

# walk for wellbeing.

in support of

Hospitality  
Action



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

powered by

***mum.***

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**  
**Walk It Your Way**

[walkforwellbeing.org](https://walkforwellbeing.org)

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

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

You have registered to Walk It Your Way – Your Location between 10 October and 13 October.

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.

Between 2020–2023

**£200,000** has been raised

2020 – 2022  
£99,249

2023  
£100,751

Last year ...

**5** host cities

**805**

Participants

**115**

Teams

**1,903**

Donations

**£100,751** Raised

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Bath Hoteliers  
Association

  
Bristol Hoteliers Association

**TONIC**  
TALENT IN HOSPITALITY

  
**CARDIFF**  
HOTELIERS  
ASSOCIATION

 **MANCHESTER HOTELIERS**  
ASSOCIATION

**DAM**  
Employee Benefits

**LIVERPOOL**  
**LH**  
HOSPITALITY

# Our top tips for Walking it Your Way

## 1 Plan a realistic route for the distance you want to cover.

Try and choose a route that is engaging and interesting. Above all, choose a route that suits you and those walking with you. The route should be a challenge but appropriate for the fitness and experience levels of all involved.

## 4 Selfie time.

Take pictures and videos of your training and the walk itself, to share on social media and on your fundraising page to drive engagement.

## 7 Be wellbeing aware.

It's better to be prepared in case you encounter any difficulties. Take sunscreen, waterproofs, a small first aid kit and a charged mobile phone with you on the walk.

If you or anyone in your group feels unwell, please don't continue the walk. Seek medical assistance if needed.

## 2 Consider group size.

Most people will walk in small groups, but if your walking group is large, you may need to check with the local council as to any restrictions on your route.

## 5 Dress for the occasion!

Comfortable, terrain appropriate walking footwear is essential, as is outerwear suitable for the weather. Keep an eye on the forecast!

## 8 Enjoy!

The walk should be challenging but enjoyable, allowing you to boost your own wellbeing whilst you support the wellbeing of everyone in the hospitality industry. We want everyone to have fun and feel good, knowing they are doing good!

## 3 Update your fellow walkers.

Make sure all those in your walking group know the route in advance. Share this document with them too along with the Fundraising Pack.

## 6 Stay hydrated and energised.

Take plenty of water and snacks with you. You'll need them!.

# 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 for Walking It Your Way. If you have any questions please **get in touch**.

