



We appreciate each person that **FUNDRAISES** with us - thank you for everything you're doing to help us to help others.

Together we can help to make the world a truly caring place and help change the lives of those less fortunate.

We are here to support you. Whatever fundraising activity you organize, whether you need some information, advice or just a helping hand, we are always available to assist you.

Find out more at [www.charitywalkforpeace.org](http://www.charitywalkforpeace.org)  
or you can follow us on Twitter: @charitywalk\_uk  
Facebook: charitywalkforpeace  
Instagram: charitywalk\_uk



Charity Walk for Peace - Registered Charity No. 1161567



# CHARITY WALK FOR PEACE

[WWW.CHARITYWALKFORPEACE.ORG](http://WWW.CHARITYWALKFORPEACE.ORG)

AN INITIATIVE OF THE AHMADIYYA MUSLIM ELDERS ASSOCIATION UK



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**OUR COMMUNITY ADVOCATES PEACE, TOLERANCE, LOVE AND UNDERSTANDING AMONG FOLLOWERS OF DIFFERENT FAITHS. OUR MOTTO IS "LOVE FOR ALL HATRED FOR NONE". OUR VOLUNTEERS WORK TIRELESSLY TO HELP THE MOST VULNERABLE PEOPLE.**

### **WHO WE ARE**

The Charity Walk for Peace is an initiative of the Ahmadiyya Muslim Elders Association – part of the UK's oldest established Muslim community; was founded in the service of humanity, rooted in the call of duty and substantiated by our mission actuated not by consideration of reciprocity or reputation but rather our desire to win the pleasure of God through service to his creation. Our aim is to relieve the suffering of the poor, to promote peace, understanding and goodwill amongst people of all walks of life.

### **OUR MISSION**

To help society, to support charitable endeavours, to work to secure the common good, to demonstrate loyalty to country and nation, and to defend the dignity of mankind.

### **WHAT WE DO**

Charity Walk for Peace (CWFP) is a charity that collects donations by means of its own volunteers as well as other charity volunteers and then donates 100% of all donations back to humanitarian deserving causes.

**We do not deduct any costs for administration from charitable donations. Costs for organising events, food, and other materials are borne by the Ahmadiyya Muslim Elders Association UK.**



## **FREQUENTLY ASKED QUESTIONS**

If you have any questions that we haven't been able to answer here we would love to hear from you! Please contact your Regional Coordinator, our online chat bot on the website or email directly to [info@charitywalkforpeace.org](mailto:info@charitywalkforpeace.org); and we'll be in touch.

**As a charity, if we collect funds on the CWFP platform and bank the funds in the CWFP account, when do we get the funds transferred to us?**

Once you provide the bank receipts, we will return the funds collected within 2 weeks.

**When do we receive grant or matched funds?**

The charity cheque distribution ceremony is in the month of December every year. You will be invited to collect your donations on the day.

**How do we apply for funding?**

Visit the page <https://charitywalkforpeace.org/affiliate-programme/> to understand how to get involved through our online affiliate programme. You can call us for more information and we'll be more than happy to assist.

**You have a large volunteer base of over 5,000 members. How do we request for Volunteer Support, and do we have to pay for any support?**

Our volunteers are VOLUNTEERS! we do not expect any financial compensation - our faith encourages us to serve mankind. All we ask is that our volunteers are provided clear instructions as to what they are expected to do.

