



## Your fundraising guide



---

Together we are  
beating cancer



# Ready, set, walk!

Simple steps to get your challenge off the ground



## Spread the word

Let everyone know about your challenge and encourage others to join in too.



## Plan your month

Think about how you'll cover the 62 miles across January. Whether that's exploring new walking routes, giving your dog extra walks or ditching the car whenever possible.



## Get fundraising

Use the tips and tools in your pack to start collecting sponsorship. We're determined to power progress and our life-saving research is made possible thanks to amazing supporters like you.



## Track your miles

Show your supporters your progress by connecting your online Giving Page to Strava. If you don't have Strava, you can still post your mile count on your online Giving Page to encourage donations.





# Fundraising ideas

We want to make sure you're rewarded for your incredible effort, so we've put together these handy fundraising tips to kickstart your challenge

## Kickstarters



### Set a target

Keep yourself motivated with a fundraising goal. If you set a target on your online Giving Page, you can raise 145% more sponsorship.

### Make the first move

Show potential supporters that you're committed and make a contribution to your own online Giving Page to kick off donations.

### Tell your story

Our most successful fundraisers often have really personal online Giving Pages. Kit yours out with the story of why you've decided to take part, regular updates, photos and of course a thank you to your lovely donors!



### Team up

Encourage your friends and family to join the challenge too and make fundraising a real team effort.

### Promote yourself online

Share your online Giving Page and official challenge badges across your social media for instant results.



### Join our Facebook community

Meet other walkers, share top tips and motivate each other through the month by joining our **Walk 62 Miles Challenge Facebook group**.

## At work

### Ask your employer

Increasing the miles you walk across the month will make you feel more energised at work. What's your company prepared to donate to their happier and healthier employee? See if they'll make a donation or match the funds you raise.

### Let your colleagues know

Send an email to your work colleagues to let them know you're walking 62 miles in January to help fund life-saving research. **Tip: why not add your online Giving Page link to your email signature?**



# Fundraising boosters

Use these ideas to give your fundraising a lift and smash your target



## Film a video

Video yourself out on your walks to let friends and family know you're supporting Cancer Research UK and share across your social media.



## Organise a walking tour

Show your friends and family a local walking route that you've discovered and encourage sponsorship for your challenge.



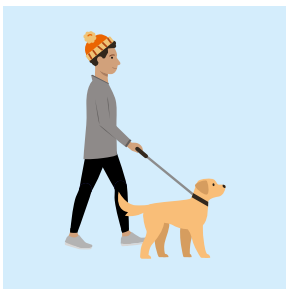
## Dinner party

Walkers need fuel, so why not host a dinner party fundraiser? It's simple – you cook for your friends in exchange for a donation. Plus, you'll be fuelled for a big day of walking the next day.



## Wrap-up event

'I'll donate when you've done it' – the words no walker wants to hear! Hold doubters to their word with a wrap-up event at the end of your month and lap up those last minute donations.



## Use your miles for good

Why not offer to use your miles to help friends and family? You could walk their dogs or collect their shopping in return for a donation.

# Walk 62 Miles Challenge

# Training guide



## Adapt the challenge to suit you

People of all fitness levels are taking on this challenge. The important thing is that you're doing something that challenges you. This will vary from person to person, so tailor the challenge however you like. It should be tough, but doable. However you choose to break down the 62 miles, you'll be helping us to power progress.

## Ease your way in

Gradually build up your miles throughout the month. Why not find out what pace, distance and time of day works for you before the challenge begins?



## Make a plan

Use your challenge calendar to plan where and when you'll be completing your 62 miles, whether that's just 2 miles a day or longer walks at the weekend.

## Team up

Walking in a group will inspire you to push harder and go further than you might otherwise do on your own. Whether you cover the miles together or individually, encourage others to join in the challenge too!

