

# Organising your Memory Walk

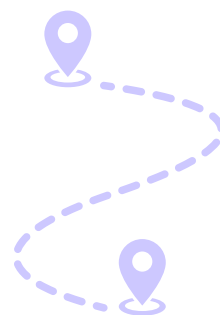
Thank you for signing up to take part in our 2025 Baby Loss Awareness Memory Walk on Sunday 12 October.

Whether you're walking solo, or with a group of family or friends, please know that you are not walking alone. As you set off at 4pm to walk four miles in memory of those little lives lost too soon, you will be joined in spirit by many other people who are organising their own Memory Walks in their local areas.

Organising an event like this takes a little forward planning, so we have compiled this short guide to help you make it a success. If you are planning a very small, intimate walk, not all of the guidance below will be relevant, but it's worth reading through and thinking about the points mentioned.

## Planning your route

Be sure to plan your 4-mile route in advance - a circular route is the easiest to plan as you can have the same start and finish point. Ideas for routes may include canal tow paths, old railway lines, country parks, or a walk to a local landmark or beauty spot. It's best to stick to public walks and footpaths – if you're planning to walk on private land you will need permission from the owner. Consider if the route is wheelchair/pushchair/dog friendly; if it isn't, let people know in advance.



You might consider using a website such as Map My Run to help with your route planning. Think about if people can park easily - are there loos, refreshments, or anything else your walkers may need?

Whatever route you choose, please ensure you consider your own health and safety, and that of any supporters joining you on the day.

## Fundraising for your Walk

Please set up your own fundraising page under the group page. Simply click on the orange "Start Fundraising" button and you will be guided through the rest of the set up. Printable paper sponsor forms are also available on our website.

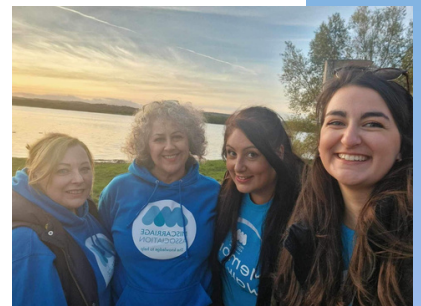
If you wish to collect money as you walk, please bear in mind that to collect money in a public place you need a licence from your local council. These are easily obtained; you can find out more information here. We can supply collection tins if required - please email us at [fundraising@miscarriageassociation.org.uk](mailto:fundraising@miscarriageassociation.org.uk).

## On the day

Start your walk on Sunday 12 October at 4pm – we're hoping that everyone will feel connected to the cause and walking together at the same time.

Dress for the weather and make sure you stay hydrated - you might want to encourage people to bring water and/or snacks. Take lots of photos or even a video as you walk – we'd love you to share these using the hashtag #MAMemoryWalk, and tagging us, so that we can cheer you on from afar. If you share these to your social media and fundraising page, it can often increase the number of donations you get!

The national Wave of Light, where people light candles in remembrance of baby loss, happens at 7pm on 15th October, and you might like to take part. More information here.



## After the event

Let your sponsors know how the event went, say thank you to your donors, and collect in any sponsorship cash which hasn't come in via Just Giving. We will advise you how to send that in after the event.

We love hearing our fundraisers' stories. If you would like to share your experience of the Memory Walk, and what it meant to you, for us to have on our website and social media, you can send it, along with a photo to [fundraising@miscarriageassociation.org.uk](mailto:fundraising@miscarriageassociation.org.uk).