

Welcome to Walk for Tiny Lives 2010

Walk for Tiny Lives is the brand new, family-friendly fundraising event from Action Medical Research. We are delighted you have decided to join us and Walk for Tiny Lives to stop premature birth.



 **Walk for
Tiny Lives**
to stop premature birth

 raising funds for
action medical research
for children, for life
Charity reg. nos 208701 and SC039284

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How your support will help

One in ten babies born in the UK need some form of special care at birth as a result of a difficult birth, a life-threatening condition, or because they were born too early.

Tragically, each year more than 3,000 babies die before they reach their first birthday and premature birth is the single biggest cause. Yet so little is known about what causes premature birth or how to prevent it.

Babies born too early can face difficulties with breathing, feeding and fighting infection. Many of those born very early develop lifelong conditions such as cerebral palsy, blindness and learning difficulties.

By raising money in a Walk for Tiny Lives event you will be helping doctors find ways to reduce the unacceptably high rate of premature birth. Only medical research can give us a real understanding of the conditions that put so many babies at risk. Walk for Tiny Lives and help save tiny lives.

Getting started

Walk for Tiny Lives are sponsored walks of no more than 3km that are mainly designed for young families and individuals who want to raise money for this important cause.

Your Walk for Tiny Lives event should take place on a convenient date during the summer months of 2010. A weekend date is ideal and we would suggest that a Sunday will give you the best chance of a good turnout.

Your walk should ideally be circular with the start and finish located in an easily accessible park or open space within a city centre it might event take place in a stately home or a tourist attraction.

Choose a time for your walk that will suit as many people as possible i.e. a 10am start with all walkers back by 1pm or start after lunch so folk can enjoy a pleasant afternoon's stroll.

Your walk can be a simple fun occasion or, if you want to be more ambitious, you could organise some entertainment, such as a 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.

Your role as the event organiser as easy as ABC...

Action plan:

- decide upon a suitable date and location for your event
- ensure that your chosen location is safe and child friendly
- keep your route simple so that any instructions or signage used is easy for participants to follow

- make sure your chosen venue has sufficient parking and toilet facilities
- contact the venue or Local Authority for use of parks etc. and ask to arrange a meeting to discuss your Walk for Tiny Lives event
- the Local Authority or venue owner may ask you to complete an event application and a simple risk assessment
- think about the size of your event and the space you might need i.e. you may want to erect a simple gazebo as your registration point
- ask friends and family members to help get involved
- set out a realistic plan
- how many walkers you would like to recruit
- how much you would like to raise in sponsorship and who you can contact for support
- identify places and people who can help advertise your event

Being the event organiser

- you are the main point of contact for Action Medical Research and the walkers you recruit to take part
- design a route map and activities for the day - consider parking, refreshments and public conveniences and make sure they are available at your chosen venue
- actively publicise your event within local community groups such as schools / nurseries / sports and community centres
- make sure everyone registered for the walk has access to your online sponsorship account to make fundraising easy – why not encourage everyone to set a personal/family target of £100?
- encourage walkers to use the materials included in the guide to help fundraise and raise awareness
- set up a system to collect in everyone's sponsorship – this may be collected on the day, through your online sponsorship account or paying it directly into the charity bank account
- don't forget that Paddington Bear may be available to attend your event, so do ask!

Communication

- keep a list of your walkers' contact details – you may find email the easiest way to communicate. You will find a range of **sample email** templates under fundraising tools on the website
- online social networking is a great way to publicise and fundraise for any event so why not set up your own Walk for Tiny Lives Facebook / MySpace / Netmums webpage
- overprint the publicity material sent to you from Action Medical Research with your own Walk for Tiny Lives event details
- after the event thank all your walkers and sponsors with details of how much was raised and include any photos from the day – this is also a good opportunity to include a 'save the date' message for next year!

How to fundraise

Some people may expect to find fundraising a bit of an uphill struggle but with the help of our **Walk for Tiny Lives Fundraising Guide** and the tips below, then everyone can hopefully raise at least £100.

Raising £100 is not as hard as it seems. Share this list with your walkers to show how easy it can be to reach your total fundraising goal.

Start with your own £10 donation	£10
Collect 100 10p's	£20
Ask a friend for £10	£30

Ask two family members for £10	£50
Ask three work colleagues for £5	£65
Ask two neighbours for £5	£75
Ask a local business for £25	
Total raised	£100

Useful materials

You will find samples of all materials on the website under Fundraising Tools For hard copies of posters, labels and letter headed paper please contact Walk for Tiny Lives Action Medical Research, Vincent House, North Parade, Horsham, West Sussex RH12 2DP. Telephone: 01403 210406 or email: walkfortinylives@action.org.uk

Poster

Download from fundraising tools, the A4 colour **Walk for Tiny Lives poster** and print as many as you require.

Email banner

Download from fundraising tools a **Walk for Tiny Lives email banner** and simply add as part of your email signature. Feel free to use it on your blog or social networking page.

Postcard invites

Please request however many you require from Action Medical Research and use them to promote your walk. Space has been left for you fill in your walk and contact details, you can write these in or print off your own sticky labels.

Walk for Tiny Lives logo

Download the **Walk for Tiny Lives logo** to print onto t-shirts, balloons, banners and anything else you can think of to publicise your event!

Insurance

Everyone takes part in the Walk for Tiny lives at their own risk. Neither Action Medical Research nor any related or affiliated organisation can have responsibility for any loss or damage which occurs from participation in the event.

It is impossible for us to insure you to do your own Walk for Tiny Lives because Action Medical Research is not responsible for the organisation of your day and we cannot monitor the health and safety provision you make.

Please take all reasonable precautions to safeguard the children. Action Medical Research will not be liable for any injury loss or damage which occurs, unless this is due to Action Medical Research's negligence.