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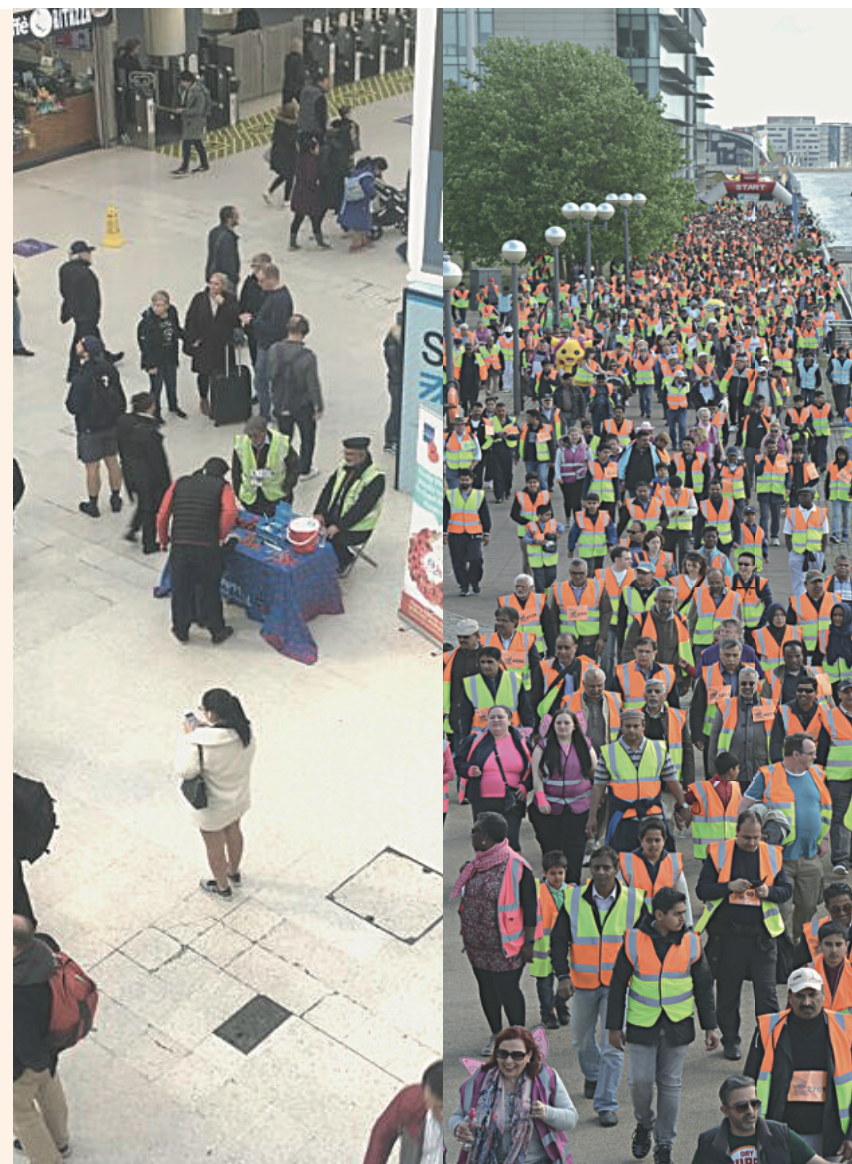
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## SOME FUNDRAISING IDEAS FOR YOU

If you are fundraising individually or as a part of a charity, faith group or at work, fundraising to raise donations as part of a group can be fun and rewarding. Here are some ideas to raise funds with us.

<p><b>JUSTGIVING ®</b></p>  <p>Its easy to setup a JustGiving ® fundraising page with us, just visit <a href="https://www.justgiving.com/cw-fp">https://www.justgiving.com/cw-fp</a></p>	<p><b>BANK TRANSFER</b></p>  <p>Cheques Payable to: Charity Walk for Peace NatWest Bank AC No. 35190698   SC: 60-20-09</p>	<p><b>ONLINE DONATIONS</b></p>  <p>You can donate using our online portal, just visit <a href="https://donation.charitywalkforpeace.org/">https://donation.charitywalkforpeace.org/</a></p>
<p><b>SPONSORSHIP FORM</b></p>  <p>If you requested for a Sponsorship form, then this will be sent to you via post or may be provided to you by your organisation. Please make sure you bring the form and any associated funds to the Walk.</p>	<p><b>COLLECTION BOXES</b></p>  <p>Do you have business with public access or know any high street shops that will place the CWFP collection boxes in their shops? Please contact us and we will arrange for the collection boxes to be delivered.</p>	<p><b>COLLECTIONS POINTS</b></p>  <p>We have over 5,000 volunteers that collect funds for various charities from retail outlet &amp; public transport points. If you want to volunteer please contact us. Funds collected by you will be accounted to you.</p>



## HOW WE DO IT

We organise various regional and national charity walks, encouraging charities; not-for-profit organisations; faith groups and schools to participate and raise funds on the CWFP platform for their desired humanitarian services.







CWFP are then able to provide additional funds as Grant-Funding from donations collected by our own volunteers.

