



# Your Welcome Pack

Parent/s and Family

#401VirtualSchoolMission





**H**i, I'm Ben and I am the founder and CEO of **The 401 Foundation**. We are a mental health charity whose purpose is to help people empower themselves and their local communities to build confidence, self-esteem and promote positive mental health.

We firmly believe everyone has the right to 'find their happy' and aim to provide support, empathy, and care so we can truly make a positive difference.

Your child's / children's school has become one of 127 UK schools to join our Virtual School Mission Programme. I wanted to personally welcome you and your child / children to the mission and wish them the best of luck for the year to come. It's going to be fun and exciting with lots going on and we can't wait to get started in September.

It gives me great pleasure to introduce you to Jeremy Harradence from Utility Warehouse who has kindly sponsored your schools involvement in The Virtual School Mission. If you would like to learn more about him or get in touch, his details can be found at the back of this pack.

Now before I explain how things are going to work, I felt it would be a good idea to set the scene and explain a bit about the 'why' behind what we do. I'll then go on to explain a little about a challenge called The USA Challenge which I will personally be completing in 2022 and how this links to The Virtual School Mission Programme.

As you read through the pack and learn more about the programme, if at any point you have questions please don't hesitate to contact The 401 Foundation Team via email at [support@the401foundation.co.uk](mailto:support@the401foundation.co.uk), we are here to help answer any questions you may have.

Thanks for taking the time to read through our pack.

A handwritten signature in black ink, appearing to be 'Ben', written over a white background.

Ben,  
CEO, The 401 Foundation

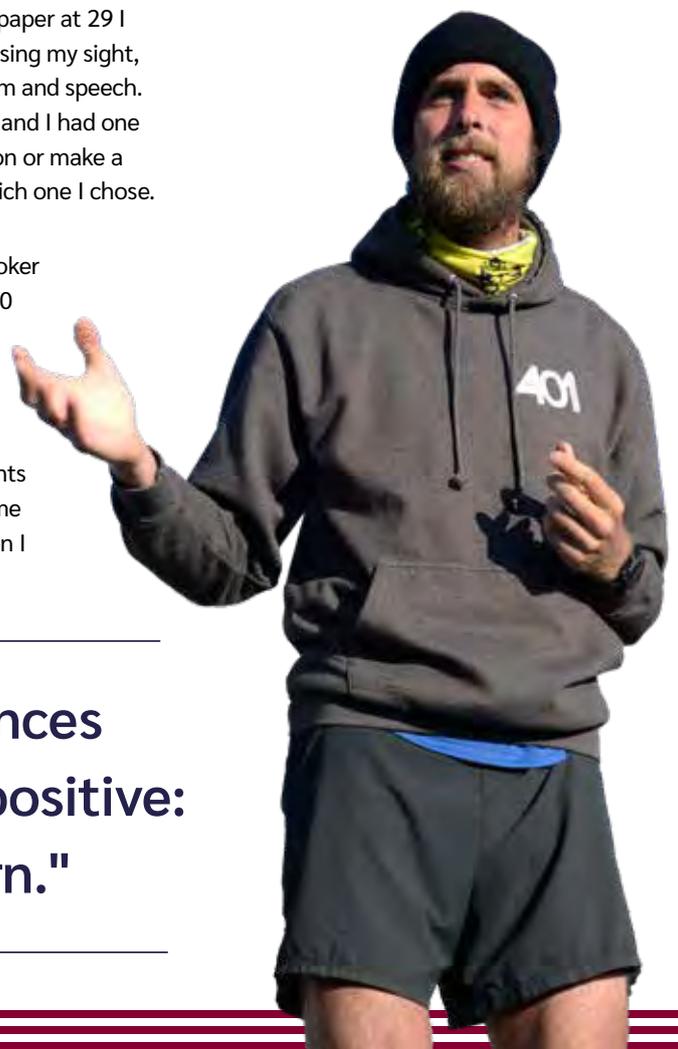


In 2015 I set out on a mission that would change not only my life but the lives of thousands of other people around the world.

