

WELCOME!

Coronavirus has posed an enormous challenge to Walking With The Wounded over the past 18 months. We've had to come up with creative solutions to ensure that we can continue to support ex-military and their families on a daily basis. We've adapted as the world has changed, for example moving our mental health services online during the worst of the pandemic.

With your help through Walking Home For Christmas we can continue to be there when we're needed most, with client first at the heart of everything we do.

Thank you for taking up the challenge this Christmas and helping us to ensure that no-one is left behind from lockdown.

Fergus Williams
CEO, Walking With The Wounded



“ Exercise improves mental health by reducing anxiety, depression and negative mood as well as improving self-esteem and we had some lovely comments from our participants last year about the positive mental impact of Walking Home For Christmas. Taking part in group activities and working to achieve a common goal can instill a sense of camaraderie which many ex-service men and women miss. They know that the associated banter can give a little respite from the day to day difficulties that can be experienced by many.

We all need ways to help us through stressful situations - having a laugh, socialising with others and taking part in some physical activity is a recipe for improving our wellbeing and rebalances the nervous system. After the past 18 months, this event has all the ingredients to be a really positive activity this Christmas. ”

Carolyn Brown
Clinical Lead, Walking With The Wounded

1 PLAN YOUR OWN WALK... TO INSPIRE DONATIONS AND BATTLE THE COVID MENTAL HEALTH CRISIS



A story from A to B
Walk somewhere important to you. Pick two locations that resonate. To home, to work, to a landmark... Or hand deliver a present.



Create 'Strava Art'
Spell out a message with your walk. Google 'Strava Art' for ideas. A great team builder with PR potential.

Tell Your Story
Log into walkinghomeforchristmas.com and update your profile with a photo and your story. The more people you tell why you are taking part, the more likely you are to generate some amazing sponsorship.



Workplace Challenge
Want to reconnect with your colleagues after 18 months of zoom? Get a team together for your Christmas adventure.




School's Out
Walk your children home off the beaten track for an unforgettable torch-lit adventure.

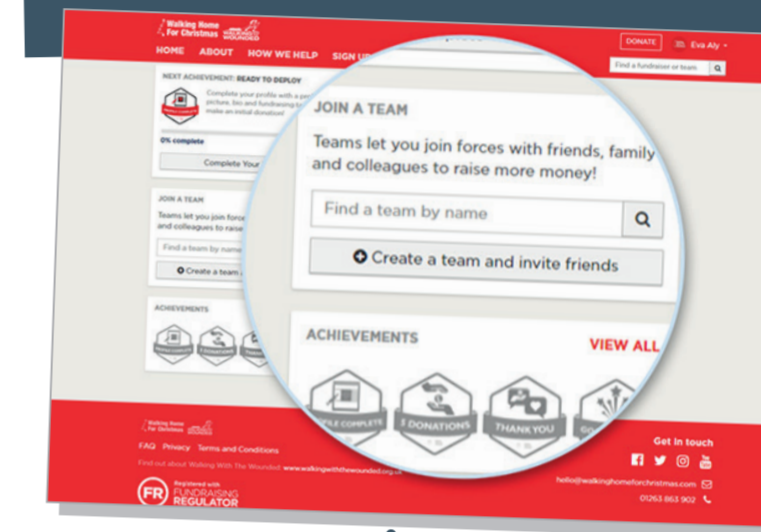
Set a Date & Create a Team
Who's in your rule of six? It's a good way to get back in touch and spend safe, outdoor time with old friends. Walk anytime 10-20 Dec, or earlier.



12 miles of Christmas
Challenge your team and connections to walk 12 miles on the 12th December.



Take the Lead
Have an extended adventure with your dog and invite others to chip in and join you.



2 START YOUR FUNDRAISING

1 Shout about your walk
Spread the word with family and friends on email, Facebook, Whatsapp and LinkedIn. A picture of you in your Santa hat with a one liner about why you're taking part. 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 Think big and rally your troops
Team up and ask family members, friends or colleagues to get involved. It's always better together! Reach out to an old friend or loved one and make sure no-one is left behind from lockdown.

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

5 Send out regular reminders
However ambitious your walk 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.

6 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.

