



Will you Walk Your Socks Off at work this May?

The sponsored walk
that's good for the sole.

Sign up now at
[guidedogs.org.uk/walkyoursocksoff](https://www.guidedogs.org.uk/walkyoursocksoff)

A close-up photograph of a person's feet wearing black lace-up shoes and colorful patterned socks. The socks feature a mix of white, black, blue, yellow, and pink geometric shapes. The person is wearing dark trousers.

Raise over **£50**
per person and get
exclusive designer
socks by Julien
Macdonald!
(£25 for under 16s)

Walk Your Socks Off

Do something steptacular for people with sight loss

This May, set yourself a step challenge and raise money to support our life-changing services.

Raise over **£50** each and we'll replace those worn out socks with a brand-new Guide Dogs pair designed by iconic British Designer Julien Macdonald.



Put your heart and sole into it

Your sponsorship money will help provide life-changing services to some of the 2 million people in the UK currently living with sight loss. **£140** could buy a Starter Kit for a new guide dog owner, containing everything they need to start a life with their new guide dog.

Step out together

Get friends, family, colleagues involved by asking them to take on the challenge with you. Walking together physically may not be on the cards this year, but a synchronised virtual walk with colleagues whether on a treadmill, garden or local area, can give a team a great boost.

Pull your socks up

Depending on the step target you have set for your group, you may not need to train hard, but a little bit of preparation can make the week far easier and a lot more fun!

Decide how you'll complete your step target between the group – will you race each other to the finish line, divide the days between you or take on a 24-hour relay? The choice is yours.

Put a spring in your step

Whether virtually or in person (if possible), taking part with friends and workmates can be fun and motivating. Will you attempt to collectively hit your step target in one day, or more leisurely over the week?

Easy to manage steps

Have a think about how you want to Walk Your Socks Off. 2,000 steps is roughly one mile, so good to bear this in mind when setting your step target. Will you split the steps fairly amongst your group or do encourage some healthy competition amongst colleagues to really step it up?

Watch your steps!

Think about how you want to collate your team's steps so no stride goes uncounted. Could you create a group on Strava? Or nominate a step collator in your group for daily totals? Don't forget all the tools and advice we have on:

[guidedogs.org.uk/
walkyoursocksoff](https://www.guidedogs.org.uk/walkyoursocksoff)



How your fundraising changes lives...

for children like Caitlin and Honey

Caitlin was born with congenital glaucoma and underwent almost 50 operations before her fifth birthday.

Caitlin says:

“

I knew a guide dog could help me be even more confident and independent, but I never expected to gain a best friend as well. Honey puts a smile on my face every day with her puppy eyes and wagging tail. She's my reason to get out of bed in the morning and have a great day. We're a perfect match.

”



Step it up a gear

The money you raise will make a real difference to the thousands of people supported by Guide Dogs every year.

The simplest way to start fundraising is to set up a **JustGiving page**; this makes it easy to ask for sponsorship as well as keep your supporters up to date in your progress. If you're doing it as a group you can set up a group page.

Don't forget to check if your company offers matched funding.

Many businesses will boost charity donations by matching the funds raised by their employees, an easy way to double your impact.

Your free pair of exclusive, designer Walk Your Socks Off socks!

In return for your amazing achievement, hit your group target (based on £50 per person and £25 per under 16) and you'll all receive a pair of designer socks at the end of the challenge. Won't those workmates who didn't take part be envious?



How your money helps



£50

could buy a puppy raising kit for volunteers who look after our pups during their first year.



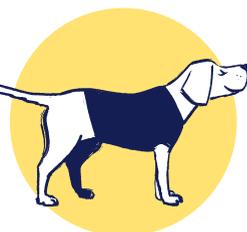
£96

could pay for an eye test each for two guide dogs in training.



£116

could buy a training school kit for one of our guide dog trainers who will teach pups the specialist skills they need as fully qualified guide dogs.



£710

could buy a birthing kit containing all essential equipment for a guide dog mum to safely deliver her puppies.

Step by step help sheet



The joy of this challenge is that there is little training required and you can rack up the steps when and where you want. Here are some ideas to inspire you to walk your way.



Ditch the wheels

Make the most of everyday journeys such as your commute, local errands or sandwich run to add on steps.



Create a gym at home

Add on some more steps by recreating your own gym at home - kitchen lunges, doorstep squats, garden sprints anyone?



Take the stairs

You'll be surprised at the number of steps you can add on by taking the stairs each time. And if you're at home, then that's no excuse... simply simulate your office block with your own stairs. 5 flights every morning anyone?



Walking meeting

Even a virtual meeting just needs some headphones and a mobile connection!



Lunch break

Inspirational maths moment! If you walk 6,000 steps in an hour, you could achieve a whopping 30,000 steps just by walking an hour every workday lunch time.



For more information and free downloads
to help you Walk Your Socks Off
go to [guidedogs.org.uk/walkyoursocksoff](https://www.guidedogs.org.uk/walkyoursocksoff)



Registered with
**FUNDRAISING
REGULATOR**

Registered charity in England and Wales (209617) and in Scotland (SC038979)
GD0270 03/21