



Row to Raise

Raising Awareness – Raising Funds – Raising Hope!

www.rowtoraise.com

The countdown has begun! In 9 months time I'll be pretty much sat on the start line ready to go! There's a HUGE amount of planning, preparation, training, learning and fundraising to be done before I can consider myself ready to solo row an ocean.....so I better pull my socks up and get on with it!

Sea Rows:



It's been a busy time! My Ocean Rowing course has been completed, and now it's about getting out on the water and spending time with Storm Petrel and putting it all into practise.

And there's lots of time on the sea planned over the next few months with the first one happening next month! I've got to say the BIGGEST thank you to Clywedog Sailing Club, Shropshire Adventure Rowing Club and Conwy Sea Rowing Club who are all giving me invaluable support and making the

whole thing achievable. I couldn't do it without them!



The Young People and their Stories:

I hope most people have got the message that Row to Raise is all about the young people. Each day I'm on the ocean I'll be rowing for a different young person, sharing their story and links to charities and organisations offering support.

The young people have been writing their stories themselves, and I've been blown away by the openness and honesty with which they've written. The stories are full of



raw emotion and I know that other people who are currently struggling with whatever challenges they're facing, will relate to so much of what these young people say. And that's where we'll really make a difference.....these young people are proof that it is possible to overcome major mental and physical trauma! I truly believe this will give others hope, and once someone has hope, it becomes possible to see a way forward.



Partner Charities

If we can first start to create the belief that there is a way forward, our aim is then, by sharing links to relevant organisations and charities providing support, to help provide that first step.

So often people just don't know how to make that first step, or what direction to go in.....hopefully this will help provide an answer.

So if you're an organisation or charity providing support for people facing physical or mental trauma, please get in touch so we can add your details and let people know about the invaluable work that you do,



Sponsorship

Now here's the dilemma!! None of this magic can happen unless I get to the start line! And the sad reality is that I still need another £37,000 to be able to do that!

I'm very clear that my aim is to raise this money through Corporate Partnership. I believe there is SO much Row to Raise can offer a company through Corporate social responsibility, PR and media exposure. We've an extensive partnership proposal in place. I truly believe that companies will be proud to be part of this campaign, so I would of course be delighted to hear from any companies wanting to get involved, or from anyone who has ideas about potential contacts.

Thank you to CML Fulfilment and Tim Middleton who have already come on board as sponsors of Row to Raise, none of this could happen without your support.

The 300Club



I appreciate many companies may not want, or be able to support Row to Raise with big bucks! So we've created the 300Club as a way of getting people involved and helping to get Row to Raise to the start line too. For a donation of £300 companies or individuals can have their logo on the boat and become part of the Row to Raise campaign.

Several companies have already got involved and we're incredibly grateful for their support.

A huge thank you to:

Nick Jones Wealth Management

Momentum Wines

Pain Solutions

Please get in touch for more details info@keldawood.co.uk



Thank You's

And so many people have also been supporting with their time, products and services. We're creating an amazing team that have all played a part in making Row to Raise happen. Success for Row to Raise is not just about getting to the other side of the Atlantic. It's about reaching young people and raising awareness. Without all of these people that just wouldn't be possible.

Thank you to:

APT Solutions – For creating and developing an amazing new website due to be launched at the end of March

Fortis – For designing and providing a fantastic range of branded garments for Row to Raise

Andy Funge – For providing and fitting all the logos on Storm Petrel

Fourth Day – For providing some incredible PR support. They've played a massive part in bringing Row to Raise to the attention of the media

Chrisbeon Office Supplies and **Shropshire Chamber of Commerce** -

Personal thank you's must also be said to:

Carl Jones

John Shaddock

Laura Watts

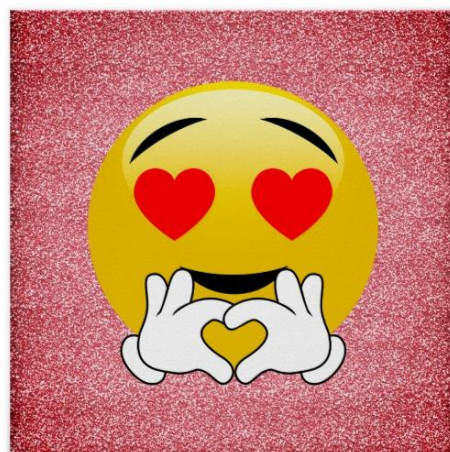
Richard Hughes

Mike Lade

Chimene Felton

Jannine McCole and Jo Pembroke – two of my closest friends who are a huge support and put up with my continuous ideas, off loading, winging, moaning, laughing and talking!! I couldn't do it without you!

