



## The London Walk 2023 – Friday 10<sup>th</sup> March

Earlier this year we saw 300 people walk through the night and raised over £100,000 to support London homeless charities. It was a fantastic event and we are preparing for a bigger and better one in 2023. Once again bringing charities in the sector together to end homelessness in the capital with a night walk through the city.

### **What's the London Walk?**

The London Walk is night-time mass participation sponsored event for London based homeless charities. With their supporters walking either a 10k, a half marathon or a marathon route through London overnight. We are aiming for 500 people to take part in it and raise money for their chosen charities (the places you buy are to raise money for you). We are aiming to raise at least £250,000 across the sector.

We'll be starting from the Café in the Crypt under St Martin's Church and are planning pre event entertainment and activities – providing the opportunity for you to meet with your supporters beforehand in a more relaxed setting with opportunities for them to understand more about homelessness and further inspire their fundraising.

### **Details:**

#### **Friday 10<sup>th</sup> March 2023**

The pre event activity will start from around 6.30pm and the walk will start at 9.00pm from St Martin's in the Fields Church (near Trafalgar Square) and expected finishing times are around midnight for the 10k, 3am for the half marathon and 6am for the marathon walkers.

There will be a reception for people at the end of the walk and space for them to rest and recover.

Refreshments will be provided for participants and there will be full event support on the night provided by [Adventure Café](#).

### **Costs:**

We have a different pricing structure to last year and unfortunately the price per person is higher as the event costs that we are paying have increased. To mitigate this we are increasing the cost of the registration for participants with the registration fee coming back to you.

Price per place is £90.00

Once a place is sold you will receive the £25.00 registration fee.

Making the overall cost to you £65.00 (a £5 increase on last year)

The minimum fundraising targets are £150 (10k), £250 (half marathon) or £350 (marathon). However you are welcome to increase these if you wish.

Therefore total potential income per place is £122.50 (inc Gift Aid) for 10k place, £247.50 (inc Gift Aid) or £372.00 (inc Gift Aid) for the marathon.

**Homeless Link has agreed to underwrite 150 spaces for charities with a turnover of under £500k, and who are members of Homeless Link. This means you will only be invoiced once your fundraiser has reached the minimum sponsorship.**

#### **Registration website:**

We are working on a new registration website powered by Justgiving which will mean you get notified of a sign up as soon as it happens as the registration and fundraising page will be integrated. The registration fee for walkers will be £25 but will have to come to us first before we then pay it back out to you. This is because only one bank account can be linked to the microsite.

The microsite will allow us to share assets with walkers as well as more detailed information on the route and an FAQ page etc.

We will provide you with copy for your website and supporter emails and we will also provide assets and images for social media.

For participants they will get all the info they need about training for the walk and plenty of info on the night. Also an item of clothing to be worn on the night (currently tbc) and a medal on completion and a really fun night!

#### **Timelines:**

The London Walk microsite will be launched to the public on World Homelessness Day – Monday October 10<sup>th</sup>. To be on the site by the time it launches you need to purchase your places by October 3<sup>rd</sup>.

After the launch new charities signing up will be added to the website on a weekly basis.

Any questions please email Stephanie Harvey on [stephanie.harvey@homelesslink.org.uk](mailto:stephanie.harvey@homelesslink.org.uk) or phone 07971444041.

To purchase initial places please sign up using this [form](#), once you sell your initial places you are able to purchase more by emailing [stephanie.harvey@homelesslink.org.uk](mailto:stephanie.harvey@homelesslink.org.uk)

#### **The London Homeless Collective:**

The LHC is small but mighty with just three members of the team, working part time and on freelance contracts to keep costs low and flexibility high. <https://londonhomelesscollective.org/>

London Homeless Collective (LHC) is a movement to end homelessness in the City. Homeless Link is the designated Administrator of London Homeless Collective and trades using the Administrator's charity number 1089173.