



# FUNDRAISING PACK



WWTW.ORG.UK

## WELCOME

This pack includes ideas and information on organising an event for Walking With The Wounded, fundraising for an event you are registered to take part in and details of how to donate to the cause.

Your support, however big or small, will continue to make a significant difference to veterans and their families. Our Quick Reaction Fund (QRF) supports our beneficiaries with immediate needs, ensuring they have a roof over their head, food on the table and access to electricity and gas. Your support will also allow us to continue our work within employment, mental health, care coordination and volunteering.

We have a supportive fundraising team and they are here to help and chat through any concerns you may have. We want you to get the most from your challenge so please get in touch and tell us what you are doing and we will provide you with:

- A dedicated WWTW fundraising contact
- A fundraiser T-shirt and wrist band
- Charity materials for you, family and friends

If you have any further questions please do not hesitate to contact Viveca Johnstone:

Telephone: 01263 863 902  
Email: viveca@wwtw.org.uk

**Thank you for your support.**



## FUNDRAISING EVENTS COME IN ALL SHAPES AND SIZES AND NO MATTER WHAT YOUR AGE OR WHERE YOU LIVE...

There are many ways and places to fundraise either solo or as part of a team, all while raising funds for WWTW and making a difference to a veteran and their family.

### CHALLENGE EVENTS

These kinds of events can be anything from cycling, running, canoeing to abseiling. Anything to challenge yourself in a way that people will support you on our journey.

### CREATE YOUR OWN EVENT

This can be anything from a coffee morning in your home, to a car boot sale, bake sale or an open garden day. Anything you feel that you can do that can raise some funds!



### THIRD PARTY EVENTS

These events are the "big" ones! Think of the London Marathon, the Great North Run or even the Marathon des Sables for the ultimate challenge. These are the events that you need to apply for a place for, or grab a place off us. We also have our own abseiling event or a desert trek.

### WWTW EVENTS

We run two bespoke events throughout the year; the Cumbrian Challenge (a hiking event) and Walking Home For Christmas (a walking event) that you can take part in each year to focus your fundraising.



### FUNDRAISE FOR SOMEONE SPECIAL

in memory of a loved one through treatment in recovery - as a celebration of recovery from illness or injury

### SCHOOLS

There are lots of original ways your school could fundraise for us. The more challenging the better!

- Mufty/International Day  
*Themed days - £1 donations to charity*
- Tug-of-War  
*Include teachers & families*
- Karaoke Night  
*Get family, friends and teachers to join*
- Three Legged Race/Games  
*Competition - pupils Vs teachers match*

## OUR YEAR IN NUMBERS



Walking With The Wounded 'WWTW' is a leading military charity which recognises that those who served, deserve.

Whether mentally wounded, socially wounded or physically wounded, they deserve the care, support and means they and their families need to function in society, serving in the communities in which they live, reigniting their sense of purpose and making a positive contribution again.

Walking With The Wounded gets those who've served – and their families – back on their feet.

We do three things:

- **employment**
- **mental health**
- **care coordination**

which are saving jobs, homes, relationships and lives for the veterans who are struggling since leaving the military.

Experience has taught us that the sooner we can get involved the better the likely outcome. A small investment early on can save society a huge amount later, because these individuals have a lot to offer.

241 individuals were supported by more than one WWTW programme

In 2022, we provided 2566 episodes of support

WWTW supported 219 clients into

264 paid roles

92 active volunteers through OP-REGEN

Care Coordinators including HIS supported 881 individuals (81% increase)

Employment Supported 796 Individuals (19% increase)



## START YOUR FUNDRAISING

For more ideas and FAQs visit [wwtw.org.uk/getinvolved](http://wwtw.org.uk/getinvolved)

**1 Shout about your challenge**  
Spread the word with family and friends on email, Facebook, Whatsapp and LinkedIn. Include your fundraising page with your story of what your challenge is and why you are doing it. Whatever your reason, they will be interested and will want to help you succeed.

**2 Set a target**  
Pages with a target raise around 45% more than those without. It's worth being ambitious, you never know when someone will donate more when they see how much you're aiming for.



