



Take A Wee Walk!

A guide to organising a walk for Fight Bladder Cancer

Thank you ...

for deciding to Take a Wee Walk for Bladder Cancer.

As you may know, walking for bladder cancer is a global concept and people affected by the disease – whether they are patients, carers, family or friends, medical professionals or researchers – are all walking in solidarity across the world to raise awareness and much needed funds to help fight this disease.

This guide will:

- provide you some tips for getting your walk organised
- offer ideas for fundraising for Fight Bladder Cancer
- help you have fun on your Wee Walk.

fight
bladder
CANCER

Registered charity 1157763

Hello from Fight Bladder Cancer

We're so pleased you've decided to organise a Wee Walk for Fight Bladder Cancer. Your support will help us to get behind everyone affected by bladder cancer and to join with other supporters and walkers across the world stepping out to fight bladder cancer.

As you may know, May is Bladder Cancer Awareness Month and Fight Bladder Cancer will be organising campaigns, activities and stories throughout the month to heighten awareness in the UK about the importance of bladder cancer. We are aiming to inform people just how many lives it affects and how we at Fight Bladder Cancer are working hard to make a difference.

As well as ideas and tips to help you make your Wee Walk a success, we can provide resources to help promote your event and fundraise for Fight Bladder Cancer, if you choose.

A Wee Walk doesn't need to be ambitious, a challenge, or present obstacles (unless you choose to do it that way) rather it can be a slow, short amble, an opportunity to share stories, build friendship and just take in the countryside. And it is up to you to decide whether you and your walkers want to raise money. Fight Bladder Cancer is grateful either way – we are just delighted that you have decided to get involved, spread the word and raise awareness.

Keep in touch with us as you get organised for your walk. We are keen to hear your stories and help to share your plans along the way! You can email us at getinvolved@fightbladdercancer.co.uk or call team FBC on **01844 351621**. We'd love to hear from you.

Thank you and good luck!



Bladder Cancer Awareness Month 2019



This May our Bladder Cancer Awareness Month is a truly global campaign. We're collaborating with patients, carers, medical professionals, community groups and companies across the UK and worldwide to highlight the impact of bladder cancer, promote awareness of the symptoms and urge greater investment in research.

Find out more about our other Awareness Month activities on our website fightbladdercancer.co.uk



"We are determined to raise the profile of this disease so that it is widely known about by the public and by the medical profession that blood in urine should be treated swiftly as though it is, or could be, bladder cancer."

Hazel McGhie, whose friends and family raised a phenomenal £5,000 by walking the West Highland Way in 2017 in the memory of her father Clive.

Setting up & organising a Wee Walk!

WHERE?

At Fight Bladder Cancer we aren't going to prescribe where you host your Wee Walk! All we ask is that you consider who's walking with you and how much space you will need.

For a small walking group you might start at someone's house or in a car park, but for a larger group you may need to consider practicalities such as parking and toilets and the relevant permissions and insurance. You don't just need to walk outside or in the community – there are loads of different ways you could walk for bladder cancer:

At Fight Bladder Cancer we are planning for our local walk to start outside the Wee Café and Bookshop in Chinnor, Oxfordshire on the 19th May 2019. Chinnor is the village where our head office is based and where the charity was founded. We have access to the stunning Chiltern Hills and are planning a range of walks to suit different requirements. For more information email us on getinvolved@fightbladdercancer.co.uk



For further information about planning your route we recommend local tourist information offices; dedicated websites such as www.walkingroutes.co.uk or digital mapping such as View Ranger or Ordnance Survey.



IF YOU WORK FOR A COMPANY – how about walking to work in return for sponsorship during May – rather than driving or taking the bus!

IF YOU DON'T HAVE MUCH TIME AND SPACE TO ORGANISE ACTIVITIES, why not consider counting your steps in one day via your phone or 'Fitbit' or perhaps setting a 'step challenge' for the month of May and getting sponsored by friends and family!



IF YOU WORK IN A HEALTH CARE SETTING OR AN OFFICE you might want to challenge colleagues to join you and walk up and down the stairs 25 times during the course of a day!



WHEN?

Our own Wee Walk in Chinnor will kick off at 10am on the 19th May.

We really do encourage you to adopt this day for your walk if you can – we feel it will build a great momentum if we can all walk and blow bubbles together. If the 19th May doesn't suit you, then perhaps it would be possible to prioritise May, in order to gain more awareness by coinciding with Bladder Cancer Awareness Month. However, if you can't fit a Wee Walk in during May then we would recommend the summer months to provide good daylight hours and a slight chance of better weather!!

Email us for more information: fundraising@fightbladdercancer.co.uk

A public Wee Walk event or a Wee Walk with friends & family?

Once you've decided where and when to host your event you will need to decide if it is an intimate activity for your friends and family or whether it is an open event for the public to join in with.