Growing up I suffered at the hands of bullies, it had a huge and lasting impact on both my confidence and self esteem. At 13 I discovered I was gay but felt the need to cover this up through fear of being attacked. At 18 I tried to take my own life because I was tired of feeling the way I felt everyday.

Throughout my 20s I led a life dictated to me by others, successful on paper at 29 I suffered a TIA temporarily losing my sight, hearing, feeling in my left arm and speech. This was a huge wakeup call and I had one of two choices, either carry on or make a change, I'll let you guess which one I chose.

At 17.5 stone, a 40 a day smoker and heavy drinker, working 60 hours a week in a job I hated and covering up the fact I was gay, I decided to take the leap and come out. This set in motion a series of events that would lead me to become the happy and healthy person I am today.



**"I vowed to take my experiences and turn them into something positive: The 401 Challenge was born."**

Sport for me was something I always avoided, never feeling as though I was good enough. Like many others I put up barriers and made excuses, mostly because I had no confidence.

At 30 I was convinced by a friend to join a local running club and from day one I found something that gave me a focus, a way to express myself and a way to help me manage and deal with my mental wellbeing. It became a lifeline for me and helped me deal with many of the issues from my past.

In 2015, after finally coming to terms with my past, I vowed to take my experiences and turn them into something positive. **The 401 Challenge** was born, a feat of endurance like no one had ever really seen before.

I set myself the goal of running 401 marathons in 401 days all around the UK, aiming to raise £250,000 for two anti bullying charities to help ensure young people didn't have to go through what I went through as a child. I sold my house and all my belongings and on 1st September 2015 I set off from Bristol on a mission that would inspire thousands to deal with their own pasts and question what is actually possible.

I'm happy to say the project was a huge success and on 5th October 2016 I crossed the finishing line in Bristol having achieved something most people thought was not humanly possible.

Raising over £330,000 for both Kidscape and Stonewall, I was awarded both the BBC Sports Personality of the Year Helen Rollason Award and National / Regional



Clockwise from top left: The scenes as I completed the 401 Challenge in 2016; being presented with the BBC Helen Rollason and Pride of Britain awards.

Pride of Britain Fundraiser of the Year Award in 2016.

The positive impact the project had had on people when it came to building their confidence and self esteem was the proudest achievement for me and in 2017 I set up **The 401 Foundation**, this is the legacy to the **401 Challenge** and we are

only just getting started. As a registered charity, The 401 Foundation values the importance of mental wellbeing and aims to help people empower themselves and their local communities to build confidence, self esteem and promote positive mental health. We firmly believe everyone has the right to 'find their happy' and aim to provide support, empathy, and care so we can truly make a positive difference.

To help us raise necessary funds to ensure the sustainability of the charity for years to come, I have decided to undertake a second challenge. From a physical perspective it's a bigger challenge, but with that brings a chance to make an even bigger impact.