For more ideas and FAQs visit walkinghomeforchristmas.com

3 PAYING IN (the life-changing bit)

Online
Pay money in to your page at walkinghomeforchristmas.com

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

Cheques payable to 'Walking With The Wounded'. Please write on the back WHFC21 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 WHFC21 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

WHERE YOUR MONEY GOES

Last year WWTW supported 2,827 ex-military and family members and delivered 3,119 episodes of support.

In 2020, we supported 433 Veterans through our Mental Health programme.

MENTAL HEALTH: We deliver immediate 1-2-1 private therapy for ex-military and their families with depression, anxiety, PTSD or adjustment disorders, coordinated with existing NHS mental health services. Our programme has now been independently reviewed twice and showed that our therapy has a lasting impact.

EMPLOYMENT: Our UK network of Employment Advisors are embedded within our hubs, homeless residences and NHS mental health teams collaborating with many local partners to get ex-military back into work and rebuilding their lives. Our programme has been independently reviewed and shown to be three times more effective than our nearest comparator.

CARE COORDINATION: We provide a dedicated care coordinator to a high needs veteran or family member to support them navigating care services. Project Nova delivers care coordination for those at risk of reoffending.

Find out more at www.WWTW.org.uk

YOUR FUNDRAISING MAKES A DIFFERENCE

£82 Could fund a private 1-2-1 therapy session for an ex-serviceman or woman to begin the process of addressing their mental health needs.

£494 Could fund a course of therapy for a spouse dealing with a partner facing mental health difficulties.

£988 Could fund a course of therapy, giving a veteran the tools to support their mental health needs now and in the future.

SEAN IS BACK ON TRACK

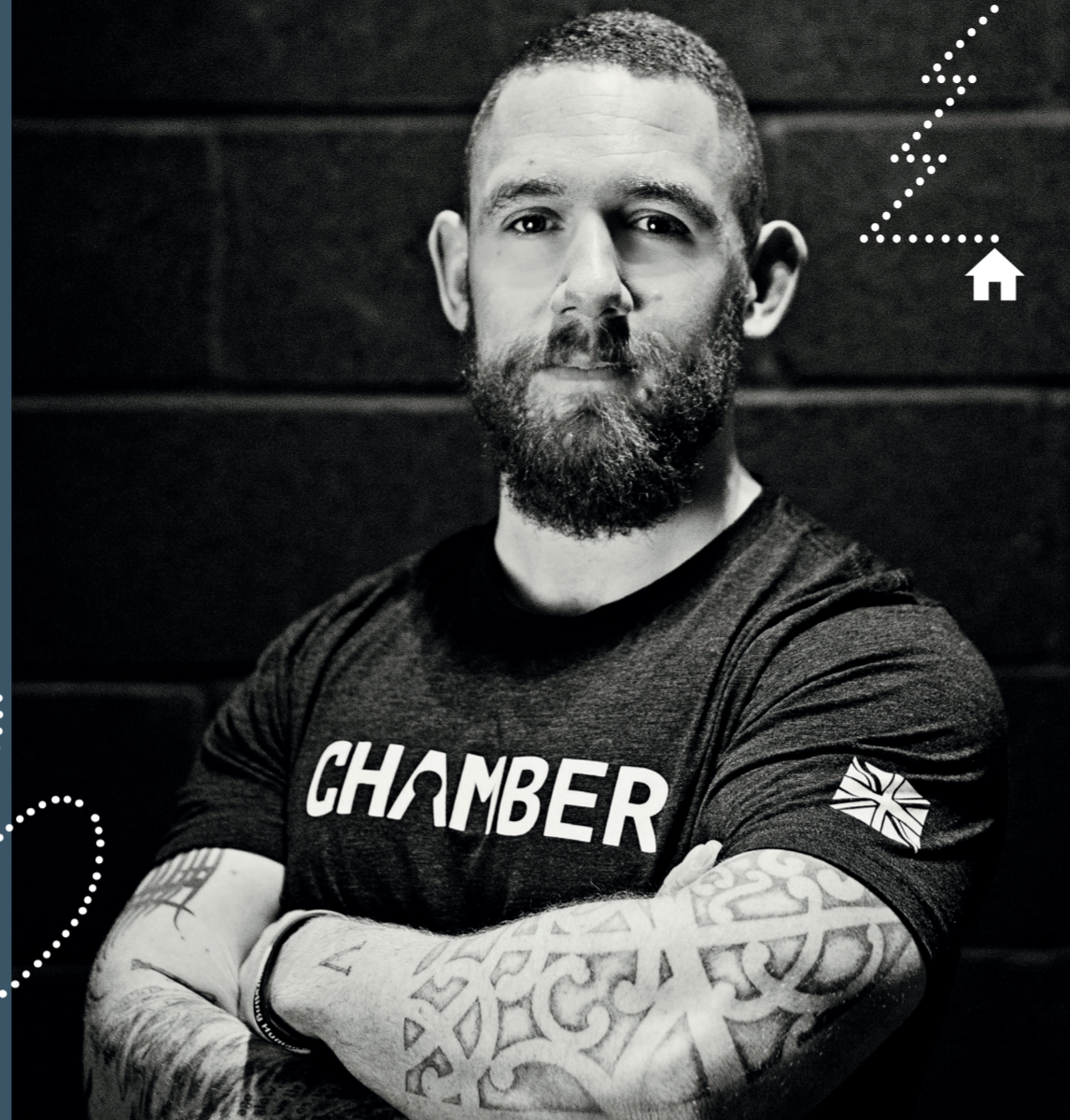
Shaun was 19 when he joined the Grenadier Guards in 2008. He was twice-deployed to Afghanistan and during both tours he experienced significant, traumatic events.

