

# YOUR GUIDE TO FUNDRAISING FOR LIVING STREETS

## SUPPORT YOUR STREETS



# WELCOME TO



## WE ARE LIVING STREETS, THE UK CHARITY FOR EVERYDAY WALKING

Thank you for stepping up to fundraise for Living Streets, the UK charity for everyday walking.

We want a nation where walking is the natural choice for everyday local journeys. Our mission is to achieve a better walking environment and inspire people to walk and wheel more.

Thanks to fundraisers like you, we can create safer streets, reduce pollution and traffic congestion, improve health, tackle social isolation and bring communities together.

**96%**  
of neighbourhoods in England and Wales are exposed to dangerous levels of air pollution

**1 in 4**  
older people feel socially isolated

**413**  
people walking were killed on UK roads last year

**1 in 3**  
children leave primary school overweight or obese



## HOW YOUR FUNDRAISING HELPS

The money you raise helps us in our mission to achieve a better walking environment and inspire people to walk more. Here's how your support makes a difference:

### Improving local streets

Your donations fund expert-led walkabouts and consultations to redesign streets, making them safer, more accessible and welcoming for everyone.

### Campaigning for change

We use your support to challenge the barriers to walking—like pavement parking, unsafe crossings, and poor air quality—through national and local campaigns.

### Helping children walk to school safely

Your fundraising helps us deliver Walk to School initiatives, helping children and families experience the health, social and environmental benefits of walking.

### Empowering communities

We support local groups to speak up for better walking conditions, giving them the tools and confidence to influence decision-makers.

### Reducing pollution and congestion

By encouraging walking and wheeling over car use, your support helps cut harmful emissions and make neighbourhoods cleaner and quieter.

**£180**

Supports a primary school in delivering walk to school initiatives that promote healthier, more active childhoods.



**£250**

Could support our lobbying efforts to push for a ban on pavement parking to protect pedestrians UK-wide.



**£1,000**

Could fund a series of walks for older people, helping reduce isolation and improve wellbeing.



## YOUR DONATIONS IN ACTION

### Thanks to supporters like you, here's what we've achieved together:

- ✓ The UK's first zebra crossings - making our streets safer
- ✓ The driving test and urban speed limits – helping to prevent road deaths
- ✓ Campaigned to make drink driving an offence - drastically reducing road collisions, fatalities and serious injuries
- ✓ Contributed to the Highway Code - putting pedestrians first!
- ✓ Campaigned for default 20mph speed limits in Wales - which has already seen serious injuries and deaths fall by a third since its roll out in 2023
- ✓ Saw pavement parking banned in Scotland - with the rest of the UK in our sights
- ✓ Improved health for millions of children through our Walk to School initiatives
- ✓ Reduced isolation with our older people projects
- ✓ Brought together local campaigners with 65 Local Groups now UK-wide
- ✓ Completed Community Street Audits - making local streets safer & more welcoming



Find out more about our history and achievements [here](#):



**OUR PAST**



**OUR PRESENT**



**OUR FUTURE**

**And with your support, we can achieve even more!**

# FUNDRAISING IDEAS

Looking for inspiration? We've got some great fundraising ideas to get you started, or feel free to create your own!

## GET ACTIVE

Organise a sponsored walk, run, cycle or scoot!

Grab a place in a marathon, half marathon, 10k or 5k and choose to support Living Streets as you pound the streets. We can provide tips (and tops!).

Or why not donate your commute - donate the money you save by walking or cycling instead.



## STREET PARTY OR 'PLAY STREET'

Why not hold a street party or a 'Play Street' and bring your local community together? By charging attendees a small fee to join in, you could raise money while bringing your neighbours together. Encourage others to help and provide food, drinks, games and face painting to raise even more!



## COMMUNI-TEA

Gather your neighbours, friends and family for a cuppa, some cake and a chat about what would make it easier and safer for you to walk/wheel locally. You could even create a parklet to hold your communiTEA! Find out more on how to set up a parklet [here](#).





### FEAST WITH FRIENDS

Host a dinner party, street party, BBQ or picnic and charge your guests for the fabulous feast. Or you could bake up a storm and sell the produce to your neighbours.

If you're more of a host, ask your local restaurant to help with the cooking part. You sell tickets and fill the restaurant, then split the takings. Don't forget a locally supported raffle to help top up the fundraising.

### CRAFT A QUIZ



Love being a quiz master? Organise a quiz charging players a small fee to play. You could even have a half-time game of 'heads or tails' to raise even more funds!