**3 Photos, selfies and FB lives...**  
Keep everyone up-to-date with photos of your fundraising and preparation, it all helps to bring your page to life and makes people want to come back and see what you've been up to.

**4 Send out regular reminders**  
However ambitious your challenge is, updating your profile page with a status update keeps donors engaged. Check out the 'Fundraising Toolkit' on the website for downloadable social media graphics too.

**5 Thank Publicly**  
Thank every donation as it comes in. Tagging on social media works to widen your reach to inspire others to join in or donate.

**6 Matched Funding**  
Be sure to check if your workplace offers matched funding to really supercharge your efforts.



## PAYING IN (the life-changing bit)



**Online**  
Pay money in to your page at [wwtw.org.uk/donate](http://wwtw.org.uk/donate)



**By post\***  
Please return your sponsorship or sweepstake forms and cheques to **Walking With The Wounded, Stody Hall Barns, Melton Constable NR24 2ED.**

Cheques payable to 'Walking With The Wounded'. Please write on the back WHFC22 and the name of the walker whose total the cheque is to be added to.



**Bank Transfer**  
Pay money directly to WWTW with the reference WHFC22 and the walkers name:  
Clydesdale Sort Code: 82-60-13  
Account No: 60181701



**Mission Accomplished**  
You hit your target. Share your photos so we can mention your efforts in dispatches.  
**Thank you! You are amazing!**

\* Donations paid to WWTW by cheque, cash, bank transfer will be added to your profile page within 5 days of receipt

## WHAT YOUR MONEY DOES

### EMPLOYMENT

- **£32** could fund shoes and clothes for a veteran to travel to and from a job interview for employment - the first step towards security and independence
- **£1,380** could fund a Level 4 Construction course, enabling a veteran to gain the skills which will lead to sustainable employment

### MENTAL HEALTH

- **£86** could fund a private therapy session for an ex-service person to begin the process of addressing their mental health needs
- **£1,038** could fund a course of therapy, giving a veteran the tools to support their mental health needs now and in the future
- **£10,000** could fund our Head Start Administration for four months; to support around 100 veterans to receive support from a Head Start therapist.

### FAMILY SUPPORT

- **£86** could fund an emergency food shop for a veteran and their family
- **£519** could fund a course of therapy for a spouse dealing with a partner facing mental health difficulties, giving them the tools to support their mental health needs now and in the future.
- **£11,500** could fund a care coordinator role for 2 months; providing 1-2-1 support for 25 vulnerable armed forces families.

## MARTIN IS MAKING PLANS FOR THE FUTURE

Martin was 17 when he joined the 1st Battalion Irish Guards in 2001 and was deployed to Iraq in 2003. One fateful encounter with a group of looters in Basra turned to tragedy when a young Iraqi man lost his life.

Martin was the focus of a lot of publicity during a court case, and the stress on him and his family was enormous. Not only did his mental health suffer but also his home life and he was compelled to stay away from home. Martin was unreservedly cleared of all the charges against him but by this time his military career was over.

In the years that followed, Martin started to suffer from depression, anxiety and PTSD & he would use alcohol and drugs to 'manage' his symptoms. His mental health continued to deteriorate and eventually, he was hospitalised after leaving the family home. With the help of his close family, he visited a different GP, who knew his history and who understood that he was suffering. The GP prescribed new, improved medication and Martin began to stabilise and improve.

In 2018, he moved back into the family home with Kerry and their two children. He was referred to WWTW's Mental Health Programme (Head Start) and introduced to their Clinical Lead, Carolyn.

**'Being in the Army was the best time of my life but after the incident in Iraq and the court case that followed, I struggled for a long time. I was lucky, my family, and my wife, supported me through it all and WWTW helped me to find ways to manage my trauma. Now, at long last, I'm in a much better, stronger and happier place.'**



Martin received talking therapy and learned grounding techniques with his Head Start therapist. He also received 6 sessions of EMDR therapy (Eye Movement Desensitisation & Reprocessing).

