



"Southward Bound"

From Desert to Maktesh Ramon

AKIM-Jerusalem's Eighth Annual Trek
Tuesday-Thursday, March 9-11, 2010

Thank you for your inquiry about "Miles for Smiles Bi'shvil AKIM-Jerusalem" – our eighth annual trek. We are sure that it will prove to be as fantastic an experience as the last seven sponsored walks!

F.A.Q.'s

Where will the trek start and end?

The trek will begin just before Sde Boker and end in the Maktesh Ramon (Crater). The first night, we will stay at the Midreshet Sde Boker and the second night in the Pundak Ramon in Mitzpe Ramon. The walk is over 80 kilometers this year.

How much will participating in the whole trek cost?

Registration is 775 NIS (or its equivalent in US\$ or £ Sterling) per participant. We ask that each individual's goal to be \$1,800 (or its equivalent) in sponsored donations. To encourage families (parents and over-10 kids) to join, we ask that each family (regardless of the number of participants) commit to raising at least \$3,000 (or its equivalent) in sponsored donations.

How much will participating for one day of the trek cost?

Registration is 300 NIS (or its equivalent in US\$ or £ Sterling) per participant. We ask that each individual's goal to be at least \$750 (or its equivalent) in sponsored donations. To encourage families (parents and over-10 kids) to join, we ask that each family (regardless of the number of participants) commit to raising at least \$1,250 (or its equivalent) in sponsored donations.

What does AKIM-Jerusalem provide for the 775 NIS?

We cover the costs of both overnight stops during the walk, all kosher meals, picnic lunches, refreshments, transportation for your luggage, insurance, an accompanying medic and security guard.

Can I order vegetarian meals?

Yes. Please mark this preference on the registration form in the space allocated.

Will there be a morning minyan?

Yes, for those who are interested to attend. There will also be access to a Sefer Torah on Thursday morning.

How good a trekker do I need to be?

We need to cover approximately 25-30 kilometers each day. There are parts that will be uphill and others downhill, but not too difficult. It will be, however, challenging. We advise you to start walking daily to build up those leg muscles! In the weeks prior to the trek, you should be doing at least three hours a week of reasonably intensive aerobic exercise, and it is advisable to include as much "step" training as possible. For those of you who would like suggestions of comparable walks to those on the trek, we would be pleased to send you a list that you can work through.

Will it be a fun experience?

Absolutely! All of you who commit three days of your busy schedules for the benefit of AKIM-Jerusalem's residents with mental disabilities are going to find this both a challenging and rewarding experience. You will also see and appreciate the Israeli countryside and wildlife first-hand – not just from a bus or car – as well as getting a chance to make new friends from different countries and from all "walks" of life.

Are there any age limitations on joining the trek?

Minimum age is 18 unless accompanied by a parent or legal guardian, in which case the minimum age is 10. Of course, we expect the parent or legal guardian to take full responsibility for the welfare of the minor.

What will I need on the trek?

Essentially we suggest you pack lightly. All you need is several changes of underclothes, sunglasses, sun-hat, hiking pants/trousers, socks, water shoes/sandals and possibly a second pair of walking shoes. We will provide T-shirts for all 3 days.

Don't forget to bring plenty of sun-screen!

How do I find sponsors?

We suggest that you approach everyone you know. We are sure that most of your friends and family will be so impressed with your enthusiasm and commitment that they will be pleased to help with contributions. Even the smallest of donations will eventually add up to the required amount! Don't forget that many businesses with whom you may work might also be prepared to sponsor your efforts. Check to see if the company you ask to sponsor you has a "matching" giving scheme, which means they will match your fundraising efforts.

There are lots of other ways to raise money – such as holding a local garage sale, coffee morning or a karaoke evening! For some suggestions see our list below for some inspiration.

If you decide to use one of the sites such as Just Giving, include the link to your fundraising page on any networking sites that you use such as Facebook and Twitter. A link to your status appears on your friends' newsfeed and has very positive effects. Keep updating your fundraising total on these sites to keep people aware of how you are doing and to encourage them to support you.

We supply sample letters to potential sponsors on the website. Some of your sponsors may need confirmation that you are indeed planning to trek and we will be pleased to send any letter of confirmation for you.

