

walk for wellbeing.

in support of

Hospitality
Action



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Let's walk the walk and make a positive difference together

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talent taken care of

Thursday, 10 October (World Mental Health Day) —
Sunday, 27 October

Walk it your way
Nationwide

Sunday, 13 October 2024

Hosted 20km Challenge

**London, Bath/Bristol, Cardiff, Birmingham,
Liverpool, Manchester and Glasgow**

Walk for Wellbeing 2024
Fundraising Pack

walkforwellbeing.org

Story.

Let's walk the walk and make a positive difference together.

Walk for Wellbeing is so much more than a fundraising walk.

Since 2020, this industry-wide 20km fundraising walk has seen thousands of hospitality people across the UK champion mental and physical wellbeing and raise over £200,000 for Hospitality Action.

Locations

You may have registered to **Walk It Your Way – Your Location** between 10 October and 27 October, or you may be joining one of the 20K hosted walks taking place across the UK on 13 October.

London hosted by **Hospitality Action**, powered by **mum.**

Bath/Bristol hosted by **Bath Hoteliers Association** and **Bristol Hoteliers Association**.

Birmingham hosted by **Tonic Talent**.

Cardiff hosted by **Cardiff Hoteliers Association**.

Glasgow hosted by **Davidson Asset Management**.

Liverpool hosted by **Liverpool Hospitality Association**.

Manchester hosted by **The Manchester Hoteliers Association**.



**However, and wherever you're taking part,
thank you for walking the walk.**

Why your fundraising matters ...

Help is where Hospitality Action is

With mental health issues, the cost-of-living crisis and fear of homelessness at an all-time high, the money Walk for Wellbeing raises will help:

- Support the one in two people with mental health issues that contact Hospitality Action for support
- Deliver in-person and phone counselling sessions
- Provide emergency grants to put food on the table

Let's walk the walk and make a positive difference together.



Setting up your fundraising page.

You can personalise your fundraising page with a profile, add photos, indicate a sponsorship target and share some words on why you're taking part. Personalised pages with images and detail tend to raise more funds, so it's worth taking a few moments to add to yours.

Teams

Walking as a team is motivating and fun, and the more people that walk the walk, the better! So, we encourage you to join or register your own fundraising team. If you join a team, sponsorship money will be added to the overall challenge total and you'll be able to compare your team to the others on the leader board for a bit of healthy competition!



Our top 5 fundraising tips.

As soon as your fundraising page is live, follow these tips to raise as much awareness and funds as possible ...



1 Set yourself a target and aim high

Fundraisers with a target raise 17% more on average.

3 Share your page with everyone you know

Click the social media icons under “share this page” to add your fundraising link to your social profiles. Don’t forget professional networking channels, WhatsApp, email and your e-signature too!

5 Keep your page updated

Regular progress updates keep your supporters engaged and give you the chance to share news with people who have yet to donate.

2 Donate to your own page

Fundraisers who donate to their own page raise 120% more on average.

4 Spread the word through social media

Share your page, post photos and videos and add your donation link using [@hospitalityaction](#) (Instagram), [@hospaction](#) (X/Twitter) and [#WalkforWellbeing](#) and tag your friends/colleagues. Include our social cards and videos on your posts and emails, you can find them [here](#).

6 Thank supporters and update after the event

20% of donations come in after your event has ended, so thanking those who have donated, and sharing news of what you have achieved can really boost funds.

How to fundraise at work.

Fundraising at work can be really effective!
To raise extra funds in 2024 you could:

- Add our award-winning **Invisible Chips** to the menu
- Add an optional **£1 to the bill**
- Donate 50p from a well-loved dish or cocktail
- Host a special event in our honour, charge an entry fee and host a raffle

... you can add these funds to our fundraising page as offline donations.

We're here to chat through any of these suggestions and make sure you have all you need to make your fundraising as successful as possible.

Thank you again. If you have any questions please **get in touch.**



Testimonials.

“*Walk for Wellbeing* brings the industry together to raise both awareness and funds for Hospitality Action, who provide such amazing support to those that are going through challenging times. Hospitality thrives through the people who work in it, and so Lore Group are delighted to be taking part in *Walk for Wellbeing* to support Hospitality Action.”

Simon Tetley

Head of Talent, LORE Group

“I have seen the impact mental health challenges and financial concerns have had on people close to me and individuals in organisations I have supported over the years. Raising awareness and funds to help Hospitality Action is even more important as our economic meltdown continues, so sign up or donate to *Walk for Wellbeing*. Every penny counts no matter how small.”

Sean Wheeler

Sean Wheeler Consultancy Ltd

“Employees around the country, especially those in Hospitality who have faced a tremendously difficult few years, need our support now more than ever. Participating in this event doesn't just help raise vital funds for Hospitality Action but supports us as an industry in taking crucial steps towards promoting the wellbeing of our people.”

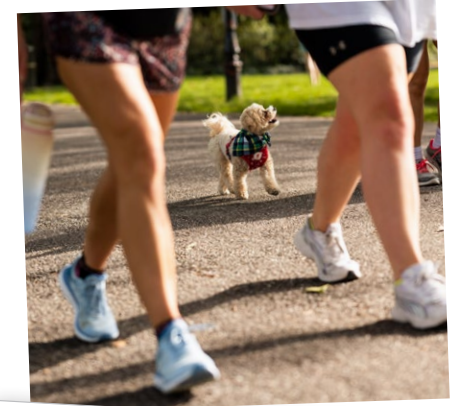
Rachael Stevens

Rooms Division Manager, Pennyhill Park Hotel & Spa

“Having witnessed first-hand the increase in staff struggling with issues such as eviction, food poverty and debt and how this affects their mental well-being, I feel we should be doing all we can to raise money to help support through the great work that Hospitality Action and in turn, *Walk for Wellbeing*, does in this field.”

Lorraine Jarvie

General Manager, The Royal Crescent Hotel & Spa



Thank you for your support.



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To discuss event partner and supporter opportunities, please contact:

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