Your local café/pub/community centre depend on people walking and wheeling, so could offer you a room. Or go virtual and host online.

### ADRENALIN JUNKIE

Whether it's a bungee jump, sky dive, scaling a mountain, abseiling or doing a deep-sea dive, be brave and watch the sponsorship roll in!



### SCAVENGER HUNT

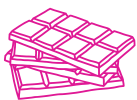
Set up a Scavenger Hunt for your friends or neighbours, encouraging them to donate to take part.



We have a range of materials to support you in this. Find them [here](#).

### GIVE IT UP

Give up something you love for a week, a month or a year and donate the money you would have spent. You could even get sponsorship from friends, family & colleagues who know how hard it will be for you!



### GO VIRTUAL

Organise a gaming marathon, or set up a tournament with friends, family, or your virtual squad using gaming platforms. Or host a livestream cook-a-long, fitness class or dance class, asking for donations to take part.



### CELEBRATE

Ask for donations in lieu of gifts. Whether your celebrating a birthday, engagement, wedding, anniversary, a christening, a new job, or retirement, it's a double gift when you donate to our charity.



## FESTIVE

Host a Christmas jumper day, a Santa hat walk, or a carol concert. Try a festive bake sale, quiz night, gift-wrapping station, or take on the 12 Days of Giving challenge. Or simply donate in lieu of Christmas cards.



## BRAVE THE SHAVE

Shave your hair or grow out your beard. Get right behind our mission by dyeing your hair our bright brand colours to really stand out!



## WORKPLACE WINS

£1 dress-up day at work, bake sales, coffee morning, guess the baby photo, office sweepstakes, lunchtime bingo or quiz! Or donate your commute.

## OTHER WAYS TO RAISE

Could your workplace sponsor one of our campaigns, fundraise, set up payroll giving for employees or become a Charity of the Year partner?

Consider leaving a gift in your will:

<https://bit.ly/legacyLS>



## SPONSORSHIP

Sponsorship is a great way to raise funds and encourage your family, friends and colleagues to get behind you. You can create a personal online fundraising page in minutes - head to:

<https://bit.ly/JustGiving-LivingStreets>

## SPREAD THE WORD

Remember to tell everyone about your amazing efforts. From friends and family to local press, there are lots of people who can help promote what you're up to.

Tag people on social media, including us, so we can shout about what you're doing:



@LivingStreets



@livingstreets.bsky.social



linkedin.com/company/livingstreets



facebook.com/livingstreetsuk

## THE LEGAL BIT

Thank you for fundraising for us. Below are some tips to help you stay safe and legal, as well as fun!

### Permissions, insurance and licences

You might need permission for any big event in a public or private space – check with the property owner or local council. You might also need a licence for any collection you make, food and alcohol you sell or music you put on. Even at your home, check your home insurance covers you for any accidents or legal liabilities. Living Streets cannot provide insurance for your event or accept any liability.

### Health and safety

You might want to create your own risk assessment for larger events. If you have large crowds, consider asking a first aider to attend. You can ask St John's Ambulance [www.sja.org.uk](http://www.sja.org.uk)

### Cash handling

By law, you are the trustee of funds raised, so you must ensure all donations and sponsorship is paid to Living Streets as soon as possible. Do not send cash through the post. See below for more information on sending us your donation.

If you're collecting cash, get help to store it safely, count and transport it - making sure to bank it as soon as possible. Consider the storage of cash in your risk assessment, if applicable. If confronted by someone demanding the cash, hand it over and report to police as soon as possible.



**SAFETY**

## AFTER YOUR EVENT

Thank you so much for raising funds for Living Streets!

You can send in your funds in a number of ways:

### Online

Pay in your funds via our Donate webpage: [livingstreets.org.uk/donate](https://livingstreets.org.uk/donate) or scan the QR code.



### Just Giving

If you fundraised through Just Giving, Superkind or another online sponsorship page, the money will automatically be paid into our bank account.

### Cheque

Make your cheque payable to Living Streets and post to:  
Stroke Association House, 240 City Road, London, EC1V 2PR.  
Please add a note with your name, contact details and how the funds were raised, so we can thank you.

**FOR QUESTIONS OR ADVICE CONTACT [FUNDRAISING@LIVINGSTREETS.ORG.UK](mailto:fundraising@livingstreets.org.uk)**

# THANK YOU!