

The  
**Fostering  
Network**

# Foster Walk 2023

Employers' guide – how to  
get involved

Foster Care Fortnight™ 15 - 28 May



# About The Fostering Network

As the UK's leading fostering charity and membership organisation, we are the essential network for fostering and we bring together everyone who is involved in the lives of children in foster care. We support foster carers to transform children's lives and we work with fostering services and the wider sector to develop and share best practice.

We work to ensure all fostered children and young people experience stable family life and we are passionate about the difference foster care makes. We champion fostering and seek to create vital change so that foster care is the very best it can be.

# Foster Care Fortnight™ 2023

There are 70,000 children living with foster families in the UK right now. Every year we need to recruit thousands more foster carers to meet demand and ensure children get the stable loving care they need.

Foster Care Fortnight is the UK's biggest fostering awareness campaign - our chance to celebrate foster care and encourage more people to consider fostering.

This Foster Care Fortnight (15-28 May 2023), we are celebrating the strength and resilience of fostering communities, and all they do to ensure children are cared for and supported to thrive. Foster care is at the heart of our communities, enabling children to stay with foster families, local to everything they are familiar with already.

By taking part in Foster Walk you are already supporting Foster Care Fortnight. For other ways to get involved, [click here](#).



# Foster Walk 2023

There are different ways your organisation can become involved in Foster Walk 2023.

1. Join the fostering community across the UK on **Saturday 20 May 2023 from 10.00am** for your own Foster Walk. We are encouraging as many people as possible to walk 5km and share their journey on social media using **#FosterWalk** and **#FCF23**.

Why not bring together a team of staff for Foster Walk and follow up with a picnic or family fun day?

2. Have a steps competition over the fortnight (15-28 May) and teams can compete for the highest numbers of steps or fundraising target.
3. Decide a target for your organisation and set up a challenge.

For example, over the fortnight you could walk 70km to represent the 70,000 children in foster care across the UK. This would be the equivalent of 5km a day and could be completed as a team or an individual.

Whichever way you decide to complete Foster Walk, we would love to see your pictures on social media using **#FosterWalk** and **#FCF23**.

## Let's get started

To register, simply email [fundraising@fostering.net](mailto:fundraising@fostering.net). You can tell us how many team members you would like to register, or we can help you recruit your team with your own tailored registration page and marketing materials.

Registration costs £10 per place for up to 10 team members, with substantial discounts for larger teams.

Your team members will receive a challenge pack with everything they need to take part.

If you are a fostering service you could combine this with a foster carer recruitment event or ask foster walkers to help with distributing leaflets.

## How to fundraise

The funds you raise are vital to our work supporting foster carers and improving life for the 70,000 children living with foster families right now.

To set up your team justgiving page, visit our the [Foster Walk 2023](#) page and click 'start fundraising'. Once you have a page, click on 'create a team' to add or invite others.

Personalise your page with a photo and add your own story – pages with photos and stories raise much more! Tell us about your challenge and why you are doing it.

Share your page with friends, family and colleagues, by email or social media.

## Frequently asked questions

### Where can my team walk?

Anywhere you like! You can find great local walks on gojauntly.com, a free walking app with loads of suggested routes. And why not have a look at:

- [National Trust \(England, Northern Ireland, Wales\)](#)
- [National Trust Scotland](#)
- [Ramblers UK](#)
- [Walk Northern Ireland](#)

### How can we share our story?

You will have access to a range of marketing materials which you can share on social media. If you set up a [JustGiving](#) page, this is a great place to tell your team's story and it provides easy links to share by email or social media.

You can also share your Foster Walk pictures on social media using [#FosterWalk](#) and [#FCF23](#).

### What should I wear?

We encourage as many people as possible to wear orange during Foster Walk to help raise awareness of fostering. You can [buy a Foster Walk t-shirt](#) or wear something orange that you own. The more orange, the better!

### I still have questions, where can I get support?

Just email the fundraising team at [fundraising@fostering.net](mailto:fundraising@fostering.net). We're here to help!



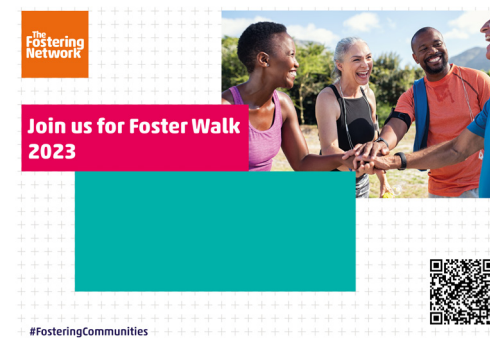
# Marketing materials

After you have signed a team up for Foster Walk 2023, you can promote your own event using the marketing materials below. Click each image to download the resource.

## Event poster



## Customisable poster



## Social media infographic



# Previous participants

Kelly from Foster Care Solutions headed a team of 10 who completed the Wear River Walk.



“

We completed just over 100,000 steps towards the overall goal in support of Foster Care Fortnight. We had a lovely day and it was a great opportunity to complete something as a team.

Kelly, Fostering Solutions

”

Ten families and staff from Argyll and Bute Health and Social Care Partnership really enjoyed getting together in a stunning location.



“

The carers all thoroughly enjoyed the day and it was truly lovely to see them chatting away and the kids running wild together, completing the Scavenger hunt with ease. The wider benefit to our local foster carers was without question a success! Thank you for the ongoing work you do to support our carers.

Kirsty, Argyll and Bute Health and Social Care Partnership

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