EVERYTHING YOU NEED FOR YOUR HOPEWALK

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HOW DOES MY FUNDRAISING HELP?

£5 can contribute to a lifesaving contact to HOPELINE247.

£20 can pay for a resource pack which is aimed at supporting teachers.

£200 can cover the cost of one person attending Applied Suicide Intervention Skills Training (ASIST).
HOPEWALK 2023

Come together with families and friends to make a huge difference this October for the tenth anniversary of HOPEWALK.

We’re thrilled that you’ve decided to become a HOPEWALK hero in 2023.

With your support we’re one step closer to creating a society in which young people know that there is support available for them.

Suicide is still the biggest killer of young people under the age of 35 in the UK. That’s why this October, with your support, we’ll be walking in hope and sending out a message of positivity to all those who need our help.

Your PAPYRUS HOPEWALK is not only helping to shatter the stigma surrounding young suicide but your fundraising will help us keep our services running for the thousands of people who contact us each year.

Please remember to check local guidelines for any safety measures you may have to comply with.

“Thank you for signing up to be a HOPEWALK Host and helping to make a huge difference.

If you would like to order any more items from our shop please let us know what you’d like – we have a special HOPEWALK Host discount just for you.

Just ask the team about it: hopewalk@papyrus-uk.org"
PAPYRUS Prevention of Young Suicide is the UK charity dedicated to the prevention of suicide and the promotion of positive mental health and emotional wellbeing in young people.

PAPYRUS exists to reduce the number of young people who take their own lives, by shattering the stigma surrounding suicide and equipping young people and their communities with the skills to recognise and respond to emotional distress.

PAPYRUS believes that no young person should have to struggle alone with thoughts of suicide.

HOPEWALK is an exciting chance to raise vital funds for suicide prevention, as well as smashing the stigma around suicide. Whether you are doing a marathon, or walking around the block – you are making a huge difference.

We have created downloadable resources to help you get the most out of your HOPEWALK. Whether you are fundraising or walking in memory we have something for you.

So what are you waiting for? In here you will find everything you need to make your HOPEWALK in October incredible. Let’s get walking!
1. **SIGN UP** to HOPEWALK online: [www.papyrus-uk.org/hopewalk](http://www.papyrus-uk.org/hopewalk)

2. **READ** through your digital welcome pack. Print off your fundraising target and HOPEWALK aims page to help you set your targets.

3. **DOWNLOAD** our social media graphics, email banners and post suggestions.

4. **SET UP** a JustGiving page and share it with friends and family. [Click here to get started.](#)

5. **REMEMBER** to include important details on your JustGiving page like the time and location of your walk. Why not ask your participants to donate a suggested amount to take part in your walk? We’ve got some suggested wording below.

6. **PREPARE** for and complete your HOPEWALK. Remember to use our social media graphics to let your supporters know you are completing your HOPEWALK.

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**SUGGESTED JUSTGIVING WORDING**

Thank you so much for taking part in my HOPEWALK! With your help we are aiming to get the conversation around suicide started and #SmashTheStigma with PAPYRUS! If you’d like to join my walk, there is a suggested donation amount of £5/£10/£15 which you can donate directly here on JustGiving. This goes straight to PAPYRUS and goes straight towards saving young lives.

Thank you for being a HOPEWALK hero.
YOUR HOPEWALK AIMS

WE ARE AIMING TO WALK...

HOPEWALK ATTENDEE LIST

OUR HOPEWALK IS TAKING PLACE ON...

WHERE WE ARE WALKING...

HOPEWALK CHECKLIST

- Plan your route.
- Invite attendees.
- Set up your JustGiving page.
- Check the weather.
- Grab your PAPYRUS top.
- Share on social media.
- Make your HOPEWALK flag.
- Print off your activity pack.
REACHING YOUR FUNDRAISING TARGET

Online fundraising is one of the most effective ways to raise money. By using an online fundraising site you are making it easier for your friends and family to donate and share.

In your welcome email you will find a special link that takes you to our HOPEWALK 2023 event on JustGiving. Simply follow this link to be taken directly to JustGiving and set up your fundraising page. Using JustGiving is great as all donations come directly to us, and you can see how close to your target you’re getting.

If you have any questions regarding online fundraising please get in touch with the fundraising team via email: fundraising@papyrus-uk.org

Print this page out to keep track of your fundraising by colouring in the scale when you reach your goals!
Social media platforms are a great way of letting friends and family know about your HOPEWALK, helping spread awareness of PAPYRUS and sharing your online fundraising page.

We understand it can sometimes be difficult to know what to say so please download our post graphics and example posts to get you started. You can use these throughout your HOPEWALK journey to let your supporters know how you are doing.

Please be aware that when you post any information or photographs online it becomes public information and the press may use it. If you are fundraising in memory of a friend, please do also check you have the family’s permission to fundraise in their loved one’s name.