INVITATION ONLY WEE WALKS

If you're planning for your Wee Walk to be for friends and family, by invitation only then please feel free. This can be a very enjoyable way to come together in the memory of someone who has fought the disease, or in support of someone you care about who is undergoing treatment for bladder cancer. We recommend you get everyone on board with your plans and share dates as soon as possible.

We have merchandise – by way of t-shirts, pens, wristbands, posters and other fun materials to help your Wee Walk become an orange festival! We would love to hear your stories and please send us your photos! If you wish to raise money on the day you could always ask everyone to bring a donation.



Don't forget to include waggy-tailed friends on your walk!



OPEN AND PUBLIC WEE WALKS

You might decide to make your event public and are keen to encourage local people affected by bladder cancer to register and walk with you. If this is the case, then the Fight Bladder Cancer team are happy to help you consider ways to create a registration process (perhaps through Eventbrite) and support you with ideas for promoting your Wee Walk.

We have merchandise ordering forms, posters, promotional materials and can support you by sharing your plans on our social media platforms. We would

recommend that you send welcome emails and walk information to everyone that registers. Keep in touch with us as we are very happy to help you plan.

BE PREPARED

Depending on the distance, terrain and guests in attendance you might like to consider doing some training to prepare yourself for the challenge ahead. This will also make sure you enjoy the day! Here are some key preparation pointers for your Wee Walk:

SHOES: getting the right shoes is paramount. Shoes can make all the difference so we recommend you get fitted out in the right footwear before you start training. You'll then have time to break in your shoes, reducing the likelihood of blisters and foot and leg pains associated with walking.

SLOW AND STEADY: Distances should be gradually built over time, allowing muscles and joints to adjust to the new physical activity you're introducing. If you're a total beginner, with no history of exercise, you'll need to get into the habit of walking regularly and this should be factored into your schedule.

TOWN VS COUNTRYSIDE: In the countryside you'll need strong, waterproof walking boots. These will ensure your feet and ankles are supported on any surface you encounter. Urban wee walkers will find trainers are the best footwear for town walking and give good padding for pavement endurance.

“I loved our first wee walk – there were so many people and kids and dogs. We made quite the orange procession as we ambled along The Ridgeway, and by asking for small donations to walk, we also raised some money for the charity! I’m looking forward to doing it all again this May.”

Kim Adams, FBC forum member



SOME WEE TIPS FOR TRAINING FOR YOUR WALK

Practice makes perfect – try to make time to build up your walking routine, by fitting it into your daily schedule. How about getting off the bus or train a stop early, or taking the stairs instead of the lift. Or even take a walking lunch break with a colleague?

TEST OUT THOSE SHOES: Make sure you try out those shoes and your walking clothes! Don’t leave it to the last minute!

NUTRITION AND EATING WELL: Are you making good decisions about healthy eating, getting a good balance of carbohydrate, protein and plenty of vegetables.



Try eating a carbohydrate snack before training or walking, such as a cereal bar or fresh fruit.



TAKE ON THOSE HILLS: Try to combine some hill training in your walking practices – to help you prepare for those ascents and descents.

HAVE FUN: Are you maximising the fun to be had walking? Are you taking different friends (and dogs) out with you? How about accessorising your walking outfit with an orange tutu or a wig? Of course, don’t forget to visit new places for your weewalk and try out new routes.



IF YOU’RE TAKING ON A WEE WALK CHALLENGE

If you are opting for a more strenuous challenges for your Wee Walk it is paramount that you remain healthy and well during the build up to the event, but also that you take on board that you need to build muscles and improve flexibility in the run-up to the big day.

We advise that you and your group consider undertaking a set of stretching, warm-up and cross-training activities over a period of the next few weeks before your event. Swimming, cycling or working out at the gym are great for cross-training, while activities such as pilates or yoga are great for strengthening your core muscles.

Train well & build your strength!

Raising money for Fight Bladder Cancer

There are a host of ways you could consider raising money. Here are our Top 7 options. Don't hesitate to call us on **01844 351621** to talk these through if you'd like more ideas or information.

1 FIGHT BLADDER CANCER WEBSITE
You can start to organise your Wee Walk via the Fight Bladder Cancer website at fightbladdercancer.co.uk clicking the 'Fundraise for us' button. You then need to log-on and design a personal page by uploading some photos and describing your fundraising aims / reason for supporting Fight Bladder Cancer. The beauty of this is that you can share your page link out across friends and family-members. And your supporters can add photos and messages as you go! You could even consider sending the link to your local medical team or Clinical Nurse Specialist to get involved and support you. Any problems with signing up or if you need support from us a Fight Bladder Cancer, please call us on **01844 351621**. We are keen to help.

2 DONATE ON SIGN-UP
You might not want to ask your participants to fundraise, so you could simply ask them to donate, say £10 each, when they agree to do a Wee Walk with you. (Don't forget to use the sponsorship form we have sent you to collect their gift aid sign-ups so we can reclaim extra money from HMRC at no extra cost.)

