

WALK FOR HOME



YOUR WALKER GUIDE



WALK THIS WAY TO HELP END HOMELESSNESS



14,750 people* became homeless in Wales last year – almost a third were children. This winter, many more will struggle to find a safe, warm place to rest their heads.

The housing emergency is getting worse and we desperately need real and lasting change. So, lace up your trainers and join us on our journey.

It's time to Walk for Home in Wales

www.gov.wales/homelessness-accommodation-provision-and-rough-sleeping March 2024

CONTENTS

04

Welcome

05

Fundraising
tips and advice

07

How you're making
a difference

10

Contact us

YOUR SAFETY REMAINS OUR PRIORITY

If you're hosting a walk, please fill out a quick risk assessment form.

THANKS FOR STEPPING UP

This guide has everything you need to smash your fundraising targets.

If you've got any questions, please don't hesitate to contact us by calling

01792 483003 or emailing fundraising@sheltercymru.org.uk

Home is everything. But right now, the housing emergency is denying thousands of people a safe, secure place to live.

By stepping out with thousands of others across the UK you're fighting that injustice – and we can't thank you enough!

Your fundraising could go towards supporting life-changing services for families and children – enabling our advisers to offer expert housing advice, our solicitors to provide crucial legal advice and our campaigns team to push for a better, fairer housing system. Every step you take matters, helping to bring us closer to a Wales where everyone's right to a home is guaranteed.



THE ROAD TO SUCCESS



1. PICK A DATE

You can walk anytime and anywhere!

2. INVITE YOUR WALKERS

Walk with friends, family, colleagues or even just the dog.
Your fellow walkers can [sign up here](#).

3. KEEP YOUR EYES PEELED

Keep checking your emails for more info and advice.
We'll be with you every step of the way.

4. PLAN YOUR ROUTE

You can walk for however long you like, wherever you want.
We recommend downloading the Strava app to help you plan it.

5. GET YOUR FUNDRAISING GOING

You'll find top fundraising tips on the next page. As a little motivation boost, once you've raised your first £20 you can claim a free Shelter Cymru t-shirt.

6. SPREAD THE WORD

We'd love every person taking part to raise at least £80.
Get in touch if you have any questions about fundraising on 01792 483003 or email fundraising@sheltercymru.org.uk

TOP TIPS TO MAKE YOUR FUNDRAISING GO FURTHER

01

Complete and share your JustGiving page

A link to our JustGiving site is here. Simply pop a profile picture on there and write about why you're walking.

Once you've done that, share your page on Facebook, X and Instagram, or wherever you connect with people.

Why not kickstart your fundraising by donating yourself? It's a great way to get you off the mark.

Be sure to ask your employer if they will match your fundraising total.

It's a great way to boost donations.

Happy collecting...

02

Wine and dine your friends

Host a dinner party and ask everyone to make a donation.

It's good food and good company for a great cause – so what's not to love?

03

Little asks go a long way

Ask people to donate small amounts – like the cost of their commute or the price of a takeaway lunch. It could even be your Christmas or Birthday present this year. Before you know it, your fundraising coffers will start to stack up.

04

Wear red fancy dress for a day

Get sponsored to kit yourself out in red for the day, or even do your Walk for Home in the best red outfit you can find!

05

Get quizzical

Whether you're a University Challenge aficionado or simply love a BuzzFeed trivia test, why not host a virtual quiz before the event?

To raise money, ask every contestant to donate £5

EVERY STEP BRINGS FAMILIES CLOSER TO A PLACE THEY CAN CALL HOME

Last year we helped 22,513 people in housing need, but many more people don't know where to turn for help:
people living in unsafe or unfit housing;
people with no permanent place to call home.

We're fighting for a future where everyone in Wales has a safe home, and your walk could provide much-needed support and advice to those who need it most.

**The more you raise, the more people we can help.
And every penny raised in Wales is spent in Wales.**



“

Six months ago, my world fell apart...I spent countless nights sleeping rough, feeling abandoned and desperate. It felt as though I was trapped in a seemingly endless cycle, with no end in sight. However, reaching out to Shelter Cymru proved to be a turning point—a beacon of hope in my darkest hour. With just one phone call I was met with empathy, understanding, and unwavering support. I truly believe that your intervention has been nothing short of a life-saver.

Shelter Cymru Client feedback
Nov 2023



”

EVERY 23 MINUTES, ANOTHER PERSON IN WALES REACHES OUT TO US FOR HELP

The uncertainty of having nowhere to call home can devastate families. The cost of living crisis has led to a huge rise in the number of people getting in touch. Financial instability means many more people are faced with the very real prospect of losing their safe place of refuge – their home.

You can help us change this.





HOW YOUR SUPPORT HELPS

£10 A MONTH COULD HELP
SOMEONE UNDERSTAND
THEIR OPTIONS

A donation of £10 per month could help us to answer six urgent calls each year to our free helpline, often the first port of call for people in housing need

£25 COULD PROVIDE
SOMEONE WHO
WILL LISTEN

A donation of £25 could provide a one-to-one advice session, giving somebody the support they need to find, and keep, a home



THANK YOU!

The steps you're taking to end homelessness will go a long way.

If you need any help, please get in touch with us.

Email: fundraising@sheltercymru.org.uk

Call: 01792 483003