I'm sure I've probably forgotten someone! I apologise in advance if I have!!



Putting the Adaptions in place:

It's not about saying 'I can't'.....it's about saying 'How can I?'

That's my motto! That's how I'm approaching this row, and the message I'm aim to spread.

So with that in mind we're working hard on putting the adaptions in place both on the boat and in my training to help me deal with my gammy leg and to ultimately make the row achievable.

My left ankle is fused with arthritis, doesn't move and can be incredibly painful. The big worry is the impact being thrown around by the waves will have when I can't absorb the movement in my joint.

So what's the answer..... we're creating a rotating footplate so when I'm rowing, the footplate does the moving instead of my ankle!

With help from the bio mechanics team at Lincoln University, Leven Brown from Leven Brown Adventure and Conwy Sea Rowing Club we're looking to create a system that will minimise the impact of my injury and make the whole row possible!

Strength Through Adversity are also playing a big part in this and thank you to Darren Edwards for providing some of the funding to enable this work to happen.

It's an amazing team that's making this all possible.

Climbing Out:

Most of the young people I'll be rowing for on the Atlantic are young people who've taken part in one of our Climbing Out programmes.

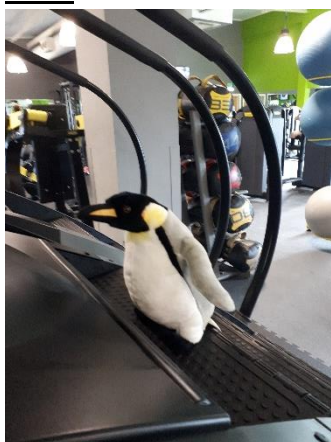


<http://climbingout.org.uk/> is the charity I set up in 2010 after the journey I'd been on with my own life changing injury. The charity runs 5 day outdoor activity programmes aimed at rebuilding confidence and self esteem in young people facing life changing injury, illness or trauma.

My greatest drive and motivation behind the row are these young people. Through Row to Raise I hope we can raise a huge amount of awareness about the incredible work of the charity. I also hope to raise over £50,000 for Climbing Out.

<https://www.justgiving.com/fundraising/rowtoraise>

EmP



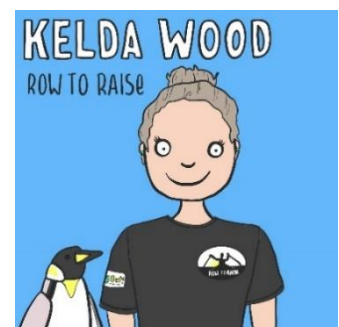
I feel EmP still needs a little introduction! EmP will be joining me on the Atlantic as my constant companion and right hand man! (Think Tom Hanks, Castaway and Wilson and you'll get my drift!)

He's becoming a big part on the Row to Raise campaign and is proving to be way more popular than I'll ever be!!

As you can see, he's been working hard in the gym!! 😊

Theia and Bug: Jessie Hughes creates amazing cartoons and drawings known as Theia and Bug. She recently got in touch and asked if she could create some images for Row to Raise, so we decided we'd put some of these images together at the end of the year and make a calendar that would be sold as part of the fundraising for Climbing Out.

The cartoons just seem to make everyone smile and it's a privilege to have Jessie as part of the Row to Raise team.



A Great Day at Go Outdoors

On Saturday 10th March, we revealed Storm Petrel to the Shropshire public at Go Outdoors in Shrewsbury.



It was a fantastic day with so much support, thank you to everyone who came down. It was great to see some of the younger supporter taking the opportunity to get in and have a row....and to check out the sleeping quarters!!

It was great to see some of the sponsors of Row to Raise there too, including Nick Jones Wealth Management, Chrisbeon Office Supplies, APT Solutions, Strength Through Adversity and Pain Solutions. Thanks to Chrisbeon

Office supplies for also sponsoring the Row to Raise banner.

It was awesome to have the Atlantic Ladies pop in to say hello too and pass on some valuable tips and advice after their awesome crossing in the TWAC2017 race. Well done Ladies!!!!



Thanks to Go Outdoors for hosting the event and for all their support (especially when my car broke down at the end of the day!! 😊)

So that's it for now!

SO much is going to be happening over the next 12 months and it'd be amazing to have your continued support. You can follow everything that's going on with Row to Raise on facebook and twitter:

<https://www.facebook.com/RowToRaise/>

<https://twitter.com/RowToRaise/>

I'd be delighted to hear from anyone who'd be keen to help in any way, from sponsorship to IT, social media to coming out on the boat....or just helping to organise the MASSIVE list of jobs to do!

Please do get in touch!

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The Atlantic here we come!

Best wishes as always,

Kelda and the Row to Raise team