**That's where you come in...**

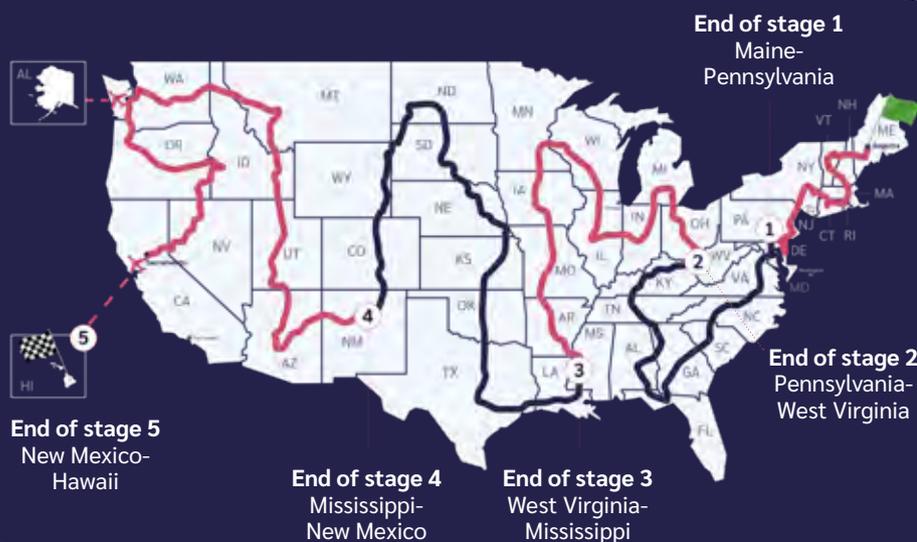


**Watch my story**  
courtesy of BBC Sport

In May 2022, I'm off to the USA where I will run and cycle unaided, 14,000 miles across all 50 US states in just 104 days. It's fair to say that it's a step up from the last challenge, but one I am both physically and mentally ready for. Here are some of the figures for my next challenge in the USA.



## ROUTE MAP



## CHALLENGE STATS

**14,000** miles across **50 US states** in **104** days

### Physical challenge



**1,314**  
hours of **physical activity**



**1.1MN**  
calories  
will be  
burnt

### Financial challenge

**£500K**  
to be raised to support  
**The 401 Foundation**

### Emotional challenge

Over **35,000**  
young people involved across  
**126 UK schools**

### Mental challenge



to raise awareness  
of **mental health**  
in the UK

### Legacy

To impact  
the lives of over  
**150K**  
people through our  
**Virtual School  
Mission programme**



**12,690**  
miles of cycling



**1,310**  
miles of running

**452,000 ft** of climbing

equivalent to  
**15 x up Mount Everest!**



# The Mission

We are challenging each year group in your child's / children's school to complete a virtual 13,138.5-mile journey across all 50 US states, similar to the one I will complete in 2022.



- ★ Starting on Monday 13th September, each year group will have 45 weeks to complete their mission which will then end on Monday 25th July 2022.
- ★ Every young person involved can pick from over 100 different activities including running, walking, gardening, washing the car and even baking, all steps count towards them completing their mission.
- ★ Breaks down personal barriers to physical activity not just for young people but for adults as well.
- ★ Every activity can be adapted to suit all abilities and they have been designed to build confidence, self esteem and improve mental wellbeing.
- ★ It promotes teamwork and wider community support.
- ★ Plus it's super easy for teachers to link key aspects of the programme to all main curricular subjects, we can't wait to see how creative they will be with it!



# How does it work?

You child / children will be coming home with two items:

- ★ A USA Challenge Passport
- ★ A USA Challenge Badge

With each activity they take part in, they can use support materials in their classrooms to estimate how many steps they achieve. These steps are then collated into a year group figure on a daily, weekly or monthly basis and added to an online platform called MyVirtualMission.



## USA CHALLENGE ADVENTURER

CITIZEN OF THE WORLD



## Challenge

## PASSPORT



Their passport is a great way to keep track of their personal activity steps and it links in with the classroom trackers used to update the MyVirtualMission platform. Plus it's a nice memento to keep after the programme has finished.

Over the next few pages we will take you through a list of all the activities on offer, the step conversion rates and distances between states on their 13,138.5-mile virtual year group mission.

Having your support at home will fill them with the confidence and belief that they can try new activities knowing they don't need to be the best at them. Finding a new activity can be fun and exciting and with so many on offer to help complete their year group mission, we can't wait to see what new experiences they will have along the way.

Step rates are the same for non-disabled and disabled children when it comes to this programme. We are aware some activities will need to be altered, but rates should remain the same to promote inclusivity, equality and build confidence in all young people taking part in the mission.

So here are the activities your child / children can take part in to help achieve their year group mission...



# Your Activity List

Our step conversion rates are based on a fair average estimate for each activity. They aren't perfect but from our perspective it's more about getting young people moving, building their confidence to try new activities and positively supporting them when it comes to incorporating movement into their everyday lives, rather than being 100% accurate about the steps they are taking.

