingers crossed, you'll be reaping the reward of extra donations.
- Share your funny or interesting stories of anything significant that happened to you during your training or event preparations.
- Take plenty of photos and videos to really bring what you're doing to life. These are great for sharing on social media. You don't need fancy equipment – you could just use your phone. Funny photos or videos always go down especially well.
- Why not film a really simple video of yourself sharing your training for the Marrakech Marathon and what it means to you?
- Reportage short clips and micro-video blogging – there are so many ways to do this. Depending on what you're doing, film short clips of your preparation or training, or during your fundraising activity itself.
- Depending on what you're doing to fundraise, you could broadcast live on Facebook or Instagram. It's a great way to get people involved.
- Share reminders in the run up to your event, e.g. "I can't believe I'll be climbing / running / etc X feet this time next week. Thanks to everyone who has helped me raise £200 so far. If anyone else can help I'd be really grateful for whatever you can spare [link to your page here]."
- Just be yourself! Keep it personal. Speak naturally, as though you were speaking to a friend. Have an idea of what you will cover in your vlog but don't follow a script. At the beginning of your vlog, please tell us: your name, your reason for joining this challenge and the importance of Human Appeal and this cause.
- Other questions you may want to answer in your vlog are:
 - -How have you found the training so far?
 - -Has it been more or less difficult than you expected?
 - -What has been the most challenging and rewarding experience so far?
 - -Have you got any tips for anyone else who is training for a charity challenge of this nature?
- Inspire your viewers with your experiences, encouraging them to visit your fundraising page to donate and learn more about Human Appeal and your cause.
- Ensure the vlog always has a link to your fundraising page.



CONTENT TIPS FOR THE MARRAKECH MARATHON

WHEN:

- Remember: payday is a good time to ask for donations. If you feel like it, towards the end of the month, you can just be completely honest and transparent about this with something like "Since it's payday, can anyone spare a pound or two to support me in the Ultimate Kilimanjaro Challenge for Human Appeal?" Then, proceed to thank those that have donated and supported your cause.
- Timely reminders of your story and why you're doing this and the impact you can have:
 - -A week before, e.g. "A week today is the big day. I'll be climbing / running / XXX for Human Appeal. Here's a reminder of why I'm doing this [link to page]. I would be so grateful for any support you can give."
 - -Day before, e.g. "Tomorrow is the big day. I'm really nervous! Thank you so much to everyone who has helped me raise £300. I'd be really grateful for any last minute donations [link to your page here]."
- -During the challenge – describe the challenge as you endure it, how it is making you feel and the journey you have taken.
- -Post challenge - remember to share the all-important post-event pic or video because the final moments often encourage a last-minute flurry of donations. You're going to be on a high when you complete the Ultimate Kilimanjaro Challenge, so show off your medal and snap a photo to show your supporters you did it.
- Inspire your viewers with your experiences, encouraging them to visit your fundraising page to donate and learn more about Human Appeal and your cause.
- Ensure the vlog always has a link to your fundraising page.



CONTENT TIPS FOR THE MARRAKECH MARATHON

HOW:

- Film your vlogs in landscape orientation. Can you prop your phone up on something to keep it steady? If you want to record your vlog whilst standing up and moving around, be mindful of moving too quickly. When framing your shot, think about where you are positioned within the frame. Be mindful of your surroundings when filming to ensure your personal safety.
- Think about where you are filming your vlog. For indoor filming, take advantage of any natural light in your house by recording facing a window so that the light is shining on your face. A good rule is to make sure that any light source is behind your camera – that way the light will be shining on you and not glaring into the lens.
- Make sure it's not too noisy in the background.
- Make sure that you can be clearly heard and the message and picture is clear.
- People have a limited attention span so try to keep it under 2 – 3 mins but there are no rules here. if you have a really great story, go for it!



CHALLENGE CHECKLIST

Reusable water bottle

You can't take liquids through airport security, but there are plenty of water fountains in airports where you can fill up an empty bottle. It's easy to get dehydrated while travelling, and you don't want that to happen before your race.

Extra running clothes

Doing a shakeout run after getting off the plane (or out of the car) is a great way to loosen up after all that sitting, so you'll want to have extra clothes for that. Plus, plan to bring plenty of options in shorts, tights, shirts, gloves, hats, etc. so that you can decide exactly what you want to wear on race morning after seeing the latest forecast. If you can't fit a second pair of running shoes into your bag, just wear them while you're travelling.

Throwaway clothing

If it's going to be a cold morning, you'll want something to keep you warm before the start.

Bag balm

The stuff is amazing. It's actually udder cream for cows, but it works on runners too. Apply a bunch anywhere that you're worried about chafing or blisters. After the race, if you missed any spots, you can use it to aid recovery.

Band-aids

Plan to bring at least two; nipple chafing is easily prevented.

Safety pins

Races (almost) always give you safety pins when you pick up your bib, but they're often gigantic. Bring your own.

