

# WALK 4 WILDLIFE



## Guidelines for taking part in the 2017 Walk 4 Wildlife mass sponsored walk



**Organising your school walk couldn't be easier. However, there are a few rules that must be adhered to in order to qualify for inclusion in the Guinness™ World Record attempt.**

Your Walk Pack includes all the necessary forms and promotional material to ensure the event runs smoothly. We know you are more than capable of organising your own event. However, in order for the world record attempt to be officially recognised by Guinness™ and to satisfy their criteria, we are required to set out the rules by which the overall event is governed and offer guidelines (most of which are common sense) to all participating groups. Please have a read through the rules and guidelines below and ensure the relevant forms have been completed before and after the event.

### Rules

**Date and time of walk** - The walk must take place on Friday May 19th.

It doesn't matter what time your walk starts as long as everyone is walking by 2pm.

It is suggested that the walk continues for a minimum of thirty minutes, to ensure that everyone is walking at 2.15pm, the time we will officially be recording the numbers taking part.

**Minimum walk distance** - The minimum distance must be 1 kilometre (0.62 miles). There is no maximum distance.

**All participants must complete the distance in order to count towards the overall total.**

**Each venue co-ordinator must complete the registration form and verification form in accordance with the rules set out on each form.**

### Guidelines

#### Planning the route

Decide how long the walk should be so that even the youngest children can take part. If you wish to create a longer walk for the older children, this is fine as long as everyone is walking together at 2.15pm and everyone covers at least 1 km.

Make sure you plan a safe route e.g. the pavements are wide enough, children can cross the road at safe places, etc. If possible, plan a route that takes students into nature, e.g. a local park, a nearby wood, or even just around the playing fields.

If the route is fairly long, make sure you are prepared well in advance. Check the walking time to various points, prepare route maps and directions (if necessary) so that you have all the information available for walkers on the day.

#### Managing the Walk

Ensure you have enough helpers/stewards for the event and that they know their roles. Parents often like helping out with sponsored walks!

#### Permissions and Notifications

As soon as you have planned a route, if necessary get any permission or give any notifications required. This needs to be done well in advance. The majority of schools should not need to obtain any permissions to hold their event, but it is worth checking beforehand, just in case! For example, in London, and so far as we know in the rest of England the police and also any local authorities through whose area the walk passes may need to be informed. Check whether a letter to the local authority alone will suffice on the basis that they will liaise with the police. (If you need help with this, please ask us.)

## Set your watches on the day!

We are sure we are going to set a new Guinness World Record on the day and we'd like everyone to join together in a symbolic count down at 2.15pm. *Followed by a massive 'cheer' from your pupils of course!*

## Collecting sponsorship money

Most children will raise money using the Sponsor Forms we have provided. We have included a sample letter that you can use to send to parents. The letter can be used to explain what they need to do, how to collect their child's sponsorship money and also how you would like to receive payment.

## Setting up an online donations page (JustGiving, BT MyDonate, etc.)

If you are thinking about setting up an online donations page to receive sponsorship payments, please contact us.

## Paying money to us

As soon as we know which charity(ies) you will be raising money for, we will confirm how they would prefer to be paid.

Once all of the money has been collected from all of your pupils, please complete the Sponsorship Results Form and submit the total money raised, as per your chosen charity's preferred method of payment.

## Photos and video

We would love to see your photos and videos of the day. If you are happy for us to include these on our website, and on our social media pages, please let us know.

That's it really! We hope you find the walk easy to organise and we are sure it will be great fun for everyone taking part.

Being part of a genuine Guinness World Record attempt, walking for the benefit of our planet's amazing and varied wildlife, and raising money for a worthwhile cause, guarantees this will be a most enjoyable and exciting day.

**On behalf of all the charities taking part and from everyone here at Walk 4 Wildlife,**

**"Good luck and thank you for helping us to break the world record - and raise money for wildlife at the same time!"**



**'Walking together for their future'**

**Walk 4 Wildlife 2017 is organised by Walkathon Limited, a specialist mass sponsored walk event company.**

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