## Fuel those miles

You'll likely be burning more calories than usual. Make sure you've got enough fuel to clock up those miles by eating a healthy and nutritious diet. For more information, visit [cruk.org/diet](https://cruk.org/diet)

## Gear up

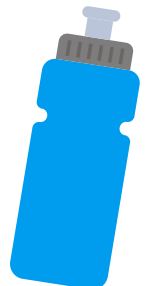
Make sure you have a comfortable pair of trainers or walking boots. Wearing the wrong type of shoe is the most common cause of injury.

## Track every mile

Show off your progress to your supporters by tracking every mile with a tracking app. We recommend Strava as you can link your walks to your online Giving Page.

## Keep hydrated

Make sure you drink enough water before and after your walks.



# Walk 62 Miles Challenge Calendar

Keep track of your  
miles in January



Together we are  
beating cancer



				Lace up! Time to start walking.			
				1	2	3	
4	5	6	Going out? Save money and walk home.	7	8	9	10
11	Try a new walking route.	12		You're halfway! Keep on walking.	15	16	17
	18	19	20	21	22	Only one week to go!	24
25	26	27	28		29	30	You've done it! Put your feet up, hero.
							31

Visit [cruk.org/walk62miles](https://cruk.org/walk62miles)



# Walk 62 Miles Challenge Totaliser



In aid of

CANCER  
RESEARCH  
UK

Name

.....

**is walking 62 miles  
this January  
to power progress  
for people affected  
by cancer.**

**Help them smash  
their target by  
donating to their  
online Giving Page**

Your online Giving Page URL

.....

**Visit [cruk.org/walk62miles](https://cruk.org/walk62miles)**

Target

£ .....

Total

£ .....

Week 4

£ .....

Week 3

£ .....

Week 2

£ .....

Week 1

£ .....

Cancer Research UK is a registered charity in England and Wales (1089464), Scotland (SC041666), the Isle of Man (1103) and Jersey (247).

# Walk 62 Miles Challenge Sweepstake

## Step 1: Get ready

Source a prize for your sweepstake, and fill out the details at the top and bottom of the poster.

## Step 2: Get set

Ask your friends, family and colleagues if they'd like to guess how many hours it will take you to complete your 62 miles, in return for a suggested donation. Then, get them to fill out their guess and name in a box.

## Step 3: Go!

Announce the winner on the date you've mentioned on your poster.

## Step 4: Send us your donations

Return your donations in the form of a cheque (payable to Cancer Research UK) or postal order to: Walk 62 Miles Challenge, Cancer Research UK, PO Box 1561, Oxford, OX4 9GZ

Remember to include your name and address so we can add it to your fundraising total. If you'd prefer to collect your donations digitally, please share your online Giving Page with sweepstake participants.



**Walk  
62 miles  
this  
January**



# Walk 62 Miles Challenge Sweepstake



How many hours will .....  
take to complete this challenge?

Please donate\* £ ..... to take a guess and support Cancer Research UK.  
The person with the closest guess to the total number of hours will win

Guessed by	Guessed by	Guessed by	Guessed by
Guessed by	Guessed by	Guessed by	Guessed by
Guessed by	Guessed by	Guessed by	Guessed by
Guessed by	Guessed by	Guessed by	Guessed by

Visit [cruk.org/walk62miles](http://cruk.org/walk62miles)

\*No donation is necessary.

1. To enter, pick a box and fill out your name and predicted hours in the box.
2. Closing date ..... Winner will be revealed by .....  
(Please write the closing date and when you will announce the winner here.)
3. The person whose guess is closest to the walker's number of hours will win the prize listed above.  
If the correct number of hours is exactly between two guesses, the prize will be given to the guess with the shorter hours of the two.
4. All money raised will be donated to Cancer Research UK.
5. The promoter to collect and send money to: Walk 62 Miles Challenge, Cancer Research UK, PO Box 1561, Oxford, OX4 9GZ.
6. The promoter is .....  
..... (Please write the name and address of the person organising this sweepstake here.)
7. Cancer Research UK is not the promoter and does not accept any responsibility for your sweepstake.
8. Sweepstake for use in the UK only, to be run by and for the participation of people aged 18 or over only

Reg charity numbers 1089464, SC041666, 1103 & 247



# I'm fundraising for Cancer Research UK

Event

When

Where

Details



In aid of

**CANCER  
RESEARCH  
UK**

---

**Together we are  
beating cancer**

# Walk 62 Miles Challenge

Finisher 2026



This January

Your name

.....

walked a total of

Total mile count

.....

miles

raising

Amount raised

.....

to help fund life-saving research

**Thank you for your support!**

Every pound raised for every mile completed will help us bring about a world where everybody lives longer, better lives, free from the fear of cancer.