SPONSORSHIP ACTIVITY
3 Your group might decide to collect sponsorship for their Wee Walk. The sponsorship form can be circulated when you recruit your participants. You could suggest donations per mile or perhaps have a lot of fun setting challenges for who raises the most!

MATCHED GIVING
Don't forget that your employers will often get involved with supporting your own personal charity choice – so just ask them! Very often they will agree to double your fundraising efforts which is a great way to boost fundraising for Fight Bladder Cancer.

5 RAFFLES
You might want to offer a raffle as part of your fundraising activity – BUT please do bear in mind that there are rules. Please get in touch with FBC for a list of rules or contact www.gamblingcommission.gov.uk

If you and your fellow Wee Walkers decide that you want to raise money as part of your Wee Walk, Fight Bladder Cancer will be thrilled, and we promise to put your hard-earned cash to good use.

6 COLLECTIONS
Our big orange buckets and collection tins are a fabulous colour for drawing attention and can be found on our merchandise form and on our website shop. BUT you must ask your local council to arrange a collection license if you're planning to collect on public property! It's easier if you're collecting on private land and getting the landowner's permission.

7 ASK FRIENDS TO MAKE A MONTHLY DONATION TO FIGHT BLADDER CANCER

The very best way you could use your walk to help raise funds for Fight Bladder Cancer is to ask your family and friends if they would make a monthly donation to us. Fight Bladder Cancer is a small charity with big ambitions. Monthly gifts really help the charity to maintain and grow our work. In return they would receive monthly updates on our progress; access to our FIGHT magazine, full of articles and information about bladder cancer; and of course, our endless appreciation and gratitude. To ask your friends and family to make a monthly donation, please send them this link and encourage them to add a note saying who (or what) they are making a gift in honour of:

<http://fightbladdercancer.co.uk/make-a-donation>



Promoting your event!

Whether you are walking for bladder cancer as a small intimate group or throwing it open to a wider public, we do want to help you spread the word and shout out your support for Fight Bladder Cancer.

INVITATIONS

If it's a public Wee Walk then we recommend setting up your Eventbrite invitation page and sharing the link widely. If it's just amongst friends and family then make sure you invite them all in plenty of time! And don't forget to use our promotional poster.

PRESS RELEASES

With your bright orange T-shirts and your commitment to raising awareness of bladder cancer there might be a chance you could get a story in the local press and help increase awareness for Fight Bladder Cancer. Get in touch with us if you would like help in creating your press release at getinvolved@fightbladdercancer.co.uk



SOCIAL MEDIA

This is a great way to spread the word, is low cost and low effort and can really help to build up momentum. We want to build a beautiful colourful wall of orange-clad walkers on our Facebook page and a stream of orange tweets as we walk together!

Please like and share Fight Bladder Cancer's Facebook page

Send us your plans, images and posters and we can post your Wee Walk on our Facebook page.

You could even create your own Facebook event!



Don't forget Twitter – where throughout Bladder Cancer Awareness Month the charity will be tweeting – particularly on Sunday 19th May!



Tweet your support:

#BladderCancerAware
#BubblesforBladderCancer
#BladderCancerUK
#WeeAreFamily



DEBRIEFING WITH YOUR SUPPORTERS

Ask your friends and family, participants and volunteers for feedback. It would be great to hear how they thought the walk went. The conversation could include questions like these:

Did you have fun?

Did the walk achieve the purpose you signed up for?

Was the walk run well?

What went smoothly or pleasantly surprised you?

What were your biggest challenges?

Were there any issues you felt unprepared for?

What changes should we make next year?

After reviewing the financial results and the viewpoints of volunteers and participants, send us your findings to fundraising@fightbladdercancer.co.uk and we can create a list of action items from all over the UK to ensure we make next year's Wee Walk even better.



Need Help? Let us know!

At Fight Bladder Cancer we are enormously grateful to you for getting behind us and taking on the role of co-ordinating a bladder cancer awareness Wee Walk.

We hope this guide has some useful tips for you but please do get in touch if you want to talk with us, share ideas and get more help or information – whether it's about how your hard-earned fundraising income will be spent, or how to get a bigger turn out! Emma, Sophie, Sue and Lydia are here to support your activities and keen to chat with you! Call us on **01844 351621**.

*Thank you
& Good Luck!*

Wee Are Family



Keep in touch with Fight Bladder Cancer during May

Please email us at getinvolved@fightbladdercancer.co.uk or call us on **01844 351621**. We are really keen to hear your stories and share in your activities during Bladder Cancer Awareness Month. www.fightbladdercancer.co.uk.



Emma Low,
Fundraising Lead



Sophie Maggs,
Supporter Care
& Community
Engagement Officer



Lydia Makaroff,
CEO



Sue Williams,
Office Manager

We'd like to say a big **THANK YOU** for reading this and helping us to raise awareness.