Don't forget to direct potential sponsors to our website so that they can read about our work and our projects for themselves. You want them to feel as connected to the cause as possible so that they are encouraged to donate as generously as they can.

In which currencies will you accept the sponsored money?

Any currency that is acceptable in Israel is acceptable to us.

Are my sponsored donations tax-deductible?

Most certainly! Official tax receipts and acknowledgements will be sent to every donor. All cheques should be made out to "AKIM-Jerusalem" and can be sent to us directly or to the following addresses:

In the U.S.A.

P.E.F.-Israel Endowment Funds, Inc.
317 Madison Avenue, Suite 607
New York, NY 10017

Or

Set up your own page on:

<http://www.firstgiving.com/>

In the U.K.

Jewish Child's Day
c/o Mr. Daniel Burger
707 High Rd.,
London N12 0BT

Or

Set up your own page on:

<http://www.justgiving.com/>

In Canada

Please be in touch with Miriam for specific details (mmarcus@akim-jerusalem.org.il).

In France

Association TARIAG
11 Rue du Docteur Pinel
94000 Creteil

Do I need a doctor's permission to trek?

Please consult with your doctor if you have any concerns at all about joining the trek.

Where do I need to sign up for the trek?

Please complete the accompanying "Registration form" and return it to us together with the registration fee (made payable to AKIM-Jerusalem).

I still have other questions, to whom do I speak or write?

About the trek:

Ian Brown – iansha@barak-online.net – 054-475-5731
 Nechami Druck – adruck@netvision.net.il – 054-472-4318

About registration or sponsorship donation procedures:

Miriam Marcus - mmarcus@akim-jerusalem.org.il – 02 -672-8731 or 052-300-3421
 Zahava Gross – zahava@akim-jersusalem.org.il – 02-672-8731

We look forward to hearing from you and thank you so much for considering becoming a partner with us in our efforts on behalf of all families of children with mental disabilities.

Yours sincerely,
 Stefan Rothschild
 Director for External Relations and Resource Development

A-Z Fundraising Ideas

a	Abseil Aerobics Afternoon tea Air Miles Arm Wrestling Art Exhibition "As New" Sale Auction of Services	Scale the dizzy heights of a local landmark or office building Organize a sponsored "aerobathon" with the help of gyms, leisure centers and sports shops Put the kettle on and get baking! Entertain guests with raffles, auctions and "4 o'clock tea" Collect your Airmiles/frequent flyer points and raffle them off Hold an arm wrestling competition Stage and exhibition for local artists and charge entrance fee and commission Ask everyone you know for unwanted belongings and hold a sale evening Auction services of people and businesses – anything from singing lessons to Dinner for 2
b	Baby Massage Backgammon Bad Tie Day Balloon Race Beat the Goalie Belly Dancing Bingo Book Club Book Sale Bouncy Castle Bungee Jump	Get an expert in baby matters, health, massage, yoga etc. to come round and consult with a group of your friends Organize a backgammon tournament Charge your colleagues for coming to work in the loudest, most tasteless tie and then award the winner Sell helium balloons and tag the buyers' name and email address. The balloon that travels the furthers wins a prize Score a goal and win a prize. Footballers pay to enter Hire a belly dance for the evening to teach a group of your girlfriends Hold a fundraising evening with donated prizes Hold a monthly book club and charge membership Collect 2 nd hand books from everyone you know and sell them A great way to keep kids entertained – charge a bouncing fee Raise sponsorship by flying in the face of fear
	Cake Sale	Bake cakes and sell a slice or whole cakes to your friends

