



Walk for
Bright SPACES
Toolkit

**GIVE A LITTLE
HELP A LOT**

Welcome to the



Organising or joining a sponsored Walk for Bright Spaces is a great way to support the Foundation and help impact children and families in need in our communities. It's also a great way to spend time with others, take on a personal challenge and enjoy being outdoors.

In 2026 we have teams entering 5 [Ultra Challenges](#) in England, and 4 [Kiltwalks](#) in Scotland - and everyone is welcome! Distances range from 5 to 25km and take place from April to October, and you can walk, jog or run.

If you'd prefer to organise your own Walk for Bright Spaces, this step by step guide is for you.

1. Decide on your goal

Are you aiming to reach a certain number of steps or miles, and how much would you like to raise, for example you could do 20 laps of a local green space, 20km in a week, or complete 20,000 steps a day.

2. Confirm the location

When choosing a route or location, consider the distance you want to walk. The location could be at a country park, local park, running track, or public footpath; or it could be at your nursery or workplace, it could even be a virtual challenge using Strava.

If your walk is going to be in a public place, please contact your local council to check what, if any, permissions are required. You can find your local council [here](#).

Once your location is confirmed, please conduct a Risk Assessment in advance of your walk taking place.

3. Prepare for your Walk for Bright Spaces

A successful Walk for Bright Spaces requires planning and coordination. We recommend pulling together a team early in the process, who will be responsible for the following:

- **Location** – confirm the location, contact the council, conduct the risk assessment, make arrangements for the day itself e.g. registration, refreshments, activities
- **Marketing** – customise and share the promotional materials, promote the event in newsletters, emails and social media content
- **Fundraising** – set-up and share your Just Giving page, arrange supplementary activities e.g. raffle, face-painting, cake sale
- **Equipment/supplies** – Identify and secure equipment and supplies e.g. first aid kits, refreshments
- **Bake sale/snack table team** – Supply nut-free items, other food, drinks, etc., to sell at the event. Staff the table on the day of the event
- **Appreciation** – Recognise and thank sponsors at and following the event; create and send certificates and thank you notes for employees using Heartfelt Thanks; thank participants in your newsletters and social media posts
- **Registrations** – Register participants in advance and on the day, providing participants with waivers to sign in advance of your walk.

4. Create a fundraising page

At least 4 weeks before your Walk for Bright Spaces, create a fundraising page to collect donations and share event information and photos. This will help streamline the event and allow donations to be paid electronically to the Foundation.



5. Promote your Walk for Bright Spaces

We have created resources to promote your event including the pieces below, and some templates for newsletters, social media posts and emails, which can be found [here](#).

- **Editable poster**
- **Editable certificate**
- **Walk for Bright Spaces logo**

Please use the event hashtag **#BrightSpaces** in all your communications.



6. Communication

As you plan, promote and host your event, be sure to share images, stories and video on social media and BrightNow using the hashtag **#BrightSpaces**.

Efforts such as these are great community stories for local media outlets and a wonderful way to build awareness.

Posting your efforts on social media is another great way to promote your efforts and thank your supporters.

Posts could include the following:

- **Announcing your walk**
- **Preparing for your walk**
- **Posting your progress on the day**
- **Recognising and thanking participants for joining**

7. Communication template

Subject Line (email only): Walk for Bright Spaces

Headline: Please join us for our Walk for Bright Spaces

Date: XX [Month] 2026

Time: [0:00 a.m. to 0:00 p.m.]

Location: [Location]

Body:

Put on your walking shoes and join us for our Walk for Bright Spaces! Walk with [Nursery Name / Team Name] to fundraise for a brighter future for vulnerable children, and to support Bright Spaces.

CTA: Help us meet our goal of [insert your fundraising goal] by donating to our Just Giving page [Insert your page link] or scanning the QR code

Thank you for your support!



Good Luck
& Thank you!