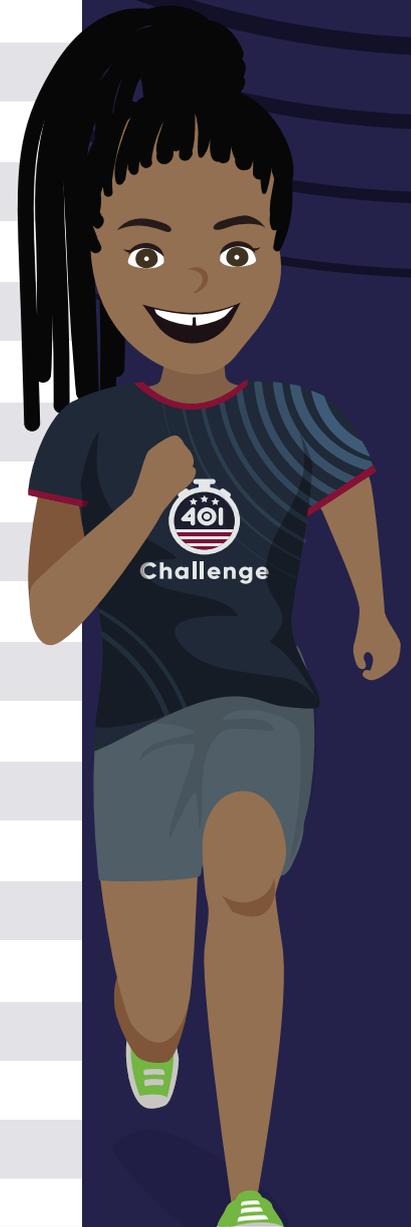
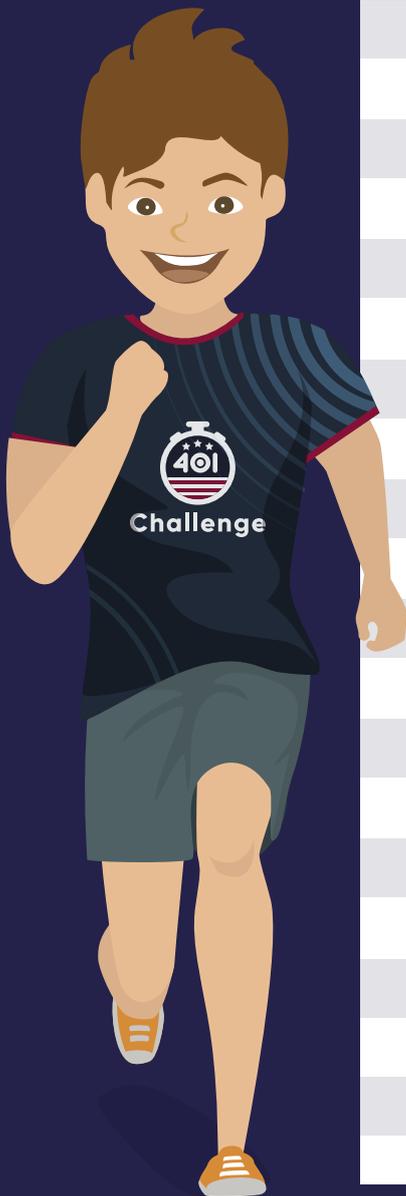


