



Walk for Tiny Lives

Create your very own
Walk for Tiny Lives event
and help sick babies and
children



Paddington's favourite UK charity

Get active, take action and Walk for Tiny Lives

It couldn't be simpler for you to help **make a difference to sick babies and children** – simply gather your friends and family together and take a stroll.

Walk for Tiny Lives allows Action supporters to make a difference by organising their own sponsored walk. So if you aren't tempted by cycling challenges, running a marathon or trekking up a mountain, then **this is the event for you.**

It couldn't be simpler to get involved; your challenge can be as easy or hard as you want it to be. You organise the walk yourself, with our support, so you can do whatever you fancy; from an amble in your local park to a sunshine stroll along the beach. The most important part is getting together, getting active and making a difference by raising money for a great cause. Anyone can take part in Walk for Tiny Lives; from grandparents to babies in buggies. Whether it is a family reunion with a difference to a community event for all...the potential is endless. **The team at Action will be here to help every step of the way,** making sure you have all the materials and support you need to organise, publicise and deliver a fantastic Walk for Tiny Lives event.



How your support will help

The research we fund provides hope for thousands of families affected by premature birth, disability and rare and devastating conditions. By organising a Walk for Tiny Lives event you can take positive action to help fund the next medical breakthrough.

So come on grab some friends, rope in your relatives and get the kids along. Walk for Tiny Lives and make every step count.

Getting started

Your Walk for Tiny Lives event can take place whenever you want, although you may wish to go for the warmer summer months. A weekend date is ideal and we would suggest that a Sunday will give you the best chance of a good turnout. However you may wish to organise an event at a mother and baby group, nursery or maybe at your work place – in this case a weekday might be more suitable.

Ideally your walk will be circular with the start and finish located in an easily accessible park or open space; it may even be worth considering hosting it at a stately home or tourist attraction if this option is available to you.

Your walk can be a simple fun occasion or, if you want to be more ambitious, you could organise some entertainment, such as simple treasure hunt to keep all the **family entertained along the way**, or invite participants to stay for a picnic at the end of their walk.

Who to involve

The more people you can involve, the more fun your walk will be – and the more money you will raise for vital medical research – so think about your networks and who may want to join you on your stroll.

Consider:

- **Inviting extended family**, grandparents, aunts, uncles, kids; perhaps for a special occasion such as a birthday or in memory of a loved one.
- Approaching a local walking group to get their support.
- Talking to a **school, nursery or playgroup** to get other parents and children involved.
- Seeing if college and university students will take part.
- **Organising a walk with your neighbours**; could this be a community event for everyone to get to know each other better?
- Drafting in clubs you or your children belong to: Brownies, Cubs, the church, choirs, Women's Institute, friends from gym classes or sport societies who may want to do something different and have **fun for a great cause**.



How to organise a Walk for Tiny Lives

It's easy to host a successful Walk for Tiny Lives. A lot of the planning will depend on how big your event is going to be and who will be taking part, but below are some tips to help you plan and host a great event.

When:

- Decide on a day and time – weekends tend to be better during the summer months.
- Ensure that your event doesn't clash with any other local events or major national events that might deter people from taking part.
- If you are holding a walk at a mother and baby group, nursery or your workplace find a day and time suitable for the people taking part.

Where:

- Think about local parks, forests, woods or beaches.
- Contact your local council to check if you need to obtain permission.
- Contact local stately homes and other tourist attractions about the possibility of using their venue/grounds for your event.
- Think about the kind of people that will be coming and what is accessible to them.

Let us know:

- Once you have confirmed the date and location of your event, let us know by registering your event at walkfortinylives.org.uk
- We can then help you out with promoting your event and making sure you have all the necessary information and materials.

