

Case Study 3 - Lakeside Primary School

After watching the 737 Challenge documentary, teacher Sharon Vanstone and her colleague Julie Evans set in motion ideas for fundraising for the 737 Challenge.

“As I am charities coordinator, I came back to school with an idea for a fundraiser and when I arrived, Julie was coincidentally wearing a 737 T-shirt! Together, we hatched a plan to do a large fundraising exercise, based around Richard's amazing feat.” stated Sharon.

Our plans included:

- Making a rough calculation of the distances of the 7 peaks/poles that Richard climbed. The figure was just short (according to us!) of 250km. We decided that the children in the infants, juniors and staff would each try and match that distance, i.e. 250km x 3 by doing some physical activity over the half term (October holidays).
- Children completed some of the activity in school but were encouraged to walk, run, swim, climb and cycle over the holidays, getting sponsors off family and recording the distances travelled in a booklet, provided by school.
- Children were informed that the child/staff member that travelled the farthest would receive a present from Richard.
- A large poster was created for the staff, with a cartoon picture of Richard climbing a mountain. The poster contained 350 squares. Staff were asked to shade in and sign the squares for every km that they travelled out of school (doing exercise). Staff also collected sponsors. The staff ended up travelling over 400km during their half term holidays.
- After half term, children brought in their results/sponsor money, raising a total of £2,825 to help Richard's fundraising in aid of Marie Curie Cancer Care. This total was raised from a combination of sponsors and collections made during our Christmas concerts.
- One girl from year 5 (Sophie Rees) travelled 55km during her half term holiday. She was presented with a T-shirt. Also a boy from year 2 (James Omerand-Durance) travelled 45km, he was also given a T-shirt. I was also given a T-shirt for organising the whole thing, which I later donated to two girls, who, on the morning of Richard's second visit, came in with £63 for the 737 Challenge. They had raised it by selling cakes the night before in their street!

“Richard made two visits to our school. The first one told us all about his challenge and motivated the children to complete the fundraiser. The second was to say thank you and present T-shirts. Both visits were fantastic and highly

enjoyable for both pupils and staff. We can't wait to have Richard back again at the school."