Type of Activity	Steps per minute	Steps per 15 minutes	Type of Activity	Steps per minute	Steps per 15 minutes	Type of Activity	Steps per minute	Steps per 15 minutes
Aerobic Dance Class	127	1905	Frisbee	91	1365	Sailing	91	1365
Aerobic Fitness Class	181	2715	Gardening	80	1200	Scuba Diving	203	3045
Aerobic Step Class	153	2295	Golf	109	1635	Shovelling Snow	145	2175
Aerobic Water Class	116	1740	Grocery Shopping	67	1005	Skateboarding	102	1530
Badminton (High Impact)	203	3045	Gymnastics	121	1815	Skiing (Easy Pace)	109	1635
Badminton (Low Impact)	131	1965	Handball	348	5220	Skiing (Moderate Pace)	114	1710
Baking	67	1005	Hiking	232	3480	Skiing (Fats Pace)	135	2025
Baseball / Rounders	130	1950	HIIT Training	212	3180	Sledding	158	2370
Basketball (High Impact)	145	2175	Horseback Riding	90	1350	Snowboarding	182	2730
Basketball (Low Impact)	130	1950	Ice Hockey	240	3600	Snowmobiling	106	1590
Cycling (Easy Pace)	130	1950	Ice Skating (High Impact)	122	1830	Snowshoeing	181	2715
Cycling (Moderate Pace)	170	2550	Ice Skating (Low Impact)	84	1260	Softball	152	2280
Cycling (Vigorous Pace)	200	3000	Ironing	67	1005	Spinning	200	3000
Billiards / Pool	76	1140	Judo	236	3540	Squash	348	5220
Bowling (Indoor and Outdoor)	71	1065	Jumping Rope (Easy Pace)	200	3000	Stretching	40	600
Boxing (High Impact)	222	3330	Jumping Rope (Moderate Pace)	250	3750	Surfing	91	1365
Boxing (Low Impact)	131	1965	Jumping Rope (Fast Pace)	300	4500	Swimming (Backstroke)	181	2715
Calisthenics	106	1590	Karate	236	3540	Swimming (Breaststroke)	174	2610
Canoeing	91	1365	Kayaking	152	2280	Swimming (Butterfly)	272	4080
Carrying / Chopping Firewood	60	900	Kickboxing	290	4350	Swimming (Freestyle)	181	2715
Changing the bed	78	1170	Knitting	45	675	Swimming (Treading Water)	116	1740
Cheerleading	100	1500	Lacrosse	242	3630	Table tennis	120	1800
Circuit Training	199	2985	Miniature Golf	91	1365	Tae Bo	250	3750
Cleaning (Easy Pace)	65	975	Mowing Lawn	120	1800	Tae Kwon Do	290	4350
Cleaning (Moderate Pace)	87	1305	Orienteering	232	3480	Tai Chi	40	600
Cleaning (Vigorous Pace)	134	2010	Pilates	91	1365	Tennis	200	3000
Climbing Down Stairs	71	1065	Pool	76	1140	Trampoline	90	1350
Climbing Up Stairs	181	2715	Punching Bag	180	2700	Volleyball	91	1365
Climbing (Indoors)	270	4050	Racquetball	254	3810	Walking (Easy Pace)	61	915
Cooking	78	1170	Raking Lawn	121	1815	Walking (Moderate Pace)	84	1260
Croquet	76	1140	Rebounding	150	2250	Walking (Fast Pace)	101	1515
Dance Class (Easy Pace)	109	1635	Rock Climbing	244	3660	Washing a car	71	1065
Dance Class (Moderate Pace)	120	1800	Rollerblading	190	2850	Water Polo	303	4545
Dance Class (Vigorous Pace)	141	2115	Rowing (Easy Pace)	147	2205	Water Skiing	145	2175
Decorating	68	1020	Rowing (Moderate Pace)	187	2805	Weightlifting	67	1005
Elliptical Trainer	203	3045	Rowing (Fast Pace)	212	3180	Window Cleaning	92	1380
Fencing	182	2730	Rugby	303	4545	Wrestling	145	2175
Field Hockey and Hockey	240	3600	Running (Easy Pace)	178	2670	Yoga (Easy Pace)	50	750
Fishing	91	1365	Running (Moderate Pace)	222	3330	Yoga (Moderate Pace)	100	1500
Football	199	2985	Running (Fast Pace)	278	4170	Yoga (Fast Pace)	150	2250

# Step to Mile Conversion Chart

For those of you that want to understand how many steps it takes to cover a certain number of miles, here is a step to mile conversion chart.

