

# WWTW FUNDRAISING GUIDE

Guidance,  
inspiration,  
and insights  
to kickstart  
your  
fundraising  
journey



# THANK YOU FOR CHOOSING TO SUPPORT WALKING WITH THE WOUNDED

**Thank you for supporting Walking With The Wounded. We are glad to have you onboard.**

The money you raise, no matter how big or small, will help to transform the lives of veterans and their families.

From our leading mental health programme to getting veterans into sustainable jobs, every pound raised will make a difference to the lives of those who served.



**In 2023, with the support of our incredible fundraisers like you, we helped 2,131 veterans and their families.**

This guide is your go-to for all the information, inspiration, and tools to kickstart your fundraising journey. Plus, it highlights the incredible impact you as a fundraiser have on the lives of veterans and their families. Let's make a difference together!

Our fundraising team is here to support you. If you have any questions or need further support, please head to our website at [www.walkingwiththewounded.org.uk/get-involved/fundraising/](https://www.walkingwiththewounded.org.uk/get-involved/fundraising/) or email [fundraising@wwtw.org.uk](mailto:fundraising@wwtw.org.uk)

Don't forget to tag us in photos of your fundraising challenges  
**@walkingwiththewounded** or **#WalkingWithTheWounded**

## GETTING STARTED



- **SET YOURSELF A CHALLENGE:**

Decide on your fundraising activity. If you need inspiration, check out our fundraising tips: [www.walkingwiththewounded.org.uk/get-involved/fundraising](http://www.walkingwiththewounded.org.uk/get-involved/fundraising).

- **SET UP A FUNDRAISING PAGE:**

Visit [www.justgiving.com/walkingwiththewounded](http://www.justgiving.com/walkingwiththewounded) and follow the simple steps to create your online fundraising page.

- **TELL YOUR STORY:**

Your story is the ultimate superpower when it comes to rallying support for your fundraiser. People connect with personal stories so tell them why you're passionate about raising money to support veterans and their families. Don't forget to keep everyone updated on your progress and share videos, photos, and updates about how your fundraiser is going!

- **SET A TARGET:**

Setting a fundraising target gives your supporters a goal to rally around and it helps to motivate you. Every penny you raise will go towards supporting those who served.

- **SPREAD THE WORD:**

Tell your family and friends about your fundraiser, email your colleagues, share a link to your fundraising page and don't forget to share it on social media. Use **#WalkingWithTheWounded** to get the word out there too.

- **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!

# FUNDRAISING IDEAS

**Need some inspiration? Look at the examples below or contact us and let us help you find the perfect challenge.**

## SIGN UP FOR A WWTW EVENT

We run Longest Day, a month-long fundraising challenge in June, Cumbrian Challenge, a thrilling hiking event in the stunning Lake District in May and Walking Home, a walking event held each December. These are WWTW events that you can get involved in focusing your fundraising efforts.

## CREATE YOUR OWN EVENT

Run, cycle, hike, or organise a bake sale. The key is to create something you feel you can do to raise money to support veterans and their families through WWTW.

## JOIN OUR TEAM AT THESE EVENTS

We have places available for you to get involved at a host of events including the Great North Run, Serpentine Swim, Marathon des Sables, Ride London-Essex, Skydives and Gaming Streamathons. Get in touch to find out more.

## FUNDRAISE AT SCHOOL

There are lots of ways that your school can fundraise for WWTW. From organising a non-school uniform day, gathering teachers and pupils for a tug-of-war, creating a poetry competition, putting on a sponsored sports day, the possibilities are endless!

To find out more, visit:



## FUNDRAISER STORIES: INSPIRATION

Our fundraisers are remarkable.



### DALE, A FORMER SOLDIER

Embarked on an extraordinary journey, marching ten miles through Norwich wearing a full suit of armour weighing over five stone! His challenge wasn't just about physical endurance; it also carried a powerful message about the mental health struggles affecting us all.



### PACEMAKERS SCOOTER CLUB, COVENTRY

Hosted a thrilling sponsored scooter 'ride out' in September 2023 in aid of WWTW. The event finished with a vibrant community gathering featuring a scooter competition, live music and an auction.