The route:

- Once you have confirmed the location of your event you can put together a route to walk.
- Think about who will be taking part, how far they could feasibly walk, the type of terrain and if it is suitable for buggies and wheelchairs.
- Try and keep it simple by having a circular route so people start and finish at the same spot.
- Use our free printable signs to help direct your walkers – these can be downloaded from walkfortinylives.org.uk



Facilities:

- Refreshments – will you provide any food or drink? Or maybe you will encourage people to bring their own food and have a picnic at the end of your walk.
- Toilets – it is good to make sure that your route is near to some public toilets – ideally these should be at the start/finish of your route.
- Parking – ensure there is enough parking at your venue and check if people will need to pay to park.



Keep it safe and legal:

- Make sure you contact your **local council** or venue owner to check if you need permission to hold your event.
- Depending on the size of your event and who is taking part you might need to look at getting **Public Liability Insurance** – but please contact us for more information about this as it only applies if you're promoting your event to the general public.
- Depending on the location of your event you might need to carry out a risk assessment – but please do contact us as we can help with this.
- If your event is on a large scale make sure you have a first aider on site. If your event is smaller make sure you have a **first aid kit** and a plan in place if anyone is injured more seriously.

Who will take part:

- Start with asking family, friends and neighbours.
- If you want to make your event bigger **ask local businesses** and the local press to help you publicise it.
- Use social media to tell your friends and family about the event.
- Make sure you keep a record of who is taking part.
- We have a **poster template** that you can download and use to help promote your event – these are great for putting up at your work place or local businesses.

Raising funds:

- We can provide you with a sponsorship form to give to all your walkers to help them raise money, you can also set up an **online sponsorship page** for your event so people can donate online. Just visit action.org.uk/sponsorship
- It is a good idea to set yourself and people that take part in your event a fundraising target so people know what they are working towards.
- You can either charge people a set amount to take part or you can give them a target for fundraising.
- We have lots of supplies to help you fundraise including collection tins, stickers, balloons, T-shirts and posters – please contact events@action.org.uk if you would like more information about our fundraising materials.

On the day:

- Think about timings and make sure everyone knows where they need to be at what time.
- Activities – do you want to put on any extra activities, maybe arts and crafts for the children taking part or a **teddy bears' picnic** at the end of your walk.
- Signage – don't forget to download our printable arrows to help direct your participants and make sure no one gets lost.
- If your event is on a larger scale try and recruit some volunteers to act as marshals along the route.
- Make sure you take lots of photos at the start line, during your walk and at the end. **Send some photos** to the events team at Action as we love to see what our supporters get up to. Also send a photo to your local press.

After your event:

- Thank everyone that took part or helped out.
- Give yourself a **pat on the back** and shout about how much money you raised.
- Contact the Action events team and send us a pic!



Useful materials

We have produced a number of materials to make organising your walk as easy as possible. All materials can be found at walkfortinylives.org.uk under downloads.

Poster

Download the A4 colour Walk for Tiny Lives poster and input details of your walk; print as many posters as you require to advertise your event.

Email banner

Download our Walk for Tiny Lives email banner and add it to your email signature. Feel free to use the email banner on your blog or social networking page.

Walk for Tiny Lives logo

Download our 'Walk for Tiny Lives' logo and print it onto t-shirts, balloons, banner and anything else you can think of to publicise your event.

Sponsorship form

Download our sponsorship form and feel free to print as many as you need. It's worth distributing these to walkers.

Press release template

Download our press release template, edit the details and send it your local press.

For hard copies of any of the above, or if you have any other questions please contact:

**Walk for Tiny Lives, Action Medical Research, Vincent House, Horsham,
West Sussex RH12 2DP. T 01403 210406 E walkfortinylives@action.org.uk**

Submitting your fundraising

Once your walk is complete, please pay any money you have raised by:

- Paying it into your online fundraising page (if you have set one up) using paypal or a credit/debit card.
- Make cheques payable to Action Medical Research and send to: Walk for Tiny Lives, Action Medical Research, Vincent House, Horsham, West Sussex, RH12 2DP.



Good luck

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