c	Car Boot Sale Car Treasure Hunt Car Wash Card Game Charity Box Coffee Morning Cookery Lesson Crafts Sale	<p>Collect your old stuff and those of friends and get up early one Friday morning to sell it all</p> <p>Drive from clue to clue in search of the "treasure". Teams pay to enter</p> <p>Go door to door washing cars in your neighborhood</p> <p>Invite your friends round for a card game and charge for playing/losing</p> <p>Have a charity box at home for people to put in their spare change</p> <p>Hold a coffee morning in your home and invite friends</p> <p>Get a great cook to hold a cookery lesson for a group of people. You could have a series of themed evenings, e.g., Chinese, Italian or Indian</p> <p>Get all your talented friends to sell their crafts, like jewelry, ornaments or handbags and take a percentage of sales</p>
d	Dance Disco Duck Race	<p>Get the kids to put on a show</p> <p>Hold an old school disco complete with 80s music and punch</p> <p>Sell numbered plastic ducks and launch them from a bridge, or in a stream. The duck first across the line wins</p>
e	Eyebrows Egg and Spoon Race	<p>Get sponsored to shave off your eyebrows – or tint them an unusual color!</p> <p>Hold an old fashioned egg-and-spoon race and charge people to enter</p>
f	Face Painting Film Evening Five-a-Side Football	<p>Get creative with face painting for children. Invite all your kids' friends round to join the fun</p> <p>Clear out your main room, borrow a projector and sell popcorn for the screening of a classic film</p> <p>Arrange a five-a-side tournament</p>
g	Games Evening Garage Sale Guess the... Guest Speaker	<p>Hold a games evening with all the classics, Monopoly, Risk, Trivial Pursuit etc.</p> <p>Create your own flyers and sell off your unwanted items from your own garage</p> <p>Ask your friends to pay to guess the number of sweets in a jar, etc.</p> <p>Invite a guest speaker to your house or other venue and charge entrance</p>
h	Head Shave Hike	<p>Go bald for charity!</p> <p>Arrange a guided hike in the countryside and charge a fee for joining</p>
i	Ironing	<p>Offer your ironing services – at a premium cost!</p>
	Junk Mail	<p>Go door to door collecting junk mail and sell it to a recycling company</p>

j	Jewish Interest Jam	Arrange a session of talks with an expert in the field of Jewish tradition, history or learning Make home-made jam and sell it to friends and family
k	Karaoke	Hire a karaoke machine and get your friends to show off their vocal skills
l	Loose change	Have a box on your dressing table for loose change and add to it every night
m	Midnight Feast Murder Mystery Music Quiz	Arrange a midnight feast for a bunch of small children, whose parents have to donate a fee for participating Hold a murder mystery evening where all the participants have to pay Get your friends together to name that tune and answer music trivia questions
n	Nails	Get your manicurist to donate her services for a day and offer manicures and pedicures to your friends
p	Paintballing Pampering Parachute Jump Personal Shopping Portraits Playstation	Organize paintballing challenges at your local center Get a few cosmeticians to donate their services or ask them to donate a part of their fees to your sponsorship efforts. Arrange for the girls to come over for a day of pampering Get a bunch of people together, each collect sponsorship and do a communal parachute jump Offer to take a friend in need of a style makeover shopping for the day – for a fee! Get a friend who is a talented photographer to take family photos and donate proceeds to your efforts Hold a competition on one or two classic playstation games
q	Quiz Night	Arrange a quiz night at your local shul, school, community center
r	Raffle Recipe Book Risk Evening	Hold a closed raffle – one major prize and a limited number of tickets (e.g., 200) so people know their chances of winning and will pay more per ticket Ask each of your friends to supply their favorite recipe and print a recipe book. Sell advertising to local businesses to cover the costs Get a bunch of friends together for a game of Risk and each participant pays a penalty each time a country is conquered
	Shaving	Get a man sponsored for having his legs shaved or shave

<p>S</p>	<p>Soft Ball Game Spelling Contest Sponsored Silence Swear Box Swap Shop</p>	<p>off your eyebrows Hold a softball tournament in your local park Arrange a spelling contest Always popular, especially for children Have a swear box at home and charge a penalty fee each time someone says a naughty word Invite your friends round with clothes they don't want and get them to swap with other people – charge entrance</p>
<p>t</p>	<p>Table Tennis Toy Sale</p>	<p>Arrange a round-robin competition in table tennis Collect unwanted toys and arrange sale</p>
<p>w</p>	<p>Waxing Welly Throwing Wine and Cheese</p>	<p>A hair-raising experience for the guys. Get sponsored to wax your legs or chest Throws compete to see which welly goes the furthest Hold a wine and cheese evening for a price for a sophisticated crowd</p>
<p>Z</p>	<p>Zodiac Evening</p>	<p>Invite a guest astrologer round to read the charts of all your guests</p>



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