

# Keep Britain Riding Rideathon 2024

Rideathon  
**CHALLENGE**



# The campaign in a nutshell

This year, we're linking Rideathon with our integrated Keep Britain Riding campaign. We'll raise vital funds and drive awareness of the BHS to a growing audience of equestrians.

## Keep Britain Riding

This is our ongoing campaign that asks the equestrian community to come together to keep the joy of riding going – and aims to raise awareness of the work we're doing to safeguard the long-term prospects of the equine industry.



## Rideathon

This is our yearly fundraising event that challenges horse-lovers to go the distance. This July, the goal is to raise funds to protect our off-road routes and Keep Britain Riding.

Rideathon  
**CHALLENGE**



# How Rideathon works

Rideathon is all about celebrating the joy, freedom and adventure of riding – and raising much-needed funds to support our access work.

So when riders sign up, they can choose a distance of 25km or more, choose a route and ask their mates to sponsor them.

## Challenge goals for 2024

25km

50km

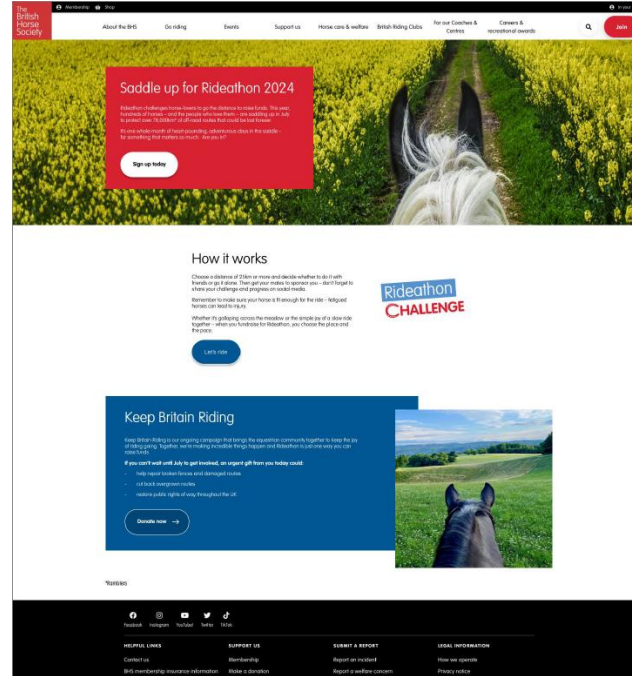
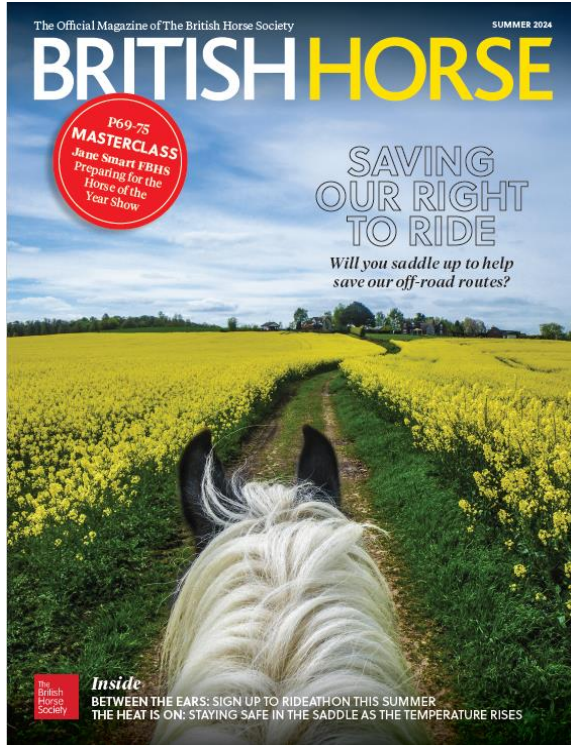
75km

100+km

\* Before embarking on the Rideathon challenge, we're asking equestrians to carefully assess their horse's current level of fitness. We are also asking them to always prioritise their horse's wellbeing by tailoring the distance to ride based on their current fitness level.



# How will the campaign look?



Join the challenge and raise while you ride in July.



# We need your help!

We would love for as many of you to sign up to Rideathon as possible: [Sign up here](#).

We are all doing incredible things to protect the joy of riding, but this work would not be possible without some collective fundraising efforts.

It is also a great way to get out with the horses in your life and there is the opportunity to complete the challenge with your friends too.

