

THE BIG DOG WALK

BACK  **THE BUILD**
For the hospice our children deserve

About the Challenge

What is The BIG Dog Walk Challenge?

This winter, we're calling on all dog lovers to take part in The BIG Dog Walk Challenge: a 31-day mission to walk 100km with your dog, all in support of a cause that will make tails wag and hearts swell.

Together, step by step and paw by paw, you'll be helping us build a hospice that our children truly deserve. Are you ready to take on the challenge and make a BIG difference?

Who can take part?

Anyone who loves walking and wants to support a good cause! Dog owners are the main target, but others are welcome to join by walking solo or with friends.

How to get involved

Step 1: Sign up

Congratulations, you've already signed up to take on the The BIG Dog Walk Challenge.

Create your JustGiving fundraising page [here](#).

Step 2: Set your goal

The goal is to walk 100km over 31 days. You can break it into daily walks or plan longer weekend hikes. If 100km isn't a challenge for you why not make it 200km!

Step 3: Fundraise

Share your JustGiving link with friends, family, and colleagues. Use this fundraising page to collect donations and talk about why you're supporting the cause.

Step 4: Start walking!

Log your walks and share updates on social media to keep your supporters engaged.



Need help?

Email: getinvolved@martinhouse.org.uk

Call: 01937 844569

Visit: martinhouse.org.uk



**Martin
House**
Children's Hospice

Here when families
need us most

Frequently asked questions

Do I need a dog to participate?

Not at all! While the challenge is designed with dog walkers in mind, anyone can join and complete the 100km goal solo or with friends and family.

How do I track my distance?

Use a fitness app like Strava or a pedometer on your phone to track your kilometres. Most smartphones have built-in health apps that can help.

What if I can't walk 100km?

The 100km target is a guideline, but any distance you achieve will still make a BIG difference. Set a goal that works for you and your dog's ability.

Can I start fundraising before January?

Absolutely! The earlier you start, the more time you'll have to reach your fundraising target.

How do I share my progress?

Post updates and photos of your walks on social media using the hashtag **#TheBIGDogWalkChallenge**. Tag us at **@martinhousech** for a chance to be featured!

Is there a minimum fundraising goal?

There's no minimum sponsorship amount, but we encourage participants to aim for at least £200. Every donation counts toward building a better future for the children and families that use Martin House.

Are there resources to help me fundraise?

Yes! You should find all the answers you need in this document along with a link send via email to social media assets.

What should I do if my dog can't walk long distances?

Adjust the challenge to suit your dog's needs. Short, frequent walks can add up to 100km over the month.

Can I participate with a group?

Yes! You can join with friends, family, or a walking group and combine your distances or each aim for 100km. Why invite your dog walker or doggie day care to join in!

Tips for success

Plan your walks

Create a schedule to ensure you reach your 100km goal.

Keep your dog safe

Use a lead, provide water, and watch for signs of fatigue or discomfort.

Share your story

Let supporters know why you're taking part and how their donations will make an impact.

Stay motivated

Celebrate milestones (e.g., 25km, 50km) to keep yourself inspired throughout the month.

Why your support matters

Every pound donated and every brick laid, brings us closer to our goal: to transform the hospice for children with life-shortening conditions, and their families.

Join us and be part of something truly life-changing, as we embark on the biggest project in our history, THE BUILD. Help us raise £2m so that we can be there for families today, and for families of the future.



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