Steps	Miles
500	0.25
1000	0.50
1500	0.75
2000	1.00
2500	1.25
3000	1.50
3500	1.75
4000	2.00
4500	2.25
5000	2.50
5500	2.75
6000	3.00
6500	3.25
7000	3.50
7500	3.75
8000	4.00
8500	4.25
9000	4.50
9500	4.75
10000	5.00



# State Distance Tracker

Understanding how far it is between each state milestone and working out what it will take as a group to complete the distance can be a really motivating and an exciting experience. Here is a list of the actual distances between each state milestone:



Starting capital	Finishing capital	Mileage between capitals	Miles covered	Starting capital	Finishing capital	Mileage between capitals	Miles covered
Augusta, Maine	Montpelier, Vermont	180	180	Madison, Wisconsin	St Paul, Minnesota	283	4,767
Montpelier, Vermont	Concord, New Hampshire	112	292	St Paul, Minnesota	Des Moines, Iowa	279	5,046
Concord, New Hampshire	Boston, Massachusetts	75	367	Des Moines, Iowa	Jefferson City, Missouri	270	5,316
Boston, Massachusetts	Providence, Rhode Island	51	418	Jefferson City, Missouri	Little Rock, Arkansas	351	5,667
Providence, Rhode Island	Hartford, Connecticut	83	501	Little Rock, Arkansas	Jackson, Mississippi	262	5,929
Hartford, Connecticut	Albany, New York	114	615	Jackson, Mississippi	Baton Rouge, Louisiana	163	6,092
Albany, New York	Trenton, New Jersey	227	842	Baton Rouge, Louisiana	Austin, Texas	456	6,548
Trenton, New Jersey	Dover, Delaware	111	953	Austin, Texas	Oklahoma City, Oklahoma	449	6,997
Dover, Delaware	Harrisburg, Pennsylvania	126	1,079	Oklahoma City, Oklahoma	Topeka, Kansas	339	7,336
Harrisburg, Pennsylvania	Annapolis, Maryland	124	1,203	Topeka, Kansas	Lincoln, Nebraska	177	7,513
Annapolis, Maryland	Richmond, Virginia	159	1,362	Lincoln, Nebraska	Pierre, South Dakota	421	7,934
Richmond, Virginia	Raleigh, North Carolina	175	1,537	Pierre, South Dakota	Bismarck, North Dakota	208	8,142
Raleigh, North Carolina	Columbia, South Carolina	216	1,753	Bismarck, North Dakota	Cheyenne, Wyoming	596	8,738
Columbia, South Carolina	Tallahassee, Florida	362	2,115	Cheyenne, Wyoming	Denver, Colorado	120	8,858
Tallahassee, Florida	Montgomery, Alabama	210	2,325	Denver, Colorado	Santa Fe, New Mexico	395	9,253
Montgomery, Alabama	Atlanta, Georgia	179	2,504	Santa Fe, New Mexico	Salt Lake City, Utah	517	9,770
Atlanta, Georgia	Nashville, Tennessee	299	2,803	Salt Lake City, Utah	Helena, Montana	486	10,979
Nashville, Tennessee	Frankfort, Kentucky	235	3,038	Helena, Montana	Seattle Tacoma (Juneau, Alaska)	717	11,696
Frankfort, Kentucky	Charleston, West Virginia	236	3,274	Seattle Tacoma (Juneau, Alaska)	Olympia, Washington	61	11,757
Charleston, West Virginia	Columbus, Ohio	174	3,448	Olympia, Washington	Salem, Oregon	184	11,941
Columbus, Ohio	Lansing, Michigan	251	3,699	Salem, Oregon	Boise, Idaho	450	12,391
Lansing, Michigan	Indianapolis, Indiana	291	3,990	Boise, Idaho	Carson City, Nevada	586	12,977
Indianapolis, Indiana	Springfield, Illinois	219	4,209	Carson City, Nevada	Sacramento, California	141	13,118
Springfield, Illinois	Madison, Wisconsin	275	4,484	Sacramento, California	Sacramento Airport	40	13,138