GPS watch and charger

It seems obvious, but double check you have both and keep them in your carry-on. If your bag gets lost you don't want to have to shell out on a new watch and charger.

Running shoes

Wear them while travelling or pack them in your carry-on. If your checked bag gets lost, finding your exact shoes at the expo could be tough.

Post race duds

Bring a change of clothes and shoes (or flip-flops if it's warm) to check at the race and switch into as soon as you're done running. Bring a second set for after you've had a chance to shower.

Snacks

If you're on a long flight home, plan for limited dining options. Animal cookies are my go-to here because they always sit well in my stomach, even after a hard marathon.



FAQS:

TRIP SAFETY

Your safety, and that of the rest of the group, is our highest priority. Our trips are designed and planned with safety in mind. Your crew will be equipped with communication devices (e.g. phones, radios and/or emergency satellite phones), medical kit and other safety apparatus appropriate to the destination. Our leaders always have access to our 24-hour emergency UK back-up. They are responsible for safety on the trip, and will make any changes to the itinerary they deem necessary, should local conditions dictate.

FOREIGN TRAVEL ADVICE

For the latest travel advice from the Foreign & Commonwealth Office including security and local laws, plus passport and visa information, check www.gov.uk/foreign-travel-advice.

GROUP SIZE

Your booking is part of a group challenge, and the challenge costs and fundraising targets listed on our website are based on a minimum number of participants which is shown on the challenge. Our typical groups run with approximately 10-30 participants; however you may find your group is smaller or larger than this.

We will confirm at least 8 weeks prior to departure that your challenge is guaranteed to run. Occasionally it may be possible to still run the challenge with less than the minimum numbers, subject to a small group supplement. If we think a small group supplement may be necessary, we will discuss this with you as soon as possible.

FOOD AND DIETARY REQUIREMENTS

The food provided is plentiful, often local in style and freshly-cooked, and will give you plenty of energy. Sometimes we enjoy a buffet-style lunch-stop, other times we might have packed lunches. Dinners are generally eaten in camp. In some regions there may be less variety than you are used to, and in others fresh meat or produce can be harder to come by.

Being vegetarian or having other dietary requirements is not usually a problem provided you let us know well in advance. Please do not expect as much variety as you would have access to at home – we may be in very rural or remote areas and among people of a different culture who may not understand your requirements, however willing they are to help. If you know there

are plenty of foods you cannot eat we strongly recommend you bring extra snacks from home so you can top up your energy supply. Please feel free to ask us for advice.

LUGGAGE

Your luggage, food, water and equipment is transported for you from one night-stop to the next. If there is easy road access this is done by vehicle; if not porters, mules or even camels might carry your bags, depending on the destination and terrain.

Space is limited and hard-sided luggage is not suitable, so it is essential that your kit is packed in a soft bag, rucksack or expedition kitbag. You should also bring a small daypack to carry for items needed during the day as you will not have access to your main luggage until the evening.

FITNESS LEVELS

This is designed to be a challenge, and it is vital that you train sufficiently for it. You may find a training schedule on page 6.

We expect all participants to train hard in advance, but we respect everyone's limits and do not expect everyone to maintain the same pace. Inadequate training is likely to have an impact not just on your chances of completing the challenge, but enjoying it too – and we want you to have the time of your life!

Our challenges attract people of all levels of experience, fitness and ability as well as all ages and backgrounds. We design our challenges so that everyone can go at their own pace: this is not a race. If you have concerns about your fitness or if you have reduced mobility please do contact us for a confidential chat about whether this challenge is appropriate for you.

For logistical and safety reasons we sometimes need to re-group, so the front-runners may find themselves waiting for the slower ones. Please relax, and remember that this is a team effort that enables people to achieve their personal goals.

PASSPORT AND VISA / VACCINATIONS

Entry requirements vary depending on your destination and nationality. It is your responsibility to ensure your passport is valid, and any visas are obtained in good time. Check the FCO's advice on entry requirements for your destination to be sure. To find out if you need a visa you can check your requirements using our partner, Visa Machine, website here; please ensure you allow plenty of time. Your routine UK schedule of vaccinations should be up-to-date (especially tetanus). We recommend you check Fit For Travel for further details. You should always check with a GP or travel clinic for up-to-date travel health advice as it does change.

CLOTHING AND KIT

We plan our trips around the optimal weather conditions, but could still be exposed to bad weather at any time. It is vital you are prepared for all conditions. We provide you with a detailed packing kit-list on pages 10 and 11. We are always available if you need advice.

TRAVEL INSURANCE

Travel Insurance is compulsory on our challenges; we strongly suggest that you arrange insurance cover as soon as your booking with us is confirmed. Should you need to cancel on medical grounds, you will need insurance to cover the costs involved (registration fee and any trip costs depending on cancellation date).

You should also ensure that you have adequate cover for the type of challenge you are taking part in as well as medical emergencies, evacuation and repatriation.



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