



Rideathon
CHALLENGE

Fundraising Pack

Walk. Trot. Canter.

Lets ride to save our off-road routes!



Ride for the right to adventure

Over 78,000km* of our off-road routes are at risk of being lost forever. If we lose these routes, we'll lose moments like this for ever. We can't let that happen.

Join hundreds of riders and horses as we ride for the right to enjoy our countryside together.

Challenge goals for 2024

25km

50km

75km

100+km



Complete the challenge and
receive a Rideathon rosette!

How to prepare for your challenge

Plan your ride

Break down your goal distance into manageable chunks. Check out bhs.org.uk/responsible-riding/ for information on responsible riding or bhs.org.uk/planning-a-route for information on planning a route. Download your favourite app to track your kilometres.

Get sponsorships

Start raising your money now by sharing the challenge with your friends and family. You will feel more encouraged to keep going and to complete the challenge.

Stay safe

Every ride should be a safe one. Wear a helmet and other safety equipment. We also recommend wearing hi-vis or reflective equipment.

Look after your horse

Before embarking on your Rideathon challenge, carefully assess your horse's current level of fitness. Over estimating your horse's endurance can lead to over exertion, fatigue and potential injury. Always prioritise your horse's wellbeing by tailoring the distance to ride based on their current fitness level. To learn more, visit bhs.org.uk/horse-care-and-welfare.

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Before...



How your money helps

After

Edleston Bridleway Nantwich, Cheshire

Edleston Bridleway, on the outskirts of Nantwich, is part of the Crewe and Nantwich Circular Walk.

The route includes a section of raised causeway over a small area of wetland which had become dangerous to use. Some sections had rotted and parts of the causeway had started to fall away.

Our BHS Cheshire Committee submitted an application for funding in July 2021 to help with improvements to make the route safe.

We granted £1,000 of funds to support the work carried out in autumn 2021 by Cheshire East Council to repair the route. The total cost of this work was over £6,250.

- Retaining boards were replaced with recycled plastic for longevity in the wet conditions.
- Damaged sections were repaired.
- The free-draining surface now means the route can be used throughout the year not only by equestrians, but by all users.
- New guardrails have been installed.
- Overgrown trees and bushes were cleared.



Raising vital funds throughout July will help us to support more projects to protect and restore safe off-road routes across the UK.



Top tips for fundraising

Social media

Share your fundraising page all over social media; Facebook, Instagram, LinkedIn and Twitter. Share updates and images using **#RideathonChallenge** to remind people who haven't yet donated.

Riding community

Share the challenge in your riding community, school or club, or with your riding friends. Maybe you're part of a community group on social media, share in there too!

Update your Just Giving page

Keep everyone updated with your progress, share images and videos. Not just of the challenge but how you are doing towards your fundraising target. Track your kilometres and log them in Just Giving using your favourite app.

Thank your supporters

Let people know what their support has meant to you and how their donation will help. Thanking people and showing how much you value their contribution might encourage others to donate too.

Not over until it's over

20% of donations come in after the event, so always follow up after you finish the event and update your supporters with how you did.

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You both
live for this.
Ride to save it.

Thank you for

your support

Together we can help
Keep Britain Riding.

Visit bhs.org.uk/Rideathon for more information.

The logo for the Rideathon Challenge, featuring the word "Rideathon" in white on a blue background and "CHALLENGE" in red on a white background.

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The logo for The British Horse Society, consisting of a red square with the text "The British Horse Society" in white.

The
British
Horse
Society