Don’t put up images that you or the deceased’s family do not want shared. Once it is in the public domain it can be accessed and used by anyone anywhere in the world. This includes on your online fundraising page and on social media.

Don’t forget that you can tag and follow PAPYRUS on social media, we’d love to see how you’re getting on.

USE HASHTAGS TO HELP MORE PEOPLE FIND YOUR POST:

#HW2023
#HOPEWALK
#HOPEWALK2023
#SmashTheStigma
#TeamPAPYRUS
#HelpAndHope
#SuicidePrevention
Many of our supporters host a HOPEWALK in memory of a loved one; this is a great chance to remember your loved ones and help raise awareness of PAPYRUS.

That is why we understand not everyone will want to fundraise.

If you wish to fundraise in someone’s memory you will find everything you need in this pack.

We have created several downloadable graphics for social media if you want to tell people about your ‘In memory’ HOPEWALK and help raise awareness of PAPYRUS. If you don’t want to share this, why not share our HOPELINE247 details instead so more young people know about the support available to them? Please know there is no pressure to share your HOPEWALK on social media.

This may just be a good time to get your family together, remember your loved one and start conversations.

Please remember we are here to support you.
You can find a range of bereavement support services on our website: www.papyrus-uk.org/suicide-bereavement-support/
THINGS TO CONSIDER BEFORE YOUR HOPEWALK

Check you have permissions to walk where you are planning on walking.

Stay hydrated. Whether your walk is a mile or 100 miles remember to take plenty of water with you.

Check the weather forecast – make sure you bring appropriate clothing.

Plan your route. Take time to plan where you are wanting to walk, especially if you are planning on taking a new route.

Why not try downloading the Strava app? This app helps track your time, distance and location. You can also link this to your JustGiving page to keep track of your distance.
THINGS TO CONSIDER DURING YOUR HOPEWALK

Ask your fellow walkers how they are doing. Lots of things can change especially on a long walk – the weather, tiredness, and even how busy your route is. Don’t be afraid to turn back around and try again another time if you or another person wants to.

If you can, take photos. Your supporters and PAPYRUS will love to see how your walk went.

Why not use this walk as an opportunity to ask your family how they are doing? By opening conversations we help tell those closest to us that we are willing to listen.

Let your supporters know you are on your HOPEWALK by downloading our social media graphics. Share them on Facebook, Instagram or Twitter – this also may be a good time to share your online fundraising page again.
THINGS TO CONSIDER AFTER YOUR HOPEWALK

Well done! You are now a PAPYRUS HOPEWALK Hero. Put your feet up and relax knowing you have helped to save young lives.

Tell your supporters that you did it: you can write a post of your own or use one of our downloadable social media graphics.

Remind your supporters it is not too late to donate. Some people have been waiting for you to complete your HOPEWALK before they donate so share your online fundraising page again.

Share your experience with us. We love hearing about how your walk went, how your fundraising went and seeing photos from your HOPEWALK.

Email us at: hopewalk@papyrus-uk.org
HOPEWALK IN SCHOOL

Doing HOPEWALK in October is a great way to get your students involved with fundraising and raising awareness for PAPYRUS.

IDEAS FOR YOUR HOPEWALK

1. Set an amount of laps around the school yard that children can complete during PE or a dedicated time.
2. Encourage students to walk to school during the month of October.
3. Create a leader board between year groups – which year can walk the most miles?

We have created an activity pack for children to do throughout October and on their HOPEWALK. Why not download it and get your students to complete the fun, creative activities throughout October? There are activities in our pack for all ages.

By doing a HOPEWALK for PAPYRUS students may have questions based around suicide and mental health. We encourage safe conversations around these topics but also believe they are a vital part of raising awareness.

For support on these topics please visit: papyrus-uk.org/help-and-advice-resources/
IDEAS FOR YOUR HOPEWALK

Virtually walk the distance between your HQ and one of your offices.

Encourage staff to walk during breaks and lunch times. This could be on WMHD on 10th October.

Create a leaderboard between colleagues – who can walk the furthest in October?

RAISE AWARENESS OF PAPYRUS WITHIN YOUR STAFF COMMUNITY

As part of your corporate social responsibility why not use HOPEWALK as a chance to share information about PAPYRUS within your work community? By sharing our details you are helping to inform your staff about support they can access.

Please get in touch if you would like to use our logo. We are able to provide high-resolution logos.

WHAT ELSE CAN I DO?

Download our resources to put around your office.

Download our Zoom backgrounds so when you are on meetings you can raise awareness of PAPYRUS.

Download our email footer to raise awareness with your contacts.
For support related to your HOPEWALK email: hopewalk@papyrus-uk.org

For corporate specific support please email: corporate@papyrus-uk.org

Call: 0800 068 4141
Text: 07860 039 967
Email: pat@papyrus-uk.org

Open 24 hours a day, every day of the year.

www.papyrus-uk.org

If you are having thoughts of suicide or are concerned for a young person who might be, you can contact HOPELINE247 for free, confidential support and practical advice.