Secondly, we would love you to share the Rideathon challenge with all your friends and family too. Whether that be through word of mouth or by sharing our posts across your social media channels – don't forget to use the hashtag **#Rideathonchallenge**

With your support, we can encourage as many people as possible to sign up to Rideathon, fundraise for the BHS and support all the work we do to Keep Britain Riding.



# FAQ

## **Q: What is Rideathon?**

A: Rideathon is the BHS's yearly fundraising event that challenges horse-lovers to go the distance and raise while they ride. It is all about celebrating the joy, freedom and adventure of riding – and raising much needed funds to protect our off-road routes, as well as to Keep Britain Riding.

Running throughout the month of July, we're encouraging equestrians to choose a distance of their choice - 25km, 50km, 75km, or 100km are the suggested distances to choose from - choose a route and then ask their friends to sponsor them. All with a goal of fundraising for the BHS's access work.

\*Before embarking on the Rideathon challenge, we're asking participants to carefully assess their horse's current level of fitness and to always prioritise their horse's wellbeing by tailoring the distance to ride based on their fitness level.

## **Q: How can participants sign up to Rideathon?**

A: They can visit our website [bhs.org.uk/Rideathon](https://bhs.org.uk/Rideathon) or join up at <https://bhsrideathon.blackbaud-sites.com/> From there, participants can follow some short simple steps to get started with their fundraising challenge, or to make a donation. They can click on 'join us' along the top right of the site where they will be directed through the process of setting up their JustGiving page, either as an individual or as a team.

For more information about how to set up a team, visit this useful JustGiving guide: <https://help.justgiving.com/hc/en-us/articles/360002598077-A-guide-to-Team-Pages>

## **Q: Who can sign up to Rideathon?**

A: There are no limitations on who can sign up to Rideathon. Whether someone rides or carriage drives, owns a horse or rides at a riding school, we're encouraging all equestrians to sign up and help us to protect, as well as restore, our riding routes for everyone to enjoy.



# FAQ

**Q: Is there a minimum distance that participants need to cover?**

A: Participants can choose a distance of 25km or more, and can do it with friends or go it alone. Whether it's trotting across the meadow or the simple joy of a slow ride together – when participants fundraise for Rideathon, they are able to choose the place and the pace they want to take.

**Q: Is there a minimum amount of fundraising that participants need to achieve?**

A: There is not a minimum amount of fundraising that we set for participants. All support and donations are vital to the work of the BHS.

**Q: How can participants track their distance?**

We recommend using a distance tracking app. We have a promotional offer available with OS Maps, for the first 100 fundraisers who sign up to Rideathon; they will each receive three months' free subscription to OS Maps. Once the first 100 fundraisers have redeemed this offer, we are also offering other participants 30% off an annual subscription to the app.

**Q: Do participants need to provide evidence that they have completed the challenge?**

Participants don't need to provide evidence that they've completed the challenge to us. Updating their friends and family on their fundraising page is important! We're encouraging participants to share videos and photos throughout July – the more updates the better. Supporters who regularly post their progress raise on average 40% more.



# FAQ

**Q: Are there any fundraising materials available?**

A: We have plenty of fundraising tools, tips, and ideas to help participants raise donations. Please see our fundraising pack here: [bhs.org.uk/Rideathon](https://bhs.org.uk/Rideathon)

**Q: How will the money raised help equestrians?**

A: Every penny raised will support the BHS's Keep Britain Riding campaign which aims to bring the equestrian community together to keep the joy of riding going. This includes protecting our off-road routes.

Currently, horse riders only have access to 22% of the off-road access network and carriage drivers only have access to 5%. Fundraising and donations will help us to preserve, restore and reinstate routes across the UK, as well as defend endangered rights of way. With people's support, we can:

- Restore damaged route surfaces
- Help to reopen blocked routes
- Repair or replace gates and fencing

Together, we can ride for the right to enjoy our countryside.

**Q: Where can I find out more information?**

A: All the information about our Rideathon campaign and the work we are doing to protect our off-road routes is available on the BHS website. Head to [www.bhs.org.uk/rideathon](https://www.bhs.org.uk/rideathon)

\*The Ramblers Association 2023







## Any questions?

You can get hold of the press office from 8:35am-5pm Monday to Thursday and 8:35am – 3pm on Friday 02476 6840521 or [pressenquiry@bhs.org.uk](mailto:pressenquiry@bhs.org.uk)

If you need to get hold of us out of hours (and it can't wait until the next working day) [click here](#) to find the details of the team member on call.

