

WALK FOR DIABETES



Your Organiser's Handbook



DIABETES UK
CARE. CONNECT. CAMPAIGN.

It's **YOUR WALK** – What's it for?

Thank you for organising a Walk for Diabetes UK.

We know that everyone who organises a Walk for Diabetes will have their own special reason for doing so. Maybe you're walking for better health, a better life – a better you.

Perhaps you're walking to support a loved one with diabetes, or in memory of someone special.

Or maybe you're walking to change the lives of people living with diabetes – for research, for new treatments. For a cure.

No matter what your reasons are, we want you to know that we think you're amazing. By organising a walk, you're taking positive action towards a better future for people living with diabetes – and we're with you every step of the way.

Where will **YOUR WALK** be?

Choose a location which is accessible and safe. A park or local landmark is ideal, somewhere with plenty of parking and access to facilities like bathrooms.

Your route can be short, flat and gentle, or a little longer and more adventurous. Just make sure you think about what is achievable for everyone you want to take part – a ten mile hike up a mountain may not be suitable for a young family, for example! 5km (just over three miles) is a good distance as it's still a bit of a challenge but manageable for everyone.

Things to think about:

- Permissions & permits
- Public liability*
- Costs
- Accessibility for wheelchairs
- Risk assessment (see the example form in your pack)
- Suitability for dogs
- First aid cover

Useful links

- Ramblers – www.ramblers.org.uk
- Route planner – www.walkit.com
- Google maps – www.google.co.uk/maps
- St John Ambulance – www.sja.org.uk

*Go to our website for more information –
www.diabetes.org.uk/walk-for-diabetes



When will **YOUR** WALK happen?

Walking is great because you can do it any time, all year round! However, if you want to attract as many people as possible to take part in your Walk, choose a date and time that suits you and your local community.

Things to think about:

- Give yourself plenty of time to organise things. It's important that you enjoy the Walk too, so don't add stress by rushing things.
- Diabetes Week is in June every year, so you may want to consider holding your Walk to coincide with this.
- Your Walk doesn't necessarily need to be held at the weekend – weekdays can be just as good. Decide based on the people you anticipate are likely to want to join in.
- Consider the time of day best suited for your Walk. Most happen in the morning, though evening or night time walks can be just as successful and offer something a bit different.
- Search online to see what else is happening in your local area to avoid clashes, and to see if there are opportunities to link up with other events.
- Be mindful of public and school holidays, which may mean more people are away from home and unable to join your Walk.



What difference will **YOUR WALK** make?

John Clark, who has lived with Type 1 diabetes since 1975, and his niece Ellie Beth Collins (4) raised almost £900 in 2014 by taking part in a Walk for Diabetes at Oxford University Park.

“I’ve been an active member and former Chair of the Diabetes UK Oxfordshire Local Group for many years. If anyone were to ask me why would I take part in this, I would say: why not? If someone is going to the trouble of organising a Walk for Diabetes and all I have to do is drive into the centre of Oxford to enjoy time in beautiful surroundings and walk around that area for a very good cause, of course I will.

Ellie has joined me on two Walks now and last year raised £432. It comes to something when a four-year-old raises more money than you, so I had a friend donate to bring my total up to £432 as well! It’s such a fun day out, and Ellie loved getting her medal and certificate. We will be doing it again this year.”

Ellie adds: “I want to raise money for this important charity to show my Uncle John how much I love him. He’s my prince!”



Who knows about **YOUR WALK**?

What you are doing is really important, because ultimately, it will help to change the lives of people living with diabetes. So don’t be shy about it – tell everyone!

- We have posters and registration forms for you to download from our website. Put them up everywhere you can – shops, doctor’s surgeries, school noticeboards, community centres and libraries are good places to start. Go to www.diabetes.org.uk/walk-downloads
- Let Diabetes UK know the date and venue of your Walk, and we’ll add it to our interactive map. Go to www.diabetes.org.uk/walk-for-diabetes
- Contact your local newspaper and radio station to spread the word about your Walk. You can download a template press release from our website, and if you need a bit of guidance, contact our Press Team at press@diabetes.org.uk
- Invite your friends and family, colleagues and neighbours to take part. Ask them if they can help with promotion too by putting up a poster or sharing it on social media.
- Keep in mind that for safeguarding reasons all under 18s taking part in your Walk will need to be accompanied by an adult.
- Social media is a very powerful tool, and it’s free! Promote your Walk on Facebook, Twitter, Linked In and Instagram.

