

NSPCC

walk for
children



My event guide

EVERY CHILDHOOD IS WORTH FIGHTING FOR

Welcome to Walk for Children!

Walk for Children is the NSPCC's annual Christmas fundraising event, and this year we're really excited to be bringing the event to Roundhay Park in Leeds!

Whether you're taking 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 this Christmas.

We'll have lots of fun activities for everyone to get involved in on the day, and there will be refreshments available throughout to keep you energised.

You'll be able to choose between a 5k route or a shorter, fully accessible 3k route on the day. Whatever route you chose to take on, we'll be there to cheer you along the way and award you with your own medal at the end!



Let's get started

1 Get the date in the diary

Make sure everyone who's taking part has got Sunday 8th December in their diary - and get ready to start counting down to the big day!

2 Join our Facebook event

Keep up to date with important event information, meet other people taking part and ask any questions you may have. Just search for **'The NSPCC Walk for Children Leeds'** on Facebook and click going.

3 Start 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?

4 Spread the word

Let everyone know you're taking part in our Walk for Children event in Leeds and try and encourage them to do the same! You can share our digital assets on social media or WhatsApp to try and get people to join you or donate to your walk.

5 Plan your travel

There will be limited parking on the day at Roundhay Park. So if you're close enough and able to, we'd encourage you to walk or use public transport to get to the event.

6 Dress the part

Check the weather ahead of time to make sure you have the right coat and warm clothes for your walk. Why not also get into the festive spirit by wearing accessories such as reindeer antlers or Santa hats - or go all the way with a full costume!

Furry friends are welcome to join in too!
(Dogs must be on leads)



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 can log in to edit your fundraising page by entering your email address and order number. You'll find the link to your page and your order number in your welcome letter and the first email you received from us.

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!**



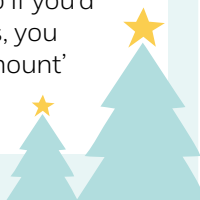
Three ways to make your page a success

- 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're 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 amount' and choose £0.



Collecting cash donations

If you'd prefer to collect cash donations 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 help
Childline be ready for
**urgent questions from
25 children.**

How to pay in your cash donations:

You can do this by paying the cash you've raised into your bank account and donating the total to your fundraising page.

If you're sending a cheque, please make this payable to 'NSPCC Registered Charity' and post this along with a note including your full name, address and event name 'Walk for Children Leeds' to: Mass Participation Events Team, NSPCC, 42 Curtain Road, London, EC2A 3NH.

To pay in your donations another way, get in touch with us by emailing christmas@nspcc.org.uk

Don't forget about QR codes

On your sponsor form 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.



The event



Key

- 3k route
- 5k route
- Start/Finish
- Rest stop
- Event village

Entrance to the event village will be near the Upper Lakeside Bandstand
(what3words location: ///region.pace.strike)

- Parking

Information

Travel

If you are close enough and are able to, we would recommend walking or getting public transport to the event. The number 2 and 12 buses from Leeds City Centre will take you directly to the park.

Parking

If you need to travel by car, you can park in any of the car parks at Roundhay Park or along Mansion Lane. The closest car parks to the event village are: Mansion Car Park (3 minute walk), Lakeside Car Park (5 min walk) and Roundhay Main Car Park (10 min walk).

Sustainability

To reduce our impact on the environment, we'll be trying to make the event as sustainable as possible. Please remember to bring a reusable water bottle as we'll be providing refilling water stations instead of plastic bottles.

* Please note, these routes are indicative and subject to change.

Festive fundraising tips

Share your fundraising page



Share your fundraising page with friends and family by copying and pasting the link on your social media channels or WhatsApp, and ask for donations – however big or small.

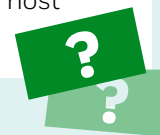
Fancy dress

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, which you can find below.



We've got lots of resources for you to download and use on our website nspcc.org.uk/walkresources

Help Childline be ready for every question this Christmas

By taking part in Walk for Children, you'll be helping Childline answer more urgent calls from children like Nicola* this Christmas.

Some people may find reading Nicola's story distressing. To find out more about Childline without reading it, please visit nspcc.org.uk/Childline

Nicola's life was filled with fear and instability.

Nicola felt unsafe and trapped growing up in her childhood home. She was being abused by her mum's partner, and was overwhelmed by constant fear. She felt powerless and isolated.

Nicola had nowhere and no one to turn to for safety or support.

She lost her voice both physically and emotionally through the trauma, and wasn't able to express how she was feeling out loud. So, in desperation, she poured her heart out in a letter to Childline.



*Nicola's name has been changed to protect her identity.

"While other children were asking about Santa, I had one question – 'how can this hurt stop?'"

Childline gave her the lifeline she so desperately needed. When Nicola finally picked up the phone, the person on the other end didn't pressure her – they simply listened.



For the first time, Nicola felt heard and understood.

"Childline helped me find clarity in the chaos. They guided me toward getting the help I needed"

Today, Nicola reflects on how far she has come. But it saddens her to think that while many children are excited during the holidays, others face the same fears she did.

Thanks to your support this Christmas, our Childline service will be there to listen, to care and to help every child, however tough their questions may be.

How you're making a difference



£4

could help Childline be ready for **a child's call for help.**



£48

could help answer a **call from a child every day over the 12 days of Christmas.**



£100

could help Childline be ready for **urgent questions from 25 children.**



£200

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



£850

could pay to **recruit and train a new Childline volunteer.**

Thank you

Children are full of questions, especially at Christmas. Silly questions, questions that make you think, questions full of wonder and magic.

But thousands of children in the UK will be desperate to ask much more serious questions. Questions about staying safe from abuse, about how to cope, about feeling completely alone. It's too much for any child to bear on their own, with school shut and most support services unavailable.

Thanks to you, we can make sure Childline is ready for the urgent questions this Christmas.

Together, we can help answer more calls and messages from children who have no where else to turn.



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.

This Christmas, a child will contact Childline every 45 seconds on average.



5,499

Last Christmas, 5,499 children contacted Childline to ask for help.



63%

of Childline counselling sessions at Christmas take place after dark.

Checklist

Event day checklist



- Worked out my travel route
- Checked the weather!
- NSPCC t-shirt(s) 
- Warm clothing
- Comfortable shoes
- Safety pins
- Favourite snacks
- Refillable bottle/cup
- Festive accessories 
- Bring cash 

Important things to note

My fundraising page link:

My order number:

Fundraising checklist

- Made a note of my fundraising page link and order number
- Updated my story and target on my fundraising page
- Added my profile picture
- Shared my fundraising page link on social media and WhatsApp
- Got my first donation 
- Paid in any cash donations to my fundraising page
- Hit my £100 target! 

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



*To be eligible to receive this, you need to have raised £100 by 31 January 2025. If you'd prefer not to be sent this, please email Christmas@nspcc.org.uk





Remember to join our
Facebook event

Search
**'NSPCC Walk
for Children
Leeds'**



✱ Remember to take
photos and share
using the hashtag

#WalkForChildren