



Registered with  
FUNDRAISING  
REGULATOR



# Mistletoe Memory Walk



## Walk to Remember

# Walk to remember



Organise your own Mistletoe Memory Walk. With every step you take, you will help anyone affected by the death of a baby, improved bereavement support services, improve bereavement care throughout the UK and fund research to help save babies' lives.

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Whether you walk with friends and family, work colleagues, your local Sands group or alone, by walking to remember you'll be joining our community and walking as one this December.

*Together we will make a difference.*



 **Mistletoe Memory  
Walk** 

# Sign up today -

## Receive your **FREE** Sands hot chocolate mug



**If you're one of the first 100 people to sign up and organise a Mistletoe Memory Walk, you will receive a reusable Sands mug, which can keep you warm on your walk.**

Whether it's a hot chocolate, Gingerbread latte or mulled wine going in there; we hope this winter warmer will make your Mistletoe Memory Walk even more special

### **When you sign up you'll receive:**

- \* A Sands digital fundraising pack
- \* Support from the Sands Fundraising Team
- \* Access to fundraising materials to help you raise money as part of your walk.
- \* Visufund online fundraising page which the whole family can get involved with
- \* A Mistletoe Memory Walk medal if you raise more than £50

### **Your Mistletoe Memory Walk medal**

Once you've completed your Mistletoe Memory Walk, please let us know. We would love to hear how you got on so we can send you your Mistletoe Memory Walk medal which you can keep as a reminder of your walk. To send this we ask you:

1. Let us know where you walked. You could record your route on your phone using an app like *map my run* or *strava*. Or show us your step count for that day and a google maps picture.
2. Raise £50 or more for Sands - every registered person who finishes their walk and raise £50 for Sands will receive a Mistletoe Memory Medal



Please get in touch with any questions at [teamsands@sands.org.uk](mailto:teamsands@sands.org.uk) or 020 3897 6092

# Who will you walk with?

Visit [sands.org.uk/mistletoememorywalk](https://sands.org.uk/mistletoememorywalk)  
and click on 'Sign up today' to join #TeamSands

You can sign up as an individual, a small group or a large group.

1. Individuals: register your details and if you're one of the first 100 walkers to sign up you'll receive your FREE Sands hot chocolate mug.
2. Small groups (five or less), but only **you** are fundraising (perhaps you are setting your own page, but family are all walking with you): register your details and ~~then~~ you can buy additional mugs for group members.
3. Small groups (five or less) where each walker is fundraising we would recommend you all sign up. This is so you can receive your own free Sands Mug and benefit from fundraising support from our fundraising team
4. Large groups (six or more): contact the fundraising team directly for tailored support.

If you have any questions contact the team:  
e: [teamsands@sands.org.uk](mailto:teamsands@sands.org.uk)  
t: 0203 897 6092



Check out our  
FAQs for more info

## Mistletoe Memory Walk

# Planning your walk



**Once you've decided you're going to do a Mistletoe Memory Walk this December, the next step is who with and where.**

## *Who with?*

- \* **Small intimate walks** on your own or with just close friends and family can be kept simple.
- \* **Small groups.** Perhaps you want to get your local Sands support group walking together to or from their December meeting, or you know a group of mums at school who might want to get involved.
- \* **Local community.** Fancy organising something on a bigger scale? Choose your park, create an event and share within your community.

## *Where?*

**Ideally you should find a route that...**

- \* Is accessible – think about disabled and pram access
- \* Has parking and toilet facilities
- \* Has space for refreshments
- \* Is well lit if you're walking late in the afternoon or evening

You may also want to confirm whether dogs are allowed to accompany walkers.

There are lots of websites available to help

you plan and map your route including [walkingworld.com](http://walkingworld.com), [walking-routes.co.uk](http://walking-routes.co.uk); and [walkingbritain.co.uk](http://walkingbritain.co.uk). You can also speak to your local council's Parks Office or the Forestry Commission for other possible routes.

If you're walking in a public area, you may require permission from the council. If your walk is taking place on private land, you may require permission from the land owner. Before going ahead with your Mistletoe Memory Walk we advise that you contact the land owner of the planned route (from start to finish), to confirm access permissions and any licenses that you may need:

- \* Use the Risk Assessment Checklist at [hse.gov.uk](http://hse.gov.uk) to ensure your route is as safe as it can be.
- \* You can also find plenty of useful ideas and advice on our website: [sands.org.uk/get-involved/fundraising](http://sands.org.uk/get-involved/fundraising)



# Walk to Remember



# Fundraising for Sands



As a Mistletoe Memory walker, we're asking you to raise at least £50.

**£50 could pay for two Sands Memory Boxes - helping parents to create memories and collect keepsakes in a very special way.**

## Fundraising online is easy!

Once you've signed up you will receive a link to create your Visufund page - this will be your online fundraising page.

Set up a Visufun fundraising page and get the whole family involved. Create a winter wonderland where your family and friends can pick a snowflake or a hot chocolate to sponsor, and leave a message for you.

## Fundraising offline is so much fun!

We can send you sponsorship forms, banners and collection tins to make any fundraising event you hold in the festive period stand out. What about organising a bake sale at work in aid of your walk? Or making hot chocolates for the office in exchange for a donation to Sands? There are more ways to fundraise on our [festive fundraising ideas](#).

*"Having a memory box for our little girl meant that in the hardest time ever, someone was there helping us. And they are always there for you. There were guidance booklets that helped us realise that although everyone's story is unique and we grieve in different ways, we are not alone."*

*Bereaved Mum,*

**If you raise £200 or more (by 31 December 2019) as an individual walker you will receive a Sands Woolly hat.**

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