

NSPCC

# walk for children

## My event guide



EVERY CHILDHOOD IS WORTH FIGHTING FOR

# What is Walk for Children?



**Walk for Children is a chance for people across the UK to come together and walk 5k on 22 December, the longest night. Because for children facing abuse, every night feels like the longest.**

Whether you take part on your own or in a group, on foot or in another way that works for you – every kilometre you cover and pound you raise will help us keep more children safe.

It's the perfect time of year to get together and feel festive so why not make a night (or day) of it? You could meet for mulled wine, hot chocolate or mince pies beforehand, or end your walk with a well-deserved Christmas dinner or drinks.

There's lots of ways you can have fun with your walk! You could dress up – think reindeer antlers and Santa hats, or wear light-up accessories to shine on through the night. And we've even got an **activity sheet** to help keep those little walkers occupied.



# Let's get started



## 1 Pick your date

We'll be walking on 22 December, the longest night of the year – but if this doesn't work for you, you can choose any date in December!

## 2 Who's walking?

You can take part with whoever you want – on your own, with friends, family or neighbours, with workmates, with pupils and teachers at school – or even with your furry friend! Your fellow walkers can **sign up online**, and if you need any extra t-shirts you can request these by **email**.

## 3 Plan your route

You could walk an organised trail, plan your route around local Christmas lights, or end in a pub for a well-deserved dinner or drinks. But wherever and however you choose to complete your 5k, make sure it's safe and accessible for everyone taking part.



## 4 Kickstart your fundraising

Personalise your fundraising page as much as you like, and start collecting donations for your walk by sharing your page with friends and family. To get the ball rolling, why not add the first donation to your page?

## 5 Join the Facebook group

Meet other people taking part, ask any questions you may have and keep up to date with important information. Just search for '**The NSPCC Walk for Children**' on Facebook and request to join!

## 6 Spread the word

Let everyone know you're taking part in Walk for Children and try and encourage them to do the same! If you refer someone and they use the code **REFER**, they'll get 20% off their registration fee, and you'll be entered into our prize draw to win some Lindt chocolate goodies. Just email us to let us know the name of the person you referred, and once they've registered you'll be entered. Read the full prize draw T&Cs at [nspcc.org.uk/walkprizedraw](https://nspcc.org.uk/walkprizedraw)



# Your fundraising page



**When you signed up for Walk for Children, we created an Enthuse fundraising page just for you! This page will help you collect your donations.**

You'll find the link to your page in your welcome letter and email. You can **log in** to edit your page by entering your email address and order number.

There are lots of things you can do on your page to make it personal, like setting profile and background pictures, giving yourself a fundraising target and adding why you've chosen to take part in Walk for Children.

Using a fundraising page is the easiest way to get your donations to us. Any money you raise on your page will be automatically transferred to the NSPCC, so there's nothing more you need to do!



## Three ways to make your page a success

- 1** Upload a profile picture so your friends and family know who they are donating to.
- 2** Set a target so you can keep track of your progress - we're encouraging people to raise £100 but we're grateful for any amount you can raise.
- 3** Update your story so everyone knows why you are taking part in Walk for Children this Christmas.

### Did you know?

In line with other fundraising platforms, Enthuse have a voluntary fee to help cover the cost of their platform.

This is entirely optional for you and your donors. So if you'd prefer not to do this, you can select 'other' and choose £0.



# Fundraising offline?

## If you'd prefer to raise money offline instead, that's completely fine!

Find out how to pay this to us in the next step. And if you're using our **sponsor form**, remember to post this to us so we can claim any gift aid (our address is in the paragraph opposite).



## Raise £100

and you could pay to answer **25 life-saving calls** from children to our Childline service.

## How to pay in your offline donations:

The easiest way to pay this in is to pay the cash donations into your own bank account first, then donate the total onto your own personal fundraising page.

If you'd prefer to send a cheque, please post this along with a note including your full name, address and event name 'Walk for Children' to: Mass Participation Events Team, NSPCC, 42 Curtain Road, London, EC2A 3NH

If you'd prefer to pay in your donations another way, get in touch with us by emailing [christmas@nspcc.org.uk](mailto:christmas@nspcc.org.uk)

## Don't forget about QR codes

On your walker bib and poster, we've printed your own QR code that will take you to your personal fundraising page. Ask friends and family to hold their phone camera over the QR code to donate to your fundraising page.

## Not sure what a QR code is?

It's the black and white square-shaped barcode, that can be easily read by smartphone cameras to take you to a website.



# Meet past walkers



## Alessandra and Elijah

**Alessandra and her 7-year-old son Elijah took part in Walk for Children last year and raised an incredible £266!**

They completed their walk in Llandudno – getting to see the seals and sheep on their coastal route. They managed a whopping 7.5km, and Elijah even ran some of it! They chose to take part as Elijah wanted to help other children who needed it – *“all children should be happy at Christmas as it’s a happy time, and I want to help make them happy”*.