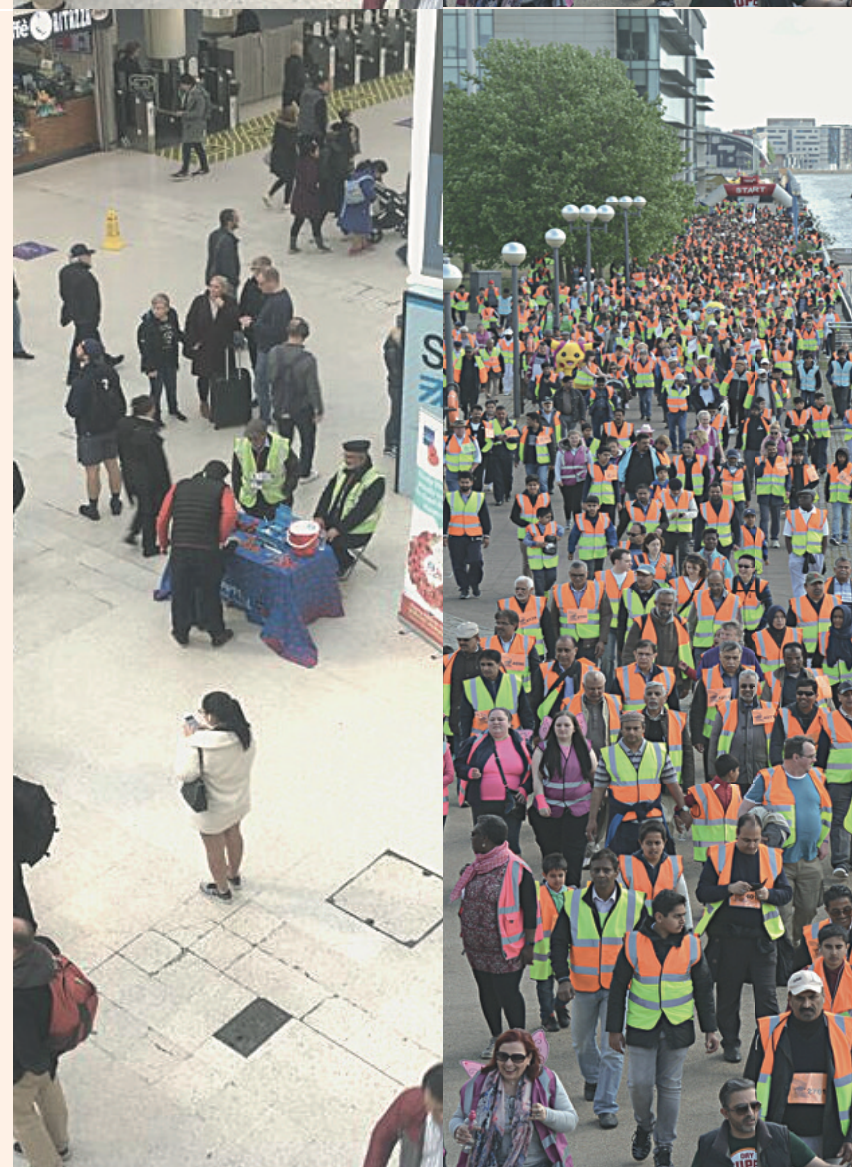
Organisations who apply for our Matched-Funding scheme (subject to availability) can take advantage of securing up to a maximum of £2,000 in addition to the donations the organisation themselves collect. Terms and conditions apply.

By joining our Affiliate Programme, and thereafter using the CWFP platform, organisations can start participating in our events either regionally or nationally. One of the greatest strengths of CWFP are its amazing and dedicated volunteers.

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## MAJOR ACHIEVEMENTS

Volunteers are vital to the success of charity and form an integral part of our achievements. Our fabulous army of volunteers are our social capital who are contributing immensely in the success of charity walks. We have more than 150 fundraising charity champions who collectively donate more than £2000,000 every year.

The distinctive feature of the charity walk for peace is that all organisers are unpaid volunteers and no administrative costs are deducted. Every penny raised goes to charity. Their efforts and the efforts of our affiliated organisations helped us achieve wonderful success, including:

**£8.9 MILLION**

FUNDS RAISED

**£902,000 (in 2022 alone)**

POPPY APPEAL COLLECTION

**21,000 EYE OPERATIONS**

CATARACT EYE SURGERIES SPONSORED

**5,000+ VOLUNTEERS**

ALWAYS READY TO GIVE THEIR TIME, ENERGY AND SKILLS TO SUPPORT HUMANITARIAN RELIEF

**622 UK REGISTERED CHARITIES SUPPORTED**

SUPPORTING VARIOUS HUMANITARIAN AND COMMUNITY COHESION PROJECTS

### Milestones

Since its inception in 1985 the walk has been held at different venues across the UK with thousands participating each year. To date, over £5.2 million has been distributed to over 590 UK registered charities. A number of regional charity receptions and walks are organised throughout the UK culminating with the annual event organised to benefit various charities that provide practical help and support to vulnerable people.



