



FIRE & ICE

FUNDRAISING PACK



10TH & 11TH NOVEMBER 2023
DEBENHAM, SUFFOLK





HELLO

In this document, you'll find helpful information about the event, and how to best promote yourself and gather sponsors. If you have any questions please reach out to our team clare@theblossomcharity.co.uk.

CONTENTS

- What is the Wim Hoff Method?
- What is a Fire Walk?
- Who we are raising money for?
- How to setup a fundraising page.
- Fundraising tips.
- Share a video.

WHAT IS THE WIM HOF METHOD?

To read about the 'Iceman' Wim Hoff, [visit here](#).

The Method is based on three powerful pillars: Breathing, Cold therapy and Commitment.



BREATHING

Heightened oxygen levels hold a treasure trove of benefits, and the specialized breathing technique of the Wim Hof Method® unearths them all: more energy, reduced stress levels, and an augmented immune response that swiftly deals with pathogens.

COLD THERAPY

Exposure to the cold has health benefits, including the buildup of brown adipose tissue and resultant fat loss, reduced inflammation that facilitates a fortified immune system, balanced hormone levels, improved sleep quality.

COMMITMENT

The third pillar of the Wim Hof Method® is the foundation of the other two: both cold exposure and conscious breathing require patience and dedication in order to be fully mastered. You will then be ready to explore and master your own body and mind.

WHAT IS A FIRE WALK?



The participants will undergo training of around one hour. When the fire has burned to red-hot embers it is raked level and prepared for the walk. Participants go to the fire – remove their footwear and one by one are invited to walk the coals. .

IS IT A TRICK?

No. The fire is very real. The embers will be glowing red-hot – we can often measure the temperature at around 1200 degrees Fahrenheit. You will have bare feet, and they will not have been treated in any way.

WILL IT HURT?

The sensation is described by some as walking on eggshells, others as walking on hot sand. Each walker has his or her own experience. I have not known walkers to experience pain, indeed when the opportunity arises many will walk across the coals more than once.

HOW SHOULD I PREPARE?

There is no preparation to undertake. No treatment of the feet or mental exercise, just the training provided at the seminar. You should abstain from the consumption of alcohol or drugs prior to the event. Any person who is in the opinion of the trainer unfit to participate will NOT be permitted to take part.

ALL WALKERS SHOULD READ AND UNDERSTAND THESE GUIDELINES BEFORE STARTING A FIREWALK.

- Walkers must not be under the influence of alcohol or drugs.
- All walkers should be well hydrated (drink plenty of water).
- Please ensure your feet are clean and free from massage and pedicure oils.
- No one is forced to walk on fire and we will not allow peer pressure.

AGE RESTRICTION?

Normally 14. All we ask if under 18 that they are mature enough to listen to the training and will require a parent or guardian to sign a form.

HOW FIT DO I NEED TO BE?

There is no strenuous physical exercise involved. If you can walk normally then you should manage the Firewalk perfectly well. If you have any doubts please consult your GP before attending.

WHAT SHOULD I WEAR?

There is no special clothing required. Casual comfortable clothes are best. Please remember fires can be quite dirty and clothes may become ash stained. Footwear needs to be easy to remove, and will need to be replaced before going back indoors so a hand towel might be a good idea. Flip flops are a good idea, especially if the ground is cold. Nail varnish and toe rings are fine.

Firewalking can be dangerous, however FFA UK have never had a walker who has required medical treatment from our charity, public or corporate events.

MEDICAL RESTRICTIONS?

We have many people walk who were pregnant, has diabetes, Stroke survivors, Blind and many other conditions. None have been an issue, however we always recommend if in doubt seek advice from your doctor.

IS IT SAFE?

There is an inherent risk in any activity involving fire. It is important that participants pay attention to all the training and heed the advice and instruction of the trainer, firewatchers and spotters. Whilst absolute safety is not guaranteed proper procedure reduces risk to the achievable minimum.

WILL I BE HYPNOTISED?

No. There is no hypnotism involved. You will be fully awake at all times – indeed you will be more alert than usual. You may also withdraw at any time if you wish.

Please contact us or visit the below website if you require any further information.

www.fundraisingfirewalk.co.uk



WHAT ARE WE RAISING MONEY FOR?

We are doing this challenge to raise much needed funds for The Blossom Charity and Forge Community Church. These two charities do amazing work to help people facing hardship. The money you raise will go direct to these organisations, some of the projects they run are listed below.

FORGE

- Furniture Bank
- Hardship Fund
- The Moses Project
- Lunch Club
- Away in a Hamper

LEARN MORE



BLOSSOM

- Workshops & Programmes
- Coaching & Mentoring
- Makeover Days
- Fundraising

LEARN MORE



JustGiving™

Setting up your JustGiving page is easy. Simply click [this link](#) and follow the instructions. It will ask you to enter your details and share a few sentences about why you're raising money.

As you're raising money for your sponsored challenge, you can use this JustGiving page to send people who want to donate. It's a really easy way for people to read about why you're doing the challenge and give money to your cause.

FUNDRAISING TIPS



- Ask your family, friends, colleagues, fitness buddies and other contacts to sponsor you for this epic event. Encourage people to join the challenge with you – if they're not able to or don't want to, they will often sponsor you to do it for them instead!
- Share the event regularly on your social media with the JustGiving link.
- Set a time once a week to post a new update.
- Posting photos is proven to increase donations.
- Don't be camera shy, sometimes a photo can say a thousand words!
- Giving regular updates to your friends about how you're preparing for the event.
- Ask your employer if they will match what you raise – many have a scheme in place for this purpose.
Have a donation pot at functions you go to so people can donate any loose change.
- Put posters up at work.
- Remember, if you raise £400+ for the ice challenge you will receive a swim robe!



SHARE A VIDEO

Now you've signed up - we'd love to share your story. If you're happy to be on our social media please send us a short video taken on your phone in portrait saying:

- 1) Who you are
- 2) How you heard about conquer the cold
- 3) Why you are doing the challenge

It doesn't need to be long, 30-40 seconds is perfect!
Please send videos to Ben.land@forgechurch.com.



THANK YOU!

