



My Rideathon Adventure

Raising money to protect and extend safe places to ride and carriage drive off-road

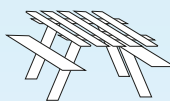
SIGN UP TODAY
Visit bhs.org.uk/rideathon



What adventures will you and your horse get up to this summer? We've started a bucket list just for you.

Picnic Ride

Set a day aside and pack up a picnic for you and your horse to enjoy together.



Pub Ride

Plan a ride with friends and stop off at your local pub for a quick refreshment before heading home.

Obstacle Course

If local routes or transport are limited there's plenty of adventures you can have at home, why not set up an obstacle course to practise scenarios you might come across out hacking like opening and closing gates.

Scavenger Hunt

Come up with a list of items to spot out riding – trees, birds, butterflies... even cloud shapes!



Take Your Horse On Holiday

The perfect way to complete Rideathon without the distraction of everyday life, enjoy a change of scene and explore new routes.



No Horse? No Problem!

Tie your laces and explore on foot, or plan a bike ride and see new sights.

Track Your Adventures

I am aiming to ride

miles

My fundraising target is

£

I'm going to complete

Rideathon Adventures

Woodland Ride

Immerse yourself in nature and enjoy the dappled sunlight through the woodland canopy.



Day Dreamers

Let your horse decide which route to take.

Apps such as Equilab and HorseStrides are great for tracking and mapping your adventures. Simply download the app to your phone and away you go.

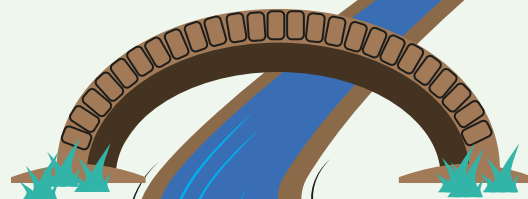


Beach Ride

Remember to check the tide times and any other restrictions before heading to the beach.

Splash in the Stream

Perfect for a warm day, your horse will love having a splash in the stream.



What is the Rideathon Adventure?

The Rideathon Adventure is part of the BHS Ride Out UK fundraising campaign, aimed to celebrate the joys of riding and carriage driving in our beautiful countryside. Every penny you raise will go towards the BHS Ride Out UK Fund, helping to keep horses and riders off the roads, and restoring multi-user routes that can be enjoyed by everyone.

Rideathon is for everyone; whether you're hacking, riding off-road, on a pleasure ride or even walking and cycling, you can raise money while taking advantage of everything the UK's idyllic countryside has to offer.

Rideathon runs from May to October - but you can join in with the adventure at any time.

SIGN UP TODAY

1. Visit bhs.org.uk/rideathon to sign up and start your adventure today.
2. Pledge a target to fundraise for the BHS - from £50 to £1,000 or more.
3. Set a distance to aim for across the adventure - 100 to 1,000 miles.
4. Start a fundraising page!
5. Saddle up and start your adventure!

Hampshire, England
Bridleway resurfacing

Co. Tyrone, Northern Ireland
Wheelchair Accessible Mounting Block



How the money is used

The BHS Ride Out Fund provides funding for projects which open and/or enable safe off-road equestrian access throughout the UK.

The commitment to access for horses, riders and carriage drivers is a vital part of the charitable work carried out by The British Horse Society.

The BHS recognises the importance of safe off-road riding, not only for our members but for all equestrians. We pledge to keep equestrians safe, horses happy, and support the continued growth of our sport and the equine industry.



In it to WIN IT!

We have a range of prizes to give away, worth over £800!

Proudly supported by Horse & Country

A year's free subscription to Horse & Country for:

Top BHS Rideathon fundraiser:

the participant who raises the most for the BHS Ride Out Fund

Youngest Rideathon Partnership

the combined ages of person and horse taking part

Oldest Rideathon Partnership

the combined ages of person and horse taking part

All participants of the Rideathon Adventure will also receive a beautiful, limited edition Rideathon rosette, plus a discount code for a Horse & Country subscription!

