



MORE THAN A DUBLIN MARATHON 2012

Your chance to run a world famous marathon supporting ChildFund Australia

Call 1300 905 188



ChildFund
Australia

- ▶ Be guaranteed 1 of only 5 ChildFund Australia spots in the National Lottery Dublin Marathon!
- ▶ See for yourself why the Dublin Marathon is fondly nicknamed "The Friendly Marathon"
- ▶ Raise funds to help improve child health in 12 communities in East Timor

Fast Facts:

Dates: 25-30 October 2012

Marathon date: 29 October 2012

Trip duration: 6 days

Physical activity: Marathon

Accommodation: Twin share
(Centrally located city hotel)

Fundraising target: \$9,440
(\$6,000 donation to ChildFund Australia and \$3,440 for travel costs and travel insurance, excluding airport taxes of approx \$150)

Registration fee: \$700

Please note the registration fee is in addition to the fundraising target and is non-refundable.

"I get goosebumps every time I think that there will be 2 million people who line the course and cheer us on. Running and raising money for charity – it's so much a part of who I am now."

– Richard Keetley, running the New York Marathon for charity

What will my impact be?

Every day in East Timor, children die from preventable illnesses such as malaria, diarrhoea and respiratory disease. In fact, one in 10 children die before their fifth birthday.

ChildFund Australia's five Marathon runners will fundraise to help prevent these deaths. Are you up for the challenge?

Your fundraising will provide 48 local community volunteers with essential healthcare training. The volunteers that you support will share these vital health messages in their community. With four volunteers in each community you'll be helping 12 communities in total.

What is this adventure?

The Dublin Marathon falls on a public holiday in Ireland, bringing thousands of spectators to the street to cheer you on as you lap the city centre.

Known as "The Friendly Marathon," running Dublin takes you through the historic Georgian streets populated by pubs and laughter.

You'll pass the finish line proud at what you've accomplished in support of an incredible charity, and ready to join your fellow marathoners for a pint of Guinness at a bustling tavern.



Call Nadia Killeen on 1300 905 188 to register now



About Inspired Adventures

“Inspired Adventures is a fundraising agency with a difference – one that seeks to change lives through our adventures and marathon programs. We believe that we are all capable of far more than we imagine; and Inspired Adventures specialises in guiding and motivating participants to push their limits and raise money for a wonderful cause. Partnering with ChildFund Australia is a very exciting opportunity for us to work with you and help this incredible organisation achieve its vision.”

– Justine Curtis, Director, Inspired Adventures

We'll help you reach your goal

As soon as you register, your Account Manager Nadia Killeen will work with you one-on-one to create a comprehensive fundraising plan. She will contact you regularly with ideas, advice, encouragement – and plenty of inspiration.

“I am here to guide and support you all the way to reach your fundraising goal. Together we can turn your energy, commitment and dedication into fundraising success for ChildFund Australia. The key is to plan, prepare and be positive. I'm here to help!”

– Nadia Killeen, Account Manager, Inspired Adventures

Fundraising Tool Kit

In addition to this personalised support, you will receive a Fundraising Tool Kit. We have supported more than 1,500 people in reaching their fundraising goals in the past, and the Fundraising Tool Kit is a compilation of the most successful ideas, case studies, advice, and practical suggestions.

The Fundraising Tool Kit will show you how to:

- ▶ Plan an event
- ▶ Write a press release
- ▶ Set up an online fundraising page
- ▶ Approach corporates for support
- ▶ Launch your fundraising plan

Fitness training

We will send you a booklet with advice on how to get fit and healthy for your adventure. While your fitness training and health is your responsibility, we have collected top tips from experts on managing basic nutrition and hydration and creating a training plan. We advise all participants to discuss their training plans with their GP before embarking on a fitness regime.

About ChildFund Australia

ChildFund Australia is a not-for-profit, non-religious organisation that works to reduce or eliminate poverty for children in the developing world.

We work directly with children, their families and communities to create lasting and meaningful change. By empowering people to voice their needs and supporting them to address the issues that affect their daily lives, ChildFund Australia is actively promoting sustainable community development.

ChildFund Australia is a member of the ChildFund Alliance – a global network of 12 organisations which assists more than 16 million children in over 50 countries.

You can make a difference

Your fundraising will provide 48 community volunteers in East Timor with essential healthcare training. The volunteers that you support will share these vital health messages in their community. You'll be helping 12 communities in total.

In the communities you'll support, families are often unaware of the health services available and the nearest healthcare facility is usually very far from home. By training community-based volunteers to provide healthcare information, families will have the opportunity to learn about topics such as immunisations, disease prevention and hygiene.