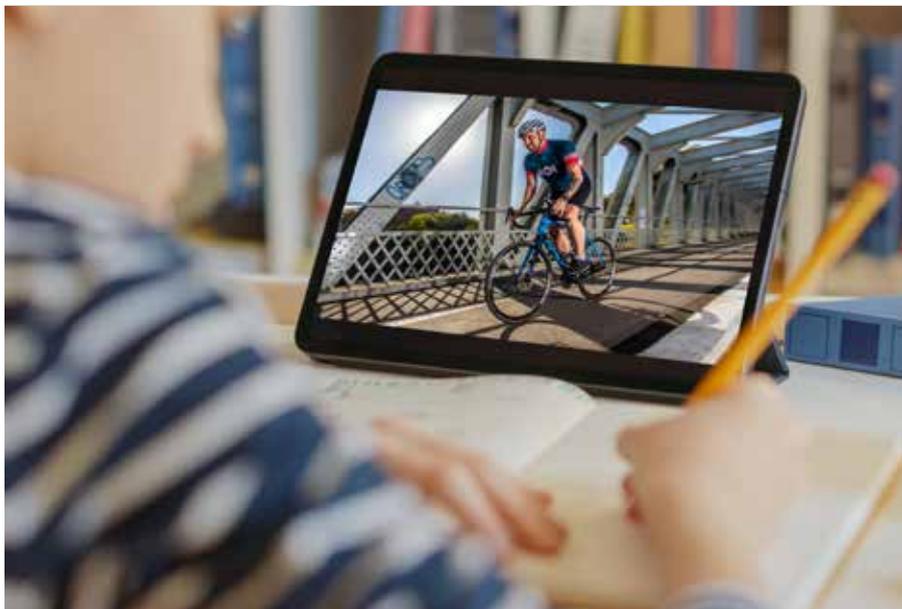
# Your videos

**V**ideos are a fun and engaging way for us to show your child / children exactly how it feels and what it involves to be part of an adventure like this.

Our videos will initially document my experiences with training and getting ready to go to the USA. They will be themed around 26 key topics including examples such as: Teamwork, Confidence, Resilience, Empathy, Reasoning and many many more.

Once I leave for the USA, the frequency of our videos will switch to daily as we want you to experience what I experience. It's going to be an adventure to say the least, I hope you are ready for it!

Our videos will be shared with your school so that your child / children can be part of the adventure first hand, all videos will include subtitles.





# Helpful Links

If you want to find out more about The USA Challenge and The 401 Foundation, get involved from either a personal or business perspective, then there are a few ways you can go about doing this:

## The 401 Challenge

- [www.facebook.com/the401challenge](https://www.facebook.com/the401challenge)
- [www.twitter.com/the401challenge](https://www.twitter.com/the401challenge)
- [www.instagram.com/the401challenge](https://www.instagram.com/the401challenge)
- [www.the401challenge.co.uk](http://www.the401challenge.co.uk)

Join our mailing list:

- [www.the401challenge.co.uk/maillinglist](http://www.the401challenge.co.uk/maillinglist)

## The 401 Foundation

- [www.facebook.com/the401foundation](https://www.facebook.com/the401foundation)
- [www.twitter.com/401foundation](https://www.twitter.com/401foundation)
- [www.instagram.com/the401foundation](https://www.instagram.com/the401foundation)
- [www.the401foundation.co.uk](http://www.the401foundation.co.uk)

Join our mailing list:

- [www.the401foundation.co.uk/maillinglist](http://www.the401foundation.co.uk/maillinglist)

## Getting in touch

Getting in touch with us in a personal or business capacity couldn't be easier, simply email our team at [support@the401foundation.co.uk](mailto:support@the401foundation.co.uk) and we will be in touch to discuss your enquiry. Thanks for your support.

Ben





Company name

Contact name

Phone number

Email address

About us

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Charity Number is 1175605