When the pandemic struck, Martin struggled through lockdown. He had to put his life back on hold and he was frustrated to be stuck inside the house. However, he had a lifeline - he always knew that Carolyn was at the end of the phone if he needed her support.

**As lockdown eased, Martin bounced back. He applied for a job with Warley Carriers and has recently returned to work as an HGV driver. His family life is happy once again and he is now ready to make plans for the future.**

READ MORE SUCCESS STORIES AT [WWTW.ORG.UK](http://WWTW.ORG.UK)



## YOUR FUNDRAISING CHECKLIST

### 1 The fundraising basics

**WHY** -Telling your story is one of the most important parts of fundraising.

**WHEN** - Knowing when to promote your fundraising will make a huge difference in what you can receive.

**WHAT** - Aside from your main challenge, there are lots of little things you can do to maximise your fundraising.

**PLANNING** - Having a solid plan for your fundraising will make the biggest of differences to your fundraising totals.

### 2 Your why

Telling your story, your 'why', is one of the most important parts of your fundraising journey. Your story should explain your reasons why you are doing your challenge and raising money for WWTW. People will relate to your story and be more likely to support you.

### 3 Hosting an event

If you are planning to host an event we can send you charity marketing materials such as charity leaflets, flyers, posters, collection tins, balloons and banners.

### 4 Resources

Please go to: [www.walkingwiththewounded.org.uk/Home/GetInvolved/68](http://www.walkingwiththewounded.org.uk/Home/GetInvolved/68) to see our toolkit, health and safety guidelines, top tips and much more.

### 5 Tell people

- Email your network
- Update social media #supportthewalk
- Tell your WhatsApp groups
- Call your local newspaper
- Try Facebook Live and Instagram stories
- Use your LinkedIn network to spread the word
- Send out last minute reminders

### 6 Fundraising

- Update your fundraising page with blogs, pictures and videos of your training or planning
- Send out countdown asks with your donation link
- Publicly thank each donation
- Use the sweepstake sheet

### 7 Remember the why

- Take a moment to think of veterans and their families who have served and sacrificed much and now need our support to get back on their feet.

## MAKE YOUR DONATIONS GO FURTHER

We understand that the cost of living crisis is impacting everyone and fundraising may be more difficult.

Rest assured that any support, large or small will make a big difference. One easy way to make your efforts go further is to Gift Aid donations. If you are a UK tax payer we could claim Gift Aid on your donation and receive an extra 25p for every £1 you give!



## OTHER WAYS TO GIVE

### GIFTS IN WILLS

Now more than ever we are relying on gifts in Wills from supporters like you to help our work live on.

The last couple of years have prompted many of us to reflect on the things that matter the most; family, friends and the causes close to your heart. We've also been reminded of the value of planning for the future, to help us look after the things we care about most.

If you are considering passing on something wonderful by leaving a gift in your Will after taking care of your family and friends, we hope you will consider us. Even a small amount can make a huge impact.

### REGULAR GIVING

Regular Giving enables us to take a planned, long term approach in supporting veterans and their needs.

It also lowers administration costs which means that more of your money goes to where it is needed the most, rebuilding lives. Regular donations can help you stay connected to the charity and seeing the real impact your donation is making.



## WE'RE HERE TO SUPPORT

If you know any ex-military who need support please visit [www.walkingwiththewounded.org.uk](http://www.walkingwiththewounded.org.uk) for how we can help.

Share [Instagram](#) [YouTube](#) [Twitter](#) [Facebook](#) [LinkedIn](#)

For any questions about fundraising please contact us on the Fundraising section of the website or via email on [info@wwtw.org.uk](mailto:info@wwtw.org.uk)

[www.walkingwiththewounded.org.uk/getinvolved](http://www.walkingwiththewounded.org.uk/getinvolved)  
[info@wwtw.org.uk](mailto:info@wwtw.org.uk)  
01263 863902



Walking With The Wounded is registered as a charity in England and Wales (1153497) and Scotland (SC047760).

PLEASE CONTACT VIVECA JOHNSTONE AT [VIVECA@WWTW.ORG.UK](mailto:VIVECA@WWTW.ORG.UK) FOR MORE INFORMATION.