

FUNDRAISING GUIDE



Kickstart your
fundraising
journey

wwtw.org.uk



THANK YOU FOR CHOOSING TO SUPPORT WALKING WITH THE WOUNDED

Thank you for supporting Walking With The Wounded.
We are glad to have you on board.

Any amount you raise, large or small, will transform the
lives of veterans and their families.



£40 could provide essential shoes and clothing
for a veteran to attend job interviews, marking the initial
strides towards stability and self-reliance.

£100 could provide essential groceries for a veteran
and their family during an emergency.

£120 could cover the cost of a private therapy
session for a veteran, initiating the journey to address
their mental health concerns.

£798 could sponsor an education workshop for a
spouse coping with a partner's mental health challenges,
equipping them with the skills to manage their wellbeing
now and in the future.

Read veteran success stories:



GETTING STARTED



- **SET YOURSELF A CHALLENGE:**

Decide on your fundraising activity. If you need inspiration, check out our website:

wwtw.org.uk/get-involved/fundraising

- **SET UP A FUNDRAISING PAGE:**

Visit JustGiving and follow the simple steps to create your online fundraising page.



- **SET A FUNDRAISING TARGET:**

Setting a target gives your supporters a goal to rally around and it helps to motivate you. You can also change your target as you go. Every penny you raise will go towards supporting those who have served.

- **TELL YOUR STORY & SPREAD THE WORD:**

Your story is the ultimate superpower. People connect with personal stories, so tell them why you're passionate about raising money for WWTW.

Remember, tell your family, friends and colleagues about your fundraiser. You can use email or share a link to your fundraising page on social media.

- **DON'T FORGET GIFT AID:**

One of the easiest ways to make your fundraising go further is to encourage your supporters to add Gift Aid to their donations. If they are UK taxpayers, WWTW can receive an extra 25p for every £1 they give!

To find more resources, visit:



PAYING IT IN

- **ONLINE:**

You can pay money into your fundraising page at **donate.wwtw.org.uk**



- **BY POST:**

Please return your sponsorship or sweepstake form and cheques to **Walking With The Wounded, 42 Canada Street, Manchester M40 4AE**

Cheques made payable to **'Walking With The Wounded'**.

Please write your name on the back of the cheque or the name of the fundraiser you are supporting.



- **BANK TRANSFER:**

Pay money directly to WWTW and include your name in the reference.

Bank: Virgin Money

Account Name: Walking With The Wounded - Charity Current Account

Sort Code: 82-60-13

Account Number: 60181701

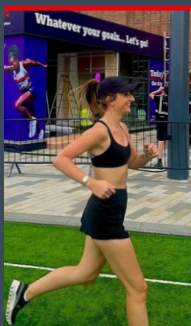


TOP-TIP Remember to utilise Gift Aid! Encourage your backers who are UK taxpayers to check the Gift Aid box when donating. **This simple action will boost their contribution to WWTW by 25% without any extra cost to them!**

GOAL ACHIEVED! You've reached your target. Share your photos and tag **Walking With The Wounded** so we can highlight your efforts in our supporter updates.

FUNDRAISER STORIES: INSPIRATION

Our fundraisers are remarkable



SOPHIE, BATTERSEA

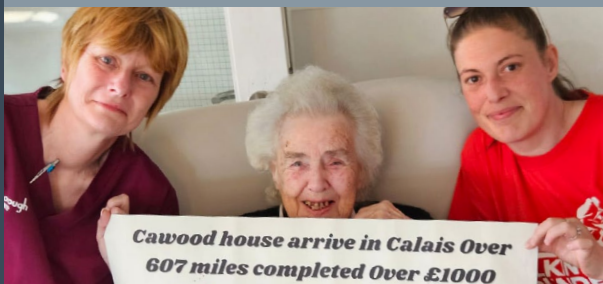
Sophie took on an incredible 100km ultra-marathon around Battersea Park, London, completing the challenge in 14 hours and 57 minutes and raising over £2,500! Sophie's determination is an inspiration to those wanting to push their limits and achieve a personal best.



WORCESTER GOLF & COUNTRY CLUB

Combining a shared passion for golf with a fundraising challenge, this event truly showcased the collaboration between the club, local community and businesses. Together they successfully raised an impressive £4,080.

CAWOOD HOUSE, STOCKPORT



A dementia care home in Stockport walked the equivalent of 607 miles to Calais, France, to mark the 80th anniversary of the D-Day Landings. Residents, staff, and the community exceeded their goal of 1,321,775 steps, raising £1,081.95 in the process!

OTHER WAYS TO SUPPORT WWTW

1

SET UP A REGULAR GIFT

Setting up a regular gift will enable our team to support every veteran who needs us. From as little as £5.00 a month, your gift means that we can continue to deliver our services when and where they're needed the most.

Find out more:



WWTW Beneficiary, Dwayne

2

PAYROLL GIVING

Payroll Giving or “Give As You Earn” allows you to donate to support veterans and their families directly from your pay before income tax is deducted. This means your donation stretches further and costs you less, making a bigger impact on those in need.

Find out more:



3

GIFTS IN WILLS

Leaving a gift in your Will means we can continue to provide life-changing and life-saving support to veterans and their families.

Our services save lives, strengthen relationships, build careers and inspire change. Together, we can make a difference to the lives of those who served.

Find out more:



WWTW Ambassador, Sally

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DONATE IN MEMORY

Many people find solace in remembering a loved one through supporting a charitable cause that was dear to them, like WWTW. Regardless of how you choose to lend your support, your consideration means the world to us.

Find out more:



IT'S ALL THANKS TO YOU

Your fundraising efforts ensure we can continue to support those who have served to get them back on their feet and moving forward.



We're here to help!

Contact our fundraising team with any enquiries.

Website:

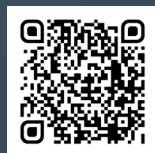
wwtw.org.uk

Email:


fundraising@wwtw.org.uk

Telephone:

0330 058 5800



Connect with us:

 Walking With The Wounded

 @supportthewalk

 WalkingWithTheWounded

 @WalkingWithTheWounded

 Walking-With-The-Wounded



Walking With The Wounded is registered as a charity in England & Wales (No. 1153497) and in Scotland (No. SC047760).



Registered with
**FUNDRAISING
REGULATOR**