



THE TWILIGHT WALK

**SIDE BY SIDE,
STRIDE BY STRIDE.**

A cure can't wait!

**THE
BRAIN
TUMOUR
CHARITY**



THE IMPACT WE'RE MAKING TOGETHER!

TOP TIPS FOR BUILDING YOUR TEAM

We're thrilled you're joining us at The Twilight Walk! By coming together with friends and family, you'll help us defeat brain tumours on all three fronts...

1

Research: We've invested over £38m into groundbreaking research to date. Your funds will mean we can commit even more.

2

Awareness: Our HeadSmart campaign helped halve childhood diagnosis times to 6.5 weeks. With your help and our Better Safe Than Tumour campaign, we'll go further.

3

Support: You'll help us support the estimated 88,000 people living with a brain tumour in the UK, and their loved ones and carers.

Make it an event

Invite friends and family to a Facebook event. You could also open your event to friends of friends and build your team through their networks too.

Canvas colleagues

Talk to colleagues about what you're doing and how they can join you, put a message on your company intranet or post it in your staff newsletter. Bonus: The Twilight Walk is a great team-building event!

Speak to your community

Talk to your community about The Twilight Walk and how they can join in. Speak to your neighbours – you could even join together as a team!



HOW TO KICKSTART YOUR FUNDRAISING

By raising **£100** each, or more if you can, you and everyone walking with you will make a life-changing difference. Make sure you've created a JustGiving page. This lets people donate quickly and easily – and you can share why you're taking on this challenge.

Upload a profile picture

Having a profile photo can result in a 23% increase in page value! If you've raised £100, that could mean an extra £23.

Share your story

Let people know what you're doing and why, and you could see your total climb by over a third! It's a great way to raise awareness too.

Donate to yourself

Did you know? Donating to your own page leads to an increase in fundraising! Even a pound in the pot can help start things off.

If you raise £100

This could pay for 500 glass slides for studying cells and brain tumour samples under a microscope.



DON'T FORGET TO

Join The Twilight Walk Facebook group

facebook.com/groups/thetwilightwalk2023

to share fundraising ideas and training tips, and get to know people who'll be there on the day.

Use your sponsorship form

You'll find a sponsorship form on the website. You could send it around to your friends and family, or even print it off and stick it to a noticeboard at work.

assets.thebraintumourcharity.org/live/uploads/2022/04/sponsorship_form.pdf

Go social

Shout about your walk on social media, share pictures, videos and stories. Make sure you use the hashtag #TheTwilightWalk2023 so we can all see the amazing fundraising that is happening.

“

Without The Charity I would have had less advice, so I would have had a lot less treatment and my recovery wouldn't have been as positive.

– Jen, who's living with a brain tumour

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YOUR TOP QUESTIONS ANSWERED

How fit do I need to be?

The event has been designed to be fun and appropriate for people of all levels of fitness yet still provide a reasonable level of challenge.

Can I run the route?

The Twilight Walk London is a walking event, so jogging or running is not permitted.

What's the route like?

The Twilight Walk is a 10km circular walk that follows well-lit paths. But, small sections may cross uneven ground or hilly areas. There'll be route marshalls to help you stay on the right route and motivate you on your walk. The route's suitable for wheelchair users, however please contact us prior to the event if you're taking part in a wheelchair.

Can I bring my dog?

We can only accept assistance dogs at the venues and on the route. But that doesn't mean you can't train with your pooch before the event!

What facilities are available at the event?

There'll be toilets at the start/finish, and hot and cold drinks and light snacks in the venue. Unfortunately there are no facilities to leave possessions so please don't bring anything you don't wish to carry, especially valuables.

What if I'm on my own?

At The Twilight Walk, we'll have a 'solo walkers' meeting point. Here you can meet people on the day and walk with them, if you'd like to.

If you have any more questions, at any point, please email thetwilightwalk@thebraintumourcharity.org

If you raise £150

This could enable us to send out 15 Brainy Bags to children with brain tumours, providing comfort and invaluable information to families.

If you raise £250

This could pay for one day of research, to improve our knowledge and provide more targeted treatments.

**TAKING
STRIDES
TOGETHER!**

Registered office: 27 Rye Close, Fleet, Hampshire GU51 2UH.

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