 /diabetesuk

 @DiabetesUK

 #DiabetesUK

How much will **YOUR WALK** raise?

Your Walk will help to change the lives of people with diabetes – and that’s a fact. Every penny you raise can make a difference in helping Diabetes UK to work towards better treatments and care for people living with all types of diabetes, and work towards finding a cure.

Here’s a few tips on how to boost your fundraising:

- Just Giving (www.justgiving.com) is one of the quickest and easiest ways to raise sponsorship, and everything you raise goes straight to Diabetes UK. You can even create a Just Giving team which your participants can join to help you keep track of your Walk’s fundraising total. If you would like some help with creating a Just Giving page, contact your Regional Fundraiser.
- If you would rather use a paper sponsorship form, you can download or order some from our website. If walkers pass their sponsorship to you, you can pay it in directly to us. Go to www.diabetes.org.uk/walk-for-diabetes for more information on how to do this.
- Ask your employer if they offer matched funding – they may be able to match some or all of the money you raise from your Walk.
- Encourage all your donors to tick the Gift Aid box if they are eligible, which can mean an extra 25p for every pound donated to help Diabetes UK.
- Add something extra like a fancy dress competition, bake sale, raffle or tombola – ask your Regional Fundraiser for more ideas around this.

What difference will **YOUR WALK** make?

Ann Freeburn (51), a Senior Legal Secretary from the west coast of Scotland, was diagnosed with Type 2 diabetes five years ago. Developing the condition has led her to make positive changes to her lifestyle and she now walks an average of four miles a day.

“When I was at my heaviest, I weighed around 23 stone. My father had been diagnosed with Type 2 diabetes four years before, but I didn’t think that it would ever happen to me. I was in my late forties and my body was changing, but I felt fit. I went to the doctor for a blood test and it was only then that it clicked – a week later, he confirmed I had Type 2 diabetes.

I knew I needed to lose weight. I stood in front of a mirror and took a conscious decision – I had to accept it and take action. I started to exercise more. At first I couldn’t do much, but I walked along the local Promenade every night and I still do, five years on. I went with a friend to a local slimming club where I learnt to follow a balanced eating plan. I lost nine and a half stone and I’m now off diabetes medication completely.

I now take 12,000 to 15,000 steps a day, which is helped by walking to work and taking the stairs. I feel as if I have a new found love of life.”



What difference will **YOUR WALK** make?

Nicola McLaughlin is from Belfast. She and her three children – Nicole aged 17, Dylan, 8 and Nathan, 5 – took part in a Walk for Diabetes in Stormont in 2014.

“Just before he turned three, Dylan seemed to be unwell all the time with colds and feeling run down. Each time the doctor told me he’s just one of those children who catch everything. It wasn’t until he was 5 years old that we found out Dylan had Type 1 diabetes.

Our lives had to change a lot. Meal times and snacks have to be around the same time every day, and have to be carb counted. We had a very hard time trying to keep Dylan’s blood glucose levels in range until recently, when he started on an insulin pump. It’s made a huge difference to his confidence and given him so much more freedom.

I found at times I was at a loss, not knowing what to do or where to get help. Then I was told about Diabetes UK. The information and help I have received from them has been fantastic and helped us through some of the many battles we have had to face with Type 1. To thank Diabetes UK for all their support, we love to take part in the Walk at Stormont. It is great to get together to raise money and awareness of diabetes.”



How can you make **YOUR WALK** amazing?

You want your Walk to go well, look great and leave everyone feeling like they’ve made a real difference – and we want to help you do that.

We’ve put together a range of materials to help make your Walk for Diabetes look and feel really special, including balloons, stickers, posters, banners, medals and a special T-shirt for you to wear as Walk Leader. You can find the Materials Order Form in this pack.

Local businesses are often happy to supply free food and drink, sponsorship or a prize for charity events, and we can supply a letter to help you with this – ask your local Regional Fundraiser for more information.



1 MONTH TO GO:

- Get in touch with us for any materials you need.
- Confirm first aid cover.
- Allocate roles to volunteers.
- Complete a risk assessment of your Walk location.
- Spread the word about your walk on Facebook and Twitter.

1 WEEK TO GO:

- Make a list of important phone numbers.
- Get in touch with your walkers to confirm timings.

AFTER YOUR WALK:

- Thank your walkers for taking part.
- Bank the cash sponsorship received.
- Send us photos from your walk.

Diabetes UK Events Fundraising

Go to www.diabetes.org.uk/walk-for-diabetes

Call 0345 123 2399*

Email events.fundraising@diabetes.org.uk

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