### LEE AND ANDREW



Took on Everest Base Camp via the Gokyo Valley. Although Lee had to end his challenge early, Andrew continued to complete the mission and together, they raised an incredible £2,000 in aid of WWTW.

## YOUR FUNDRAISING HELPS TO TRANSFORM LIVES

**Bryn, a former Infantryman with 1 PARA, transitioned to private security after a decade of service due to the physical strain of a long career in the Armed Forces.**

In 2006, he suffered critical injuries in Iraq from an IED explosion, resulting in the loss of his right leg above the knee and part of his bowels.

In 2008, following a long period of rehabilitation, he began to walk again with the help of a prosthetic limb.

Bryn also set up a business but when it failed, he felt thwarted and frustrated. His mental health deteriorated, and he became increasingly withdrawn and depressed.



He was referred to the Military Veterans' Service NHS Pennine Care. He responded well under their expert care and his mental wellbeing improved dramatically.

After 15 years, he sought support from WWTW to re-enter the workforce. Through WWTW, Bryn received guidance from his Employment Advisor, David, and decided to pursue a career as a Counsellor.

With WWTW's help, he has recently applied for his first role in Counselling with the NHS.

# EMPOWERING VETERANS: THE IMPACT OF YOUR FUNDRAISING EFFORTS



## EMPLOYMENT

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

**£2,575** could sponsor a Level 4 Construction course, equipping a veteran with the necessary skills to secure sustainable employment opportunities.



## MENTAL HEALTH

**£133** could cover the cost of a private therapy session for a veteran, initiating the journey to address their mental health concerns.

**£1,596** could fund a comprehensive therapy course, empowering a veteran with the resources to manage their mental health effectively both today and in the future.



## FAMILY SUPPORT

**£86** could provide essential groceries for a veteran and their family during an emergency.

**£798** could sponsor a therapy course for a spouse coping with a partner's mental health challenges, equipping them with the skills to manage their well-being now and in the future.

## OTHER WAYS TO SUPPORT WWTW

### 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.

To find out more:



### GIVE AS YOU EARN

“Give As You Earn” or payroll giving allows you to donate to support veterans and their families directly from your paycheque 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:



## 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:



For more information,  
please contact our  
Individual Giving Manager,  
Viveca Johnstone, at  
**Viveca.Johnstone@**  
**wwtw.org.uk**

**WWTW Beneficiary, Kane  
with his Employment  
Advisor, Lynsey.**

## 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:



## 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, Stody Hall Barns, Melton Constable NR24 2ED**

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're 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 **@WalkingWithTheWounded** so we can highlight your efforts in our supporter updates.

“

**I WOULD NOT BE HERE  
WITHOUT WWTW, AND I REALLY  
APPRECIATE EVERYTHING THAT  
THEY HAVE DONE FOR ME.**

**I NEVER THOUGHT THAT THERE  
WERE SUCH KIND AND CARING PEOPLE  
IN THE WORLD. I AM SO HAPPY.**

**I'M OVER THE MOON.**

**WWTW Beneficiary, Lal.**

”



Thanks to your fundraising efforts, WWTW can continue to support veterans and their families.

## WHY?

Because those who served, deserve.



**We're here to help!**

Contact our fundraising team with any enquiries.

Website:

[www.walkingwiththewounded.org.uk](http://www.walkingwiththewounded.org.uk)

Email:

[Fundraising@wwtw.org.uk](mailto:Fundraising@wwtw.org.uk)

Telephone:

033 00 585 800

Connect with us:

 [WalkingWithTheWounded](https://www.facebook.com/WalkingWithTheWounded)

 [Supportthewalk](https://twitter.com/Supportthewalk)

 [WalkingWithTheWounded](https://www.youtube.com/WalkingWithTheWounded)

 [WalkingWithTheWounded](https://www.instagram.com/WalkingWithTheWounded)

 [Walking-With-The- Wounded](https://www.linkedin.com/company/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**