

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 21 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 you and those little walkers occupied.



Let's get started

1 Pick your date

We'll be walking on 21 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 – whether solo, with friends or family, neighbours, workmates, or even with your furry friend! You can raise money together on your fundraising page, and if you need extra t-shirts, scan the QR code below.

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 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?

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! You can share our digital assets on social media or WhatsApp to try and get people to join you or donate to your walk.



Order extra NSPCC t-shirts here.



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!**



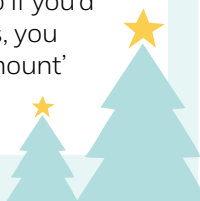
Three ways to make your page a success

- 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' 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 walker bib, sponsorship 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.



Meet past walkers



Tilly and Alex

Tilly and Alex took part in Walk for Children in 2023 with a large group of their friends and family based in different locations across the UK.

Together, they completed 7 walks across England, Wales and Scotland which covered 40km, and managed to raise an incredible £190!

The Mehta family

Paul, Nicky, Holly and Hattie took part in Walk for Children as a family last year.

They completed their walk in Surrey, and chose to take part as Holly and Hattie wanted to learn more about Childline and help raise awareness and money for the NSPCC at Christmas. They asked friends and family to sponsor them and together raised an amazing £156!



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 checklist


- Picked a date for my walk
- Confirmed who I'll be taking part with
- Ordered any extra t-shirts 
- Planned my route
- Organised plans for before/after my walk
- Checked the weather
- Completed my 5k!
- Sent in photos of my walk by email 

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 group

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



✱ Remember to take
photos and share
using the hashtag

#WalkForChildren