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REGULATOR



Mistletoe Memory Walk 2018



Walk to Remember

Walk in memory



Whether you decide to walk alone, with friends and family, with work colleagues or even with your dog, organising and taking part in your Mistletoe Memory Walk allows you to share and celebrate memories while raising awareness and vital funds for Sands.

With every step you take, your Mistletoe Memory Walk will help Sands to continue to meet the need for our bereavement support services, improve bereavement care throughout the UK; and fund and promote research that could help save babies' lives.

Together we can make a difference.



Mistletoe Memory Walk 2018



Planning your walk



Once you have decided the type of Mistletoe Memory Walk you want to organise, you will need to get planning.

Small, intimate walks on your own or with just close family or friends can be kept simple and you can ask people to make a donation to take part.

* If you or a small group are walking together, as well as getting prepared for the walk itself, you want to make sure people know about it and sponsor you (see page 6).

If you want to go a step further and organise a larger sponsored walk, it will require a little more planning but don't be deterred; the most important thing to think about is who will be walking with you.

Sponsored walks usually work well if you have a circular route that starts and finishes at the same place.

Ideally you should find a route that ...

- * Is easily accessible - think about disabled and pram access
- * Has parking and toilet facilities
- * Has a venue or a space for refreshments afterwards

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, take a look at the websites to find a route near you - **walkingworld.com**, **walking-routes.co.uk**; and **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** to ensure your route is as safe as it can be.
- * You can also find plenty of useful ideas and advice on our website, at: **sands.org.uk/get-involved/fundraising**



Please get in touch
with any questions at
teamsands@sands.org.uk
or 020 3897 6092

Making a difference



Here are just some of the ways your Mistletoe Memory Walk can make a difference and help save babies' lives

- * **Empowering families** – £10 could pay for a family support pack for bereaved parents in need of information and advice.
- * **Building Memories** – £20 could pay for a Sands Memory Box - These memory boxes help parents to create memories and collect keepsakes in a very special way.
- * **Train a Midwife** – £77 could provide a day's training for a midwife - helping to make sure every parent whose baby has died receives equally excellent bereavement care wherever they are in the UK.
- * **Be a lifeline** - £580 could pay for a day's session of the Sands helpline providing a safe, confidential place where anyone who has been affected by baby loss can find support and information without judgement.

"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 to realise that although everyone's story is unique and we grieve in different ways, we were not alone."

Bereaved Mum, Facebook



Walk to Remember

Sign up today



Visit sands.org.uk/mistletoememorywalk to register your event.

When you sign up for your Mistletoe Memory Walk, you will receive:

- * Sands fundraising pack
- * Free Sands t-shirt
- * Pre-event support from our lovely Challenge Events Team
- * Friday shout-out on Facebook
- * Sands collection tins and buckets (should you need them)
- * Be featured in our Mistletoe Memory Walk photo album
- * Retweets of your online donation page
- * Sands Superstar Thank You
- * Mistletoe Memory Walk fundraising certificate

Once you've registered your Mistletoe Memory Walk we'll send you a personalised fundraising pack to welcome you to Team Sands and help kick-start your fundraising.

If you do have any questions, contact Maddie or Vicky at **e: teamsands@sands.org.uk**,
t: 0203 897 6092



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Simple steps to fundraise



STEP ONE:

SET UP AN ONLINE DONATION PAGE

This is a great way to raise funds and awareness – visit justgiving.com/sands or facebook.com/RaiseMoney/StartNow to set up your page today.

STEP TWO:

SHARE, SHARE, SHARE

Tell everyone about your Mistletoe Memory Walk via social media - don't forget your local community and workplace newsletters. Contact Sands' Press Office at media@sands.org.uk if you'd like further support.

STEP THREE:

ASK YOUR EMPLOYER TO MATCH WHAT YOU RAISE

Many organisations offer match funding – make sure to ask your employer if your company offers this to help top up your donations. Contact Sands' Corporate Partnership team at corporate.partnerships@sands.org.uk for further advice.



Walk to Remember

Thank you



Thank you so much wanting to support our Mistletoe Memory event.

Once your event is finished, please get in touch to arrange for your fundraising to be sent to Sands and to share all your pictures of your amazing efforts with us.

Your very special Mistletoe Memory Walk will enable us to provide more support, improve bereavement care and fund research to save babies' lives.

Just 10% of our income comes from statutory sources meaning we rely so much on individual donations, fundraising and gifts in Wills to

enable us to be there for thousands of families each year affected by baby loss.

For many families that have experienced baby loss, this time of year can be especially difficult. While nothing will stop this being an incredibly difficult time for any bereaved parent, or anyone who has been affected by baby loss, we want those families and friends to know that they are not alone.

Find out about the support available particularly over the festive period, ideas on ways to cope and how to look after yourself or help support a bereaved parent at [sands.org.uk/copingatchristmas](https://www.sands.org.uk/copingatchristmas)



Mistletoe Memory Walk 2018





General enquiries

t: 020 7436 7940

e: info@sands.org.uk

w: sands.org.uk

Postal address

Sands
Victoria Charity Centre
11 Belgrave Road
London
SW1V 1RB

Support

t: 0808 164 3332

e: helpline@sands.org.uk

Sands online community

www.sands.community

Sands bereavement support app

www.sands.org.uk/app



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