



WALK FOR WELCOME

Your walker guide



THANK YOU FOR STEPPING UP

We believe Wales is a nation of welcome. By stepping out to walk alongside others, you are helping to protect the spirit of welcome — and we can't thank you enough!

The people we support, arrive in Wales having fled war, persecution or violence. They may have no home, no money and no support network. They face the challenge of navigating a complex system in a language that isn't their own.

With the right support, things can begin to change.

Through your fundraising, people can access practical support and specialist advice to help rebuild their lives and feel a sense of belonging in their new communities.

**That's the difference you can make.
Every step matters.**

Every penny you raise stays in Wales, helping create a place of welcome for people seeking safety here.

This guide is full of tips and ideas to help you reach your fundraising target and make every step count.

If you've got any questions, please don't hesitate to contact us by emailing fundraising@wrc.wales



THE PATH TO SUCCESS



1



Pick a date to start

Walk anytime, anywhere!

2



Invite your walkers

Friends, family, colleagues, the dog. Invite your fellow walkers to sign up [here](#).

3



Make your fundraising page

Create your JustGiving page [here](#). Simply pop a profile picture on there and write about why you're walking.

4



Plan your route

Walk as far as you like. You can use a tracking app like Strava to help plan and keep track of your routes.

5



Start fundraising

You'll find our top tips for success on the next page. We'd love everyone taking part to aim to raise at least £75. Share your fundraising page on Facebook, Instagram or wherever you connect with people. WhatsApp groups are a great way to reach friends, family, colleagues and your wider community, too.

6



Spread the word

Be sure to tag us on socials and use the **#walk4welcome** hashtag. We'll help promote your walk on our pages!



THE DIFFERENCE YOU CAN MAKE

£75

Helps 10 people get to important appointments.

£150

Provides 6 people emergency food vouchers.

£300

Helps 3 families in crises get essential support.

The more you raise, the more people we can help.

Every penny raised in Wales is spent in Wales.



MAXIMIZE YOUR FUNDRAISING



Add a photo

Fundraisers with pictures on their page raise noticeably more. Snap a selfie and add it to your page!



Get creative

Get people excited about supporting you. Maybe you'll take part in an event in fancy dress if you hit a certain goal?



Tell people your why

What's your personal reason for doing this? Your story is a great persuasion tool – share it!



Kickstart it yourself

A first donation from you gets others off the mark.



Set a target & own it

Pages with a target raise more. Aim high and tell the world.



Make a small ask

The cost of a coffee or a takeaway adds up quickly.



Share as you go & tag us

We love seeing your progress, from pictures of you training for the big day to your favourite walking snack! Tag us in your posts and we'll be cheering you on every step of the way. And who knows, you might just inspire someone else to start their own **Walk for Welcome.**



Follow up afterwards

A good number of donations land after the event, so be sure to thank people and let them know how it went.

Employer match funding

Check with your employer if they have a match funding scheme. If so, this is a great way to boost your fundraising total to help even more people.

TAG US ON SOCIALS

Don't forget to follow us on social media and tag us in any training and fundraising updates!



#walk4welcome

@welshrefcouncil



SHAYMA'S STORY

Shayma grew up in Baghdad. She had a business degree, a young family and simple dreams: a steady job, a peaceful home and a stable future for her two children.

In 2003, war changed everything. The streets stopped feeling safe, and Shayma knew she could not protect her children if she stayed. **"Becoming a refugee is not a choice,"** she says. **"It is survival."**

So she fled. First to Jordan, then after two years, she applied for resettlement through the United Nations to start again in the UK. She arrived in Wales in 2008, far from her parents, siblings and support system. The first year was the hardest. The people were kind, but the cold and language were hard and the systems felt overwhelming. She didn't know how to get her children into school or where to turn for help. Then she found the Welsh Refugee Council.

A WRC caseworker helped Shayma navigate school applications, access support for her children and understand the systems and services available to her in Wales. Before long, she watched her children walk into school with their backpacks, ready to learn, make friends and build a future. Hope began to return.

Today, her son studies biomedical science at Cardiff University, and her daughter is a graduate of Swansea University. Shayma now works helping other families find their feet and rebuild their lives, just as she was supported to do.

Right now, another family is arriving in Wales, facing the same uncertainty Shayma once knew. We want to be there for them, too.

But we can't do it without you.



HOW TO SEND YOUR MONEY IN

After you finish, remember to pay in all the amazing funds you've raised using one of the options below.



Raising money through JustGiving?

You don't need to do anything. JustGiving will automatically send us the funds you raised when your fundraiser ends. Easy!

Online via our donation form

Please leave a note in the "Would you like to leave a message" box noting your fundraiser. Scan QR code below for donation form.



Through the post

Please make cheques payable to Welsh Refugee Council, include your fundraiser name in the memo line, and send them to:

FAO The Fundraising Team,
Welsh Refugee Council,
120-122 Broadway,
Cardiff, CF24 1NJ

By bank transfer

Please add the name of your fundraiser as the reference and your name so we can make sure your final fundraising total is accurate.

Bank: NatWest

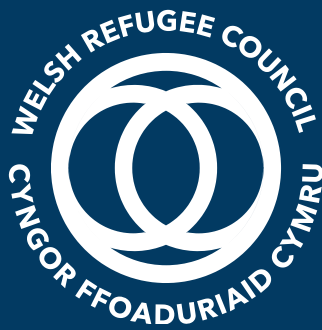
Account name: Welsh Refugee Council

Sort code: 52 21 10

Account number: 21 01 87 90

Kindly drop us an email at fundraising@wrc.wales to let us know you've made the donation.





DIOLCH!

The steps you're taking to create a more welcoming Wales will go a long way.

If you need anything at all, get in touch with the fundraising team at:



fundraising@wrc.wales



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