The Rideathon Adventure finishes on 31 October 2022. All fundraising donations and adventure logs must be submitted by Monday 14 November 2022. BHS Prize winners and H&C prize winners will be contacted no later than 30 November 2022. In the event of a tie, winners will be selected at random by hand draw. Winners will be contacted to determine their preferred clothing size where relevant. Prizes cannot be substituted for alternative items. The BHS reserves the right to change the available prizes at any time.

BHS Prizes

- 1 x BHS Ride Out UK hoody
- 2 x BHS Ride Out UK t-shirts
- 1 x £50 e-gift card for the BHS Shop
- 2 x £25 e-gift cards for the BHS shop
- 10 x pairs of BHS Leader of the Hack socks
- 1 x One year's free BHS Gold Membership

Why We're Backing Ride Out UK 2022

Heather Killen, CEO H&C

Here at H&C we're delighted to be the sponsors of this year's Ride Out UK. It's a great cause and one that we know means a lot to our members. Well maintained bridleways and beautiful open countryside are key elements of the joy of horse riding, for horse and rider alike, and the BHS plays a central role in securing, preserving and expanding access to such spaces. Over the next few months, we'll be doing everything in our power to ensure that this year's ROUK campaign is seen and supported by as many people as possible.

For ROUK, the H&C team will be creating content to help make this year's the biggest and best ever. We'll be at some of the rides and our celebrity presenters will be filming their experience and interviewing participants to get your point of view, so keep your eye on our socials for details.

As part of our sponsorship, we're delighted to offer a membership discount to our streaming service, H&C+, to all Ride Out and Rideathon participants. Once you're signed up, you'll have full access to our extensive coverage of live horse sport covering all disciplines and all levels, from grassroots

to international. And you can watch on demand all our series, including every episode of Rudall Rides With, as well as our extensive collection of masterclasses and training programmes, designed for riders of every level.

And, if any further incentive to join H&C+ was needed, we're delighted to announce the return of two of our biggest ever shows, Swipe Up, Kick On and All Star Academy later this year. Look out for the announcement of the auditions for All Star Academy for your chance to join the growing band of influencers who first came to fame on our reality show.

In the meantime, we hope you'll participate in Ride Out UK - whether at an organised ride, your own Rideathon adventure or by fundraising directly for the BHS Ride Out Fund. We look forward to spreading the word far and wide about this wonderful campaign and seeing many of you exploring the great outdoors with your horses.

Happy hacking!



Top Fundraising Tips



Set a Target

Know what you're aiming for – set a target – £50, £100, £1,000 or beyond!



Repetition is Key

You might have to remind your contacts a few times before they donate. Don't let a slow start dishearten you, fundraising takes time to build momentum!



Contact your Contacts

Start off close to home, ask your family and closest friends to donate first to help get the ball rolling.



Networking

Approach local businesses and ask if they would like to sponsor you. Think about what you can offer them in return, from social posts to their logo on your saddle pad!



Content Creation

Get creative in the ways you keep your supporters up to date with your progress and encourage new donors to give. Weekly videos, blogs, selfies of you and your horse; anything that will show how hard you're working to raise your funds in a fun and engaging way. We can't wait to see what you get up to - tag us in your posts using #BHSRideathon2022



Your Story

Talk about 'your story' on your fundraising page and social - supporters will want to find out more about your adventure, training and plans. Explain why you have chosen to support The British Horse Society and how their money will make a difference.

LET'S GET SOCIAL

Share your journey by joining our BHS Rideathon Adventure community group
facebook.com/groups/bhsrideathon



BHS Ride Out UK



@BritishHorse



@BritishHorse

#BHSRideathon2022

SAFETY FIRST



Wear the correct PPE - riding hat, gloves, correct boots



Hi viz for the rider and ideally, the horse



Take your mobile phone - and make sure it's charged!



Plan your route and tell someone where you're going



Know the Highway Code



Why not take our BHS Ride Safe Award? Visit bhs.org.uk/ridesafe to find out more



Ensure your horse is fit and healthy to take part in your adventures.

For More Information...

Contact the BHS Access & Rights of Way Team – we're here to help you enjoy your Rideathon Adventure

access@bhs.org.uk 02476 840 515