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## VOLUNTEER SUPPORT

Whether you're looking for volunteers to be part of your community group or project, need help with volunteer coordination or are looking for a fundraising collection on your behalf, we can help!

### Engage with a Regional Coordinator

We have 18 regional coordinators. If you don't have the contact details, please email the Secretary CWFP at [secretary@charitywalkforpeace.org](mailto:secretary@charitywalkforpeace.org), and he will happily provide you with the contact details.

### Register your charity or organisation

You will need the contact details of the Regional Coordinator (see Step 1) to complete the online registration. The direct link for the registration system is <https://charitywalkforpeace.org/portal>

### Registration assessment

The CWFP Executive Committee will assess your request for registration and, if successful, send you a confirmation via email including the credentials to login to the CWFP Affiliate Portal.

### You're In

Once you have logged in to the Portal, you can apply for VOUNTEER SUPPORT. At this step you must familiarise yourself with the Terms & Conditions.

### What happens next?

Upon approval of your application an email will be sent to you. Our Regional Coordinator, as your first point of contact, will continue to support you throughout the year.

STEP 1

STEP 2

STEP 3

STEP 4

STEP 5

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## THE FUNDING PROCESS

By following the few simple steps you can registered with our Affiliate Programme and then apply for funding.

- STEP 1 Engage with a Regional Coordinator**

We have 18 regional coordinators. If you don't have the contact details, please email the Secretary CWFPE at [secretary@charitywalkforpeace.org](mailto:secretary@charitywalkforpeace.org), and he will happily provide you with the contact details.
- STEP 2 Register your charity or organisation**

You will need the contact details of the Regional Coordinator (see Step 1) to complete the online registration. The direct link for the registration system is <https://charitywalkforpeace.org/portal>
- STEP 3 Registration assessment**

The CWFPE Executive Committee will assess your request for registration and, if successful, send you a confirmation via email including the credentials to login to the CWFPE Affiliate Portal.
- STEP 4 You're In**

Once you have logged in to the Portal, you can apply for either Grant Funding or Matched Funding. At this step you must familiarise yourself with the grant or matched funding Terms & Conditions.
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Lets work together,



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## AWARENESS

Throughout the year we organize reception dinners and seminars throughout the UK to promote our work sharing ways to harness our support for charities, not-for-profit organisations and schools.

Any member of the public can attend these events by visiting our website and registering online.



## HOW WE SUPPORT CHARITIES

We support UK-registered charities, not-for-profit organisations and faith groups who raise funds for their humanitarian causes.

Every year, members of participating charities have the chance to have their donation doubled through our matched-funding scheme. Support is also available to organisations and groups under our grant-funding scheme.

Funds required to grant-fund or match-fund organisations are raised by our own members through personal donations or by collecting using various online and traditional methods of sponsorship forms, shop collections and door to door.

To apply for funding or volunteer support, all organisations must register on our Affiliate Programme.

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## HOW WE SUPPORT SCHOOLS

If you are a school, college, 6th form or nursery, you can get involved in raising charitable donations to support your projects. Fundraising with us is not only a great way to help you make a positive difference in your organisation, it is also a way for your pupils to learn about giving and helping other children in need – a vital lesson that builds character and compassion.

Whether you are a parent, pupil, teacher or simply have a connection with a school or college, you can use our Affiliate Programme to start raising funds.

There are all sorts of ways in which you could fundraise including through existing events such as a school fun days or by co-hosting a school charity walk - our experience shows that children thoroughly enjoy the walks - organised safely within the school grounds.

By raising funds yourselves on the Charity Walk for Peace platform you will have a unique position to be able to apply for matched-funding (subject to availability).



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## GRANT FUNDING

Terms and Conditions to become a beneficiary of CWFP Grant Funds Applicants must:

1. be a charity, school or non-registrable charitable groups serving the local community.
2. have fully complied with the relevant regulatory bodies.