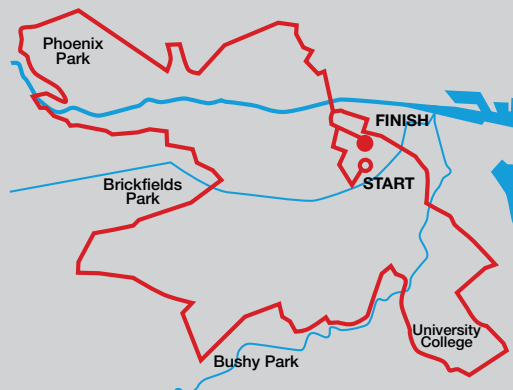
Each community volunteer will also be trained to identify symptoms of serious problems in child health and recognise when a child needs to see a health professional. This is important because families often put off seeking professional help as it can take hours to reach the nearest health clinic.

Register now to provide training for 48 volunteers in 12 communities and give babies the best chance of celebrating their fifth birthday.

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National Lottery Dublin Marathon Route Map



FAQs

Can I really do this?

YES, you can! Fundraising and fitness training sound intimidating, but we're here to help you the whole way through. We'll call you regularly with advice, ideas, and encouragement along the way. You're not in this alone - you'll be joined by other people all raising money for this wonderful cause and training for an epic adventure that you'll remember forever.

How do I fundraise?

Past participants have successfully fundraised in many creative and fun ways. We will send you a comprehensive Fundraising Tool Kit upon registration to help you reach your target. You will also have regular support from our Inspired Team, who will help you develop and manage your fundraising plan, as well as support from the charity for which you are fundraising.

What does it cost?

A registration fee of \$700. The travel cost and donation to ChildFund Australia can be fundraised with the support of Inspired Adventures.

Is my donation tax deductible?

The funds raised for the charity are tax deductible. Funds raised to cover travel costs are not tax deductible.

What's included?

Return international airfare departing Sydney, Brisbane, Melbourne or Perth, 4 nights accommodation in a city hotel, marathon entry, transfer to start line, arrival transfer, entry to race expo, and travel insurance.

What's not included?

Personal costs, additional travel, meals, laundry, tips and gratuities.

Can I extend my stay?

Of course, many of our participants decide to extend their stay to get the most from their overseas adventure! (Additional travel arrangements are at your own cost).

Will I get a chance to meet other people before we go?

Yes, we will organise a get-together evening for everyone (geography permitting). There will be regular email, phone communications, and a Facebook online community leading up to the trip.

Trip Notes

Because this is a marathon-based trip and people have different routines, requirements, and needs before a race, there will not be an itemised, hourly, day-to-day itinerary. Inspired Adventures will work with the participants, the travel partner, and the charity to arrange at least one team dinner in the city as well as optional sightseeing opportunities. Expect more details closer to the departure date.

National Lottery Dublin Marathon

29 October 2012

Established: 1980

Number of runners: 15,500

Start: Fitzwilliam Square

End: Merrion Square

Average temperature: 13 C

Fun fact: The Dublin Marathon is known as "The Friendly Marathon" because thousands of spectators flock to the street to cheer on runners.



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Countdown to the National Lottery Dublin Marathon

| To do | Date | Activity | Done! |
|--------------------------------|----------------------------|-----------------------------------------------------------------------------------------|--------------------------|
| Registration fee | Immediately | Your \$700 secures your spot in the National Lottery Dublin Marathon. | <input type="checkbox"/> |
| Connect with your group | After registration | Get to know your fellow adventurers on Facebook. | <input type="checkbox"/> |
| Travel deposit | 6 weeks after registration | Pay \$1,000 travel deposit to secure your flight. It's actually happening! | <input type="checkbox"/> |
| Fundraising deposit | April 2012 | Doesn't it feel good to raise \$2,000 for ChildFund Australia? | <input type="checkbox"/> |
| Conference call | June 2012 | Get on the phone with your group and learn more about your exciting adventure. | <input type="checkbox"/> |
| Travel cost balance | July 2012 | Pay \$2,440 travel cost balance. It's starting to sink in now – you are actually going! | <input type="checkbox"/> |
| Participant dinner | July 2012 | Meet your fellow marathon runners in person. | <input type="checkbox"/> |
| 2nd Fundraising Deposit | August 2012 | Deposit your second \$2,000 to ChildFund Australia. They are feeling the love! | <input type="checkbox"/> |
| Fundraising balance | September 2012 | Deposit your last \$2,000 to ChildFund Australia. You are a superstar! | <input type="checkbox"/> |
| Go! | 29 October 2012 | Have the experience of a lifetime running the National Lottery Dublin Marathon! | <input type="checkbox"/> |



Register now

Call Nadia: 1300 905 188

Email: nadia@inspiredadventures.com.au