## Emily and Holly

**Sisters Emily and Holly completed their Walk for Children 3-legged and raised an astonishing £666!**

They decided to make their walk more challenging by completing it 3-legged. It involved a huge amount of patience and teamwork to walk the 5k joined together, but they did it! As well as fundraising online, they also collected donations from passers-by on their walk. The support from other walkers was absolutely brilliant and they received lots of lovely encouragement.



# Festive fundraising tips



## Share your fundraising page



Share your page with friends and family on social media or WhatsApp and ask for donations – however big or small.

## Fancy dress

Get sponsored to take on your walk in fancy dress! Ask people to donate to your fundraising page to suggest a fancy dress option, then get everyone to vote on their favourite. You could dress up individually or as a group!



## Christmas quiz

Host a **Christmas quiz** with friends, family or colleagues. Ask everyone to donate £5 to your fundraising page to attend, and include a small prize for the winning team. You could book a pub, do it at home, or host it virtually over Zoom.



## Baked treats

**Bake sweet or savoury treats** and sell them at work for a donation. If you work from home, you could try delivering baked goods to friends, family or colleagues instead. Collect cash donations and pay these onto your page after, or use our QR code poster to get people to donate directly to your page.



## Email signature

If you have an email signature at work, add our Walk for Children signature to the bottom of your emails. Remember to hyperlink it to your fundraising page so people can click through to donate. Download this from our online resources page [nspcc.org.uk/walkresources](https://nspcc.org.uk/walkresources)



# Give children a lifeline with Childline

**By taking part in Walk for Children, you'll be giving a lifeline to children like Karen this Christmas.**

*Some people may find reading Karen's story distressing. To find out more about Childline without reading it, please visit [nspcc.org.uk/Childline](https://nspcc.org.uk/Childline)*

**Karen was at breaking point when she called Childline.**

Karen's childhood home was a place of violence and fear. Her biological father abused her telling her, "If you ever tell your mum, they'll come and lock you up."

**Karen needed someone to listen to her.**

One night, Karen was at rock bottom. She'd been crying all night when she passed a phone box. Something made her stop, pick up the phone and call Childline.



**"It was the first time that somebody heard me and said, 'Yes, we can help you.'"**

After talking to a Childline counsellor, Karen was able to get the help she needed and was finally able to report what had happened to the Police.



**Karen says, "If it wasn't for Childline, I might not be here today."**

But she thinks of children today who may be at risk- especially during the Christmas holidays when they might be trapped at home with their abusers.

**Thanks to your support, we can help Childline give children a lifeline this Christmas.**



# How you're making a difference



**£4**

could pay to **answer a life-changing call to Childline.**



**£48**

could pay to answer a **call from a child every day** over the 12 days of Christmas



**£100**

could pay for our volunteer counsellors to **answer 25 calls to Childline.**



**£190**

could pay for **one Childline supervisor shift**, supporting our volunteer counsellors.



**£1,460**

could pay to **run Childline for an average of one hour.**

# Thank you

**Christmas should be a time of joy and fun. But for thousands of children all over the country, Christmas is a difficult time.**

Our Childline service expects a call every 45 seconds this Christmas.

Last Christmas, our Childline volunteers delivered more than 1,000 high-risk counselling sessions. That's why Childline is open 24 hours a day, 365 days a year, for children who have nowhere else to turn. We will be there to listen.

Thanks to you, we can be there to answer more calls this Christmas, even on the longest night. Together, we can give all children a vital lifeline.



**Thank you for choosing to take part in Walk for Children.  
We couldn't do what we do without incredible people like you.**



**45 secs.**

On average, a child will contact Childline every 45 seconds this Christmas.



**1,000**

Last Christmas, Childline delivered more than 1,000 high risk counselling sessions.



**64%**

of high-risk contacts to Childline at Christmas come in after dark.

# Checklist

## Event checklist

- Picked a date for my walk
- Confirmed who I'll be walking with
- Planned my route
- Organised plans for before/after my walk
- Checked the weather
- Sorted my (weather-appropriate!) outfit
- Completed my 5k!

**Raise £100**  
and we'll send  
you an NSPCC  
bobble hat.\*



\*To be eligible to receive this, you need to have opted in to receive this when you signed up and have raised £100 by 31 January 2024. To change your preferences, please email [christmas@nspcc.org.uk](mailto:christmas@nspcc.org.uk).

## Fundraising checklist

- Made a note of my fundraising page link
- Updated my story and target on my fundraising page
- Shared my fundraising page on social media and WhatsApp
- Got my first donation
- Raised £100
- Paid in any offline donations to my fundraising page
- Received my fundraising reward!

## Important things to note

My fundraising page link:

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My order number:

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# #WalkForChildren



Remember  
to join our  
Facebook group

Search '**The  
NSPCC Walk  
for Children**'