



FREQUENTLY ASKED QUESTIONS

1. What is a Walk On?

A Walk On for Bright Spaces is a sponsored walk to raise awareness and funds for the Bright Horizons Foundation for Children, to help us brighten the lives of vulnerable children in our Bright Spaces.

Your Walk On could be a walk in a local green space, around a nursery or school playground; it could even be indoors; involving children and families, your workplace or broader community. It could be a walk in fancy dress, toddle, hike, run or obstacle course, if you would like to make it something a little different.

This FAQ is designed to provide you with the information you need to plan, organise, and host your Walk On event. Thank you for creating a special event in your community, and supporting the work of the Bright Horizons Foundation for Children.

2. Planning Your Walk On

Here are the key steps to organising your Walk On:

1. Decide on a date and type of event
2. Indoors or out? The choice is yours!
3. Pick a safe route (a risk assessment is recommended)
4. Decide how you'll raise money and plan fun activities to support your Walk On
5. Invite people to take part - you can download an invitation on our website
6. Spread the word using our Walk On poster from our website and promote your event on social media
7. Decide how you will thank and recognise participants. You could use our Walk On certificate, available on our website
8. Share your Walk On photos and send them to stories@brighthorizons.com

3. Marketing Your Walk On

If you are a school or nursery, invite children's families to participate; if you are in a workplace, encourage employees to involve their children, so it becomes a family event, or do a Walk On as a team with your colleagues. There are so many ways to do it!

Promote your event in communications that you send or share, such as newsletters and social media posts; display posters around your community. Set up a Just Giving page and share with family, friends, customers, suppliers and colleagues to encourage easy sponsorship.

4. Fundraising

We have set up a Just Giving page for you to link your own page to. Click on this link <https://www.justgiving.com/campaign/DoBrightThings2019> and then click on Start Fundraising. If you need help setting up your Just Giving page please ask – email emily.harris@brighthorizons.com

Ways to Raise!

1. Donate to take part – ask participants to make a donation to take part in your Walk On via the Just Giving page
2. Get sponsored - ask participants to get sponsored for their Walk On via the Just Giving page or using the Sponsorship Form from our website. Add to your Walk On event by selling cakes, fruit and drinks; conducting a raffle or holding an art auction to increase your fundraising. See our A-Z of Fundraising on our website for inspiration.
3. Ask local businesses, your partners, suppliers and customers to donate raffle prizes. Use our template letter if you like, which is also available on our website.

5. During your Event

Make sure you have people positioned throughout your group who know the route. Take photos that you can share afterwards (with permission) and, most of all, **have fun!**

6. After Your Event

It is important to show your appreciation to Walk On participants before, during, and after the event. Provide participants with certificates using our template, and send thank you notes to anyone who supported you by donating their goods or time.

7. Resources

We have produced resources to support you in your Walk On event, which can be downloaded from our website. Downloadable documents include fundraising ideas, posters, sponsorship forms and certificates.

If you would like a re-useable donation collection container for cash donations, please email emily.harris@brighthorizons.com

Please ensure that you have the necessary permissions in place before collecting cash donations from the public in your community.

Thank you for taking the time and energy to host a Walk On. Your support of the Bright Horizons Foundation for Children will help us to brighten the lives of vulnerable children.