To receive the full benefit of Grant Funds, applicants shall ensure that:

1. a minimum of 10 walkers participate in the Charity Walk ("Walk"); and
2. they promote the Walk including by publicising it on their websites, social and other media networks.

Approval of a beneficiary is subject to:

1. the sole discretion of the Charity Walk for Peace ("CWFP") Central Executive Committee in accordance with its then current grant making policies;
2. the issue of a CWFP letter or official email of confirmation; and
3. the applicant's compliance with these terms and conditions.

Claims for Grant Funding can be affected if the requirements are not fulfilled. Charities/Beneficiaries must register their walkers using the online registration process.

The Charity/Beneficiary must register on the CWFP Affiliate Programme and, upon approval, must apply online for Grant Funds.

Charities/Beneficiaries will be considered for Grant Funds only if they can show the organisation is independently registered as a charity/not for profit organisation.

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## MATCHED FUNDING

Matched-Funding is a Charity Walk for Peace ("CWFP") scheme which (subject to the terms below and subject to availability) matches up to 100% of the funds the applicant raises for the purposes of Charity Walk for Peace. For the purposes of these Terms & Conditions, Funds means the amount raised by the applicant specifically for CWFP. Matched-Funding means the amount of money that CWFP grants to the applicant based on Funds raised. Subject to these terms & conditions, the applicant is entitled to both Funds and Matched-Funding.

Minimum Criteria:

Applicants must:

1. be a UK charity benefiting the public in the UK, a school or a non-registrable charitable organisation;
2. have fully complied with Charity Commission requirements; and
3. not have an annual turnover exceeding £1 million.

To receive the full benefit of Matched-Funding, applicants shall ensure that:

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Application Process:

Approval of Matched-Funding is subject to:

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## BENEFITS

The Affiliate Programme provides a number of benefits including grant-funding, matched-funding, volunteer support, promotion and awareness of your organisation and networking amongst like-minded organisations striving to help those less fortunate.

## BECOMING A PARTNER - Our Affiliate Programme

The Charity Walk for Peace (CWFP) affiliate programme is a wonderful platform for charities and other not-for-profit organisations to work closely with our members – all volunteers working towards the service to humanity.

We are humbly proud of having held these walks since 1985, at which time we were collecting only a few thousand pounds. However, in 2019, as in the previous year, we were proud to announce an amazing collection of over 1 million pounds collection in just one year.

Thank you to the charities who are now working hard on the CWFP platform thereby collecting funds for their own charities. This true and wonderful integration – this partnership – not only helps those less fortunate but it spreads the wonderful message of defending the dignity of mankind.

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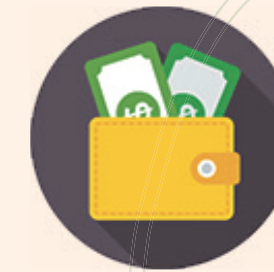
## BENEFITS OF WORKING AS AN AFFILIATE

The affiliate programme provides a number of benefits including **grant-funding**, **matched-funding** (subject to availability), **volunteer support**, **promotion** and **awareness** of your organisation and networking amongst like-minded organisations striving to help those less fortunate.



## OUR FINANCIAL AND VOLUNTEER SUPPORT PROGRAMMES

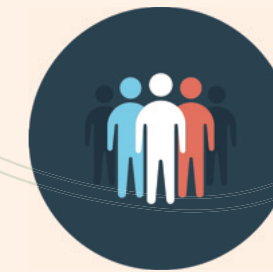
We offer a range of funding schemes and volunteer support programmes - all designed to encourage people to give more to their local charities and community groups.



**MATCHED FUNDING**  
*Subject to availability*



**GRANT FUNDING**



**VOLUNTEER SUPPORT**

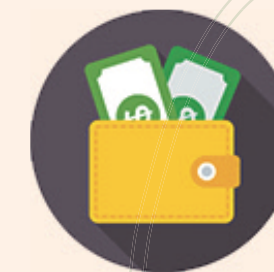
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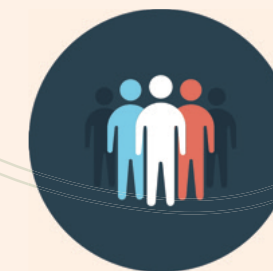
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