**CANCER  
RESEARCH  
UK**

Cancer Research UK is a registered charity in  
England and Wales (1089464), Scotland (SC041666),  
the Isle of Man (1103) and Jersey (247).

---

**Together we are  
beating cancer**



# Walk 62 Miles Challenge Sponsorship form



Please make sure to fill out each section accurately and in full.

If any of your sponsors would like to add Gift Aid to their donation, please encourage them to donate online, where they'll be given the option to include Gift Aid during the process.

Your details are safe with us. Check out our Privacy Policy at [cruk.org/privacy](https://cruk.org/privacy) for more details.

## Your details

Title:	First name:	Last name:
Address:		
Postcode:		Telephone:

Please use blue or black pen and write in CAPITAL letters. All fields are mandatory.

Title	First name	Last name	Post-code	Home address – not your work address	Amount	Date collected
MISS	ANNE	EXAMPLE	AB1 2CD	12 EXAMPLE TERRACE, LONDON	£20.00	DD/MM/YYYY
					£	/ /
					£	/ /
					£	/ /
					£	/ /
					£	/ /
					£	/ /

I've raised a total of £ .....

## Next steps

- Collect your donations from your sponsors and send this sponsorship form, along with a cheque made payable to Cancer Research UK, to Cancer Research UK, PO Box 1561, Oxford, OX4 9GZ (please don't send cash).
- Please don't photocopy this form. If you need additional forms please print separately.

Visit [cruk.org/walk62miles](https://cruk.org/walk62miles)

Cancer Research UK is a registered charity in England and Wales (1089464), Scotland (SC041666), the Isle of Man (1103) and Jersey (247). Registered address: 2 Redman Place London E20 1JQ. © Cancer Research UK 2025.



# Thank you for powering progress

Over the past 50 years,  
our work has helped double  
cancer survival in the UK.

We're the world's leading cancer charity,  
dedicated to saving and improving lives  
with our research. Our vision is a world where  
everybody lives longer, better lives, free from  
the fear of cancer. And, backed by your support,  
step by step, our researchers are making this  
vision a reality.

More than

# 8 in 10

people who receive cancer  
drugs in the UK receive a drug  
developed by us, or with us.\*

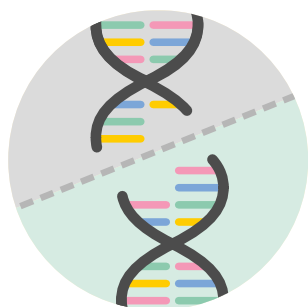
# 1 million

Thanks to progress in cancer  
prevention, diagnosis and  
treatment, over **one million lives**  
**have been saved** from cancer  
in the UK since the mid-1980s.\*\*

# 90%

Our research led to the  
development of the HPV  
vaccine, which is expected  
to **prevent almost 90%** of  
cervical cancer cases in the UK.

## The difference your money makes



## £65

**could buy special  
restriction enzymes**

These act like molecular  
scissors to cut up the long  
strands of DNA in our cells,  
helping us to learn about more  
than 200 types of cancer.



## £170

**could fund one day of  
the ABC-07 clinical trial**

This is testing innovative  
radiotherapy techniques  
for treating people with  
rare bile duct cancer.



## £200

**could fund our team of nine  
cancer nurses for one hour**

Our expert team of cancer  
information nurses are on  
hand to offer confidential  
support and guidance to  
people affected by cancer.

\*Estimated based on Cancer Research UK analysis of England data

\*\*[cruk.org/millionlives](http://cruk.org/millionlives)

Visit [cruk.org/walk62miles](http://cruk.org/walk62miles)

Together we are  
beating cancer