



WALK ON

ORGANISE YOUR OWN WALK



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Holding your own sponsored walk is a fantastic way to have fun with your friends, family and colleagues whilst enjoying the great outdoors. It's also a great way to improve the lives of working horses, donkeys and mules worldwide.

Organising your own walk is easy and we'll be with you every step of the way, whether it's a short walk, long walk, tough walk or a stroll in the park. If you're looking for inspiration, please get in touch with the Community Fundraising Team on 020 7470 9393 or community@thebrooke.org.

We love to hear what our supporters get up to, so please don't forget to tell us what your plans are and send in your photos.

Every step you take, every mile you walk and every pound you raise will affect the lives of working animals and the people who rely on them to survive.



GETTING STARTED

HERE ARE SOME KEY THINGS TO THINK ABOUT AND PLAN BEFOREHAND

Who?

You can take on a solo challenge or organise a big walk and get friends, family and your community involved. Try and give some notice so it's more likely that people can attend. Remember- they can order fundraising materials, including extra sponsorship forms from the Community Fundraising Team

When?

Choose a date between June and November (Walk On Season) and think about when it is best to hold the event. Weekends are usually a good time, but think about big events happening at the same time so it doesn't clash with yours e.g. Wimbledon final, football finals, Olympic opening ceremony. Think about when people may have more time e.g. summer holidays, Bank Holiday weekend, half term.

Where?

It's your walk- you make the rules. It can be as challenging or as gentle as you like. If there is a large group of you, consider your walkers. Long enough to challenge them, but realistic so everyone finishes.

Things to consider on the route:

- Are there key amenities on the route e.g. toilets?
- Is it easy to park?
- Would a circular route be easier than a linear route?
- Are there any additional costs involved e.g. national park admission fee
- Are dogs welcome?

Need inspiration? These are great for ideas:

www.walkingbritain.co.uk
www.walkingworld.com
www.go4awalk.com
www.nationalparks.gov.uk

FUNDRAISING

You have decided to do something really exciting for the Brooke, but how do you raise money by organising your own walk? Don't worry—we have lots of simple advice!

Option 1:

Ask each walker for a donation to take part. They could donate beforehand or on the day.

Option 2:

Ask each walker to set-up a fundraising page through virginmoneygiving.com or justgiving.com and ask friends or family to sponsor them. Alternatively, you can set up a group fundraising page and fundraise as a team. It's really easy and we can help with you this.

Option 3:

- Or you can ask people to do both— for example:
- 5 walkers donate £10
registration fee = £50
- 5 walkers raising £50 online
fundraising = £250

Total= £300

Sponsorship Forms

You are supporting the Brooke because you feel passionate about the work we do and the working animals we support. Be confident— let people know about the charity and why you are walking for them.

- Try and collect your donations upfront— it's a lot easier than chasing people later.
- Get a generous donor at the top of your form— people may follow in their lead!
- Ask your sponsors to give as much information as possible— including whether or not they are eligible to claim Gift Aid.

How does gift aid work?

Every gift you make to the Brooke, whatever its value – could be worth more at no extra cost to you just by choosing to Gift Aid it. HMRC will add an extra 25p to every £1 you give to the Brooke. However, Gift Aid is only valid on donations. Therefore, if someone is buying an item e.g. registration fee for a walk or a raffle ticket, you cannot claim Gift Aid on this. If you pay less Income Tax and/ or Capital Gains Tax than the amount of Gift Aid claimed on all my donations in that tax year it is your responsibility to pay any difference.

Extra fundraising ideas:

Serve refreshments like a cup of tea or a snack at the end of the walk and ask for a donation in return.

- Organise a raffle in the local pub afterwards
- Ask people to sponsor walkers to carry a brick in their backpack to reflect the work in the brick kilns

Promoting your walk

To promote and make the most of your walk, you need to let as many people know as possible. Put up your walking poster in your local shops, pubs and cafés. We can provide you with template press releases, help you with contacting your local radio station or newspaper and provide official letter confirming that you are fundraising for Brooke.



EVENT DAY

It's finally here! So what last minute preparations need doing?

- Think about taking registration money- are you doing it on the day or beforehand? What about last minute sign-ups?
- Send out information to the group, such as maps, timings, basic equipment list (water, suntan lotion, waterproof etc)
- Ensure they have all the fundraising materials they need e.g. t-shirts, extra sponsorship forms (they can request more at community@thebrooke.org)
- Try and get there early, so everything is ready and you can meet and greet everyone.
- HAVE FUN! Go out and enjoy the great outdoors. Be proud of seeing your event come together and take in your beautiful surroundings. Remember to take photos!





WHAT NEXT?

The walk is over, but there are a few things you will need to tie up.

- Thank everyone who helped organise the walk and let them know how much you have raised so far.
- Update your online fundraising page with photos of the day and do a last push for donations. Encourage the rest of the group to do the same and chase their sponsors. Every penny helps and will make the difference!

Show off and let us know how it went! We would love to see photos and hear how it went.



WHAT NEXT?

You did it! Thank you for raising funds for the Brooke. Once you have collected everyone's hard-earned takings, you need to make your donation to the Brooke.

Here's how:

- Call 020 7470 9393 and make a payment by debit or credit card
- Visit www.thebrooke.org/paying-in and make a donation online
- Send a cheque to:

The Brooke
5th Floor, Friars Bridge Court
41-45 Blackfriars Road
London
SE1 8NZ
(Please don't send cash in the post!)

The sooner you make your donation the sooner we can help hard-working horses, donkeys and mules.