

# WALKING TOGETHER


SAVING  
LIVES



**ANTHONY  
NOLAN**

saving the lives  
of people with  
blood cancer

SEPTEMBER  
BLOOD CANCER  
AWARENESS MONTH



Without you, there is no cure.

## WE'RE WALKING TOGETHER

This is it – your first step Walking Together to save the lives of people with blood cancer. So we'll start by saying a massive THANK YOU.

This September, you'll be part of something amazing. All over the country, people are bringing together friends and family and planning their own walks. Long or short, big groups or small, near or far – it's all up to you. The goal remains the same – Walking Together, raising funds and saving lives.

Today, five people will start their search for a stranger to save their life. Your fundraising will add new donors to the Anthony Nolan stem cell register, find more matches for people with blood cancer, and give more people a second chance of life.

So, to guide you along the tracks, this pack covers everything you need to know. Help with planning the perfect walk, our fundraising top tips, and all the inspiration you need to organise a lifesaving walk.

**Turn the page to start an incredible journey. You're Walking Together, saving lives.**

### You're not alone

Stay in touch with the Anthony Nolan Team:

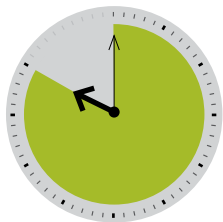
Call us on: **0303 303 3002**

Email: **[community@anthohnolan.org](mailto:community@anthohnolan.org)**

**[anthohnolan.org/walkingtogether](http://anthohnolan.org/walkingtogether)**

# YOUR MONEY WILL MAKE A LIFESAVING DIFFERENCE

Every step you take and pound you raise will help people with blood cancer. Your help could do all of this:



**£200**

covers 10 hours of specialist patient support from one of our nurses.



**£400**

could add another 10 potential lifesavers to our stem cell register, ready and waiting to save someone's life.



**£900**

is the cost of 1,000 swab packs to sign people up to the stem cell register.

The money you raise can help find lifesaving donors for more waiting patients – and make sure no one faces their transplant journey alone.

## GABHAN'S STORY

**'I remember being in hospital thinking I'd never be on that mountain again'**

After finding out a stem cell transplant was the only option to treat his acute myeloid leukaemia, Gabhan is now in recovery thanks to a donor found by Anthony Nolan.

'I was delighted when they told me I had a match. We got a call to come in and they said we've found you a donor. Myself and my wife were absolutely over the moon. For me, it was my lifesaving way, and the only way, I had going forward. To get a match was overwhelming.

'I'd completed some walks previously to Walking Together but when I saw the opportunity to fundraise for Anthony Nolan, the main thing for me was wanting to help other people and especially young people, going through this.

'50 people did the walk and we all did fundraising around our home town, as well as setting up a fundraising page. We climbed Ulster's highest mountain. It was one of the most enjoyable days I've ever had.

**'A year and a half on from my transplant, I'm doing very well.**

'I feel very lucky. I found out the rate of people who don't find a match and that's when it hit home for me. I realised how lucky I was.



Gabhan (pictured right) on a walk with friends in County Derry, Ireland

**'STEM CELL TRANSPLANTS, FOR ME, IT'S SOMETHING THAT SAVED MY LIFE.'**

'I could not have thanked them [my donor] enough for what they have done. They have prolonged my life, they've prolonged my life as a father to two children, as a partner.'

'I have sent my donor a letter to thank them for what they've done for us, not just me as a patient, but the whole family.'



# STEP-BY-STEP GUIDE TO PLANNING YOUR WALK

Our simple guide makes planning your walk easy. Make tracks with our 5 tips for success!

## 1 Plan your route



Whether you're striding up a mountain or strolling round the park, start by planning your route. Work out how far you want to walk and set your starting point so your friends know where to meet.

## 2 Set the date



We're Walking Together in September because it's Blood Cancer Awareness Month. Diaries fill up quickly – so check ahead and find a date when your friends and family are free (and make sure they keep it that way!).

## 3 Set up a JustGiving page



Visit [JustGiving.com/anthohnolan](https://www.justgiving.com/anthohnolan) to set up your fundraising page for Walking Together. Start with our fundraising tips on page 10 to help get you going.

## 4 Spread the word



Walking Together is always more fun, but the size of your group is up to you. Friends, family, colleagues, neighbours – you can ask the world to come! Or keep it small and intimate with a close friend or two.

## 5 Get walking!



Rain or shine, stride or stroll, you're doing something amazing to save the lives of people with blood cancer. Make sure to share all your great photos from the day on social media using **#WalkingTogether**

Find us online at:

[anthonnolan.org/walkingtogether](https://www.anthonnolan.org/walkingtogether)

**#WalkingTogether**



[anthonnolan.org](https://www.anthonnolan.org)

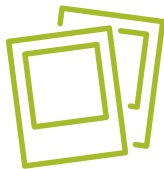
# MAKE EVERY STEP COUNT

Now you're Walking Together, we've got everything you need to up the pace on your lifesaving fundraising.