Shaun returned to civilian life and started to work very long hours. He began to suffer continuous disturbed sleep which drained every little bit of energy he and his family had.

Tracy, Shaun's fiancée, took matters into her own hands and Shaun was referred to Walking With The Wounded's mental health programme and began seeing his therapist, Anna, in January 2018.

Shaun has run his own business since 2016 and is the Director of Chamber Health and Wellbeing. He now advises those who may also need help. As a direct result of therapy, Shaun now feels like a normal Dad. He can play with his children and this year he took his daughter back to the park for the first time.

"I just can't thank WWTW enough - you've changed my life and my family's life. My role as a partner and father is now far better than I could have ever imagined."



READ MORE SUCCESS STORIES AT WALKINGHOMEFORCHRISTMAS.COM



NO-ONE LEFT BEHIND FROM LOCKDOWN



YOUR WALK CHECKLIST

1 Plan and prepare

- Map and share your route
- Update your donation page
- Check the weather forecast
- Pack warm/spare clothing
- Break-in your footwear
- Take and share a Santa hat selfie
- Reach out to a connection you've not heard from for a while

2 Be safe

- Consider any risks e.g. ice and snow and how to overcome them
- Be seen with lights, torches and hi-vis clothing
- Adhere to government guidelines and local restrictions

3 Food and drink

- A flask of hot tea will boost everyone's morale
- Carry food to avoid having to go into shops and to keep energy high.

4 Resources

- For our fundraising toolkit, downloadable images, FAQs and to enquire about additional WHFC merchandise visit: walkinghomeforchristmas.com

5 Tell people

- Email your network
- Update social media #WalkingHomeForChristmas
- 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 page with your plan/target/photo/reasons
- 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 those who have served their country and now struggle with mental health issues. Be inspired by their determination to adapt and overcome.

"I took all the trauma on board and held it inside. Layer upon layer until my symptoms escalated. I was very angry and prone to outbursts."



MARK HAS TURNED HIS LIFE AROUND

Mark joined the Army and served for 6 years in the Parachute Regiment and Coldstream Guards.

After tours of Northern Ireland he returned to civilian life and personal circumstances and accumulated trauma from his service meant that for 23 years, Mark struggled with his mental health symptoms. He left his marriage and his home and went to live in a squat.

After help from one of our Employment Advisers Chris, Mark began to turn his life around.

"Last year, Christmas was not great. I was still in therapy; I had no work and I'd just got back to an empty home after being in Africa with the team from WWTW. This year, everything has changed. I have a new partner; I am independent and very soon, I expect to be in a new job. Thanks to Chris and WWTW my life is coming together. The past is gone, and this Christmas is all about making some new, happy memories."

READ MORE SUCCESS STORIES AT WALKINGHOMEFORCHRISTMAS.COM

WE'RE HERE TO SUPPORT

If you know any ex-military who need support please visit www.org.uk for how we can help.

Share

For any questions about fundraising please see the FAQs on the website or get in touch:

walkinghomeforchristmas.com
hello@walkinghomeforchristmas.com
 01263 863 902



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