## SET UP AN ONLINE FUNDRAISING PAGE

Make it easy for friends and family to sponsor you – wherever they are. Visit [JustGiving.com/anthohnynolan](http://JustGiving.com/anthohnynolan) and follow the steps. If you're in a group, set up a team page and fundraise together!



## MAKE IT PERSONAL

Add photos and the reason you're walking to your page. Friends and family may know you well, but sharing pictures and stories about why it's important to you gives them even more reason to support.



## SET A TARGET

Don't be afraid to aim high! What could feel better than setting a big goal and beating it? Be bold – fundraising pages with a target are proven to raise way more than ones without.

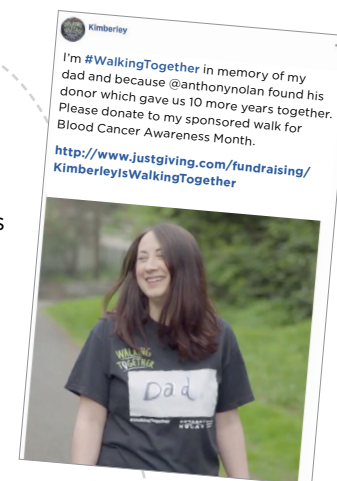


## SHARE FAR AND WIDE

A picture is worth a thousand words. Share your excitement about your lifesaving walk across social media to boost donations. How about a picture of your route map? Some snaps of a practice walk? And of course, a selfie looking amazing in your Walking Together t-shirt.

**#WalkingTogether**

**See how to get your Walking Together t-shirt on the leaflet inside.**



## WALK WITH WORK

Ask your work if they'll donate to your walk. Lots of companies are happy to match what their employees raise – pound for pound – so make sure you ask yours.



## GO THE EXTRA MILE

It's not just about the distance – there are lots of things you can do to make your walk bigger. Ask for a donation to take part, get sponsored by step – or organise a sweepstake to guess how many steps you'll take. Think big for a walk with a difference.

**For even more great ideas, head to [anthohnynolan.org/tips-and-resources](http://anthohnynolan.org/tips-and-resources), or contact the team.**

# WATCH YOUR STEP

On your walk, your safety and wellbeing is the most important thing. We've put together a list of things to consider before your event to make sure you stay safe.



## CHECK THE WEATHER

Keep an eye on the weather forecast to make sure you're ready for anything! Carry plenty of water with you, and prepare the sun cream for a scorcher – or warm, waterproof clothes and shoes for a downpour. No one likes soggy socks.



## FIRST AID

It's a good idea to have a qualified first aider at your event, just in case of any injuries. If that's not possible, make sure you have a fully stocked first aid kit with you.



## CHECK WITH YOUR LOCAL COUNCIL

If you're planning to collect money on your walk, you'll need to get a license from your council. Contact your local authority to find out how.



## ASSESS THE RISKS

To make sure your walk's safe and relaxed, we recommend doing a risk assessment beforehand. Look out for anything on your route that could be risky – like trip hazards, uneven paths or busy roads – and do what you can to minimise the risks or warn your walkers.



# KIMBERLEY'S WALK

**'Fundraising has been a way of channelling my grief into something positive.'**

**After losing her dad in 2017 Kimberley organised her own Walking Together event, the Big Bristol Stroll, to remember him and bring people together.**

'My dad was diagnosed with leukaemia 10 years ago and his prognosis was really bad, they gave him six weeks to live. Then he had a bone marrow transplant. Because of that donor, he went on to live another full, happy and healthy 10 years, which he obviously wouldn't have had.'

'In 2017 his leukaemia came back and this time it was more aggressive and sadly this time he lost his battle. My family and I will be forever grateful to Anthony Nolan, as without them we wouldn't have had the extra time with him.'

'A few months later I received an email about Walking Together, saying 'would you like to do something' and I love fundraising. So I got on board and decided to organise a walk in Bristol.'

'I think it appealed to me because there was so much flexibility which was nice. You weren't expected to move mountains, even if you just walk around the park.'

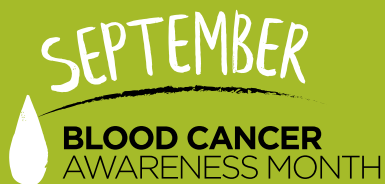
**'There was just a real sense that it was more about bringing people together for something that's important.'**

'I found that organising this event was a great way to encourage a community to come together. It really was a wonderful day.'

'Everyone will have their own personal reason for supporting Anthony Nolan, mine is because they gave me and my family 10 extra years with my dad.'

**'THERE IS SOMETHING REALLY SPECIAL ABOUT PEOPLE COMING TOGETHER FOR A CAUSE.'**





Call: **0303 303 3002**

Email: **[community@anthohnynolan.org](mailto:community@anthohnynolan.org)**

**[anthohnynolan.org/walkingtogether](http://anthohnynolan.org/walkingtogether)**

**#WalkingTogether**



**@anthohnynolan**



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REGULATOR**