



ROY CASTLE  
LUNG CANCER  
FOUNDATION

# WALK IN WHITE FOR WORLD CANCER DAY TEACHER'S GUIDE

## WELCOME TO WALK IN WHITE FOR WORLD CANCER DAY!

Thank you for joining the "Walk in White" campaign on World Cancer Day! By taking part in this important initiative, your school will help raise awareness for all types of cancer, with a special emphasis on lung cancer. The funds raised through this event will support vital research and provide critical patient care.

This guide will walk you through everything you need to know to make the event a success for your school and students.



## WHY “WALK IN WHITE”?

Walk in White is a nationwide event to symbolise hope, unity, and a future free from cancer. On February 4, 2025, schools across the UK will come together to walk in support of cancer research, particularly for lung cancer awareness, one of the most common cancers in the UK.

Your school’s participation will help spread awareness, raise vital funds, and make a tangible impact on the fight against cancer.

## HOW IT WORKS:

**1. SIGN UP FOR FREE** - Register your school for the Walk in White campaign at:  
[www.roycastle.org/wiw](http://www.roycastle.org/wiw)

Registration is free, and once signed up, your school will receive regular updates and resources to help you prepare for the event.

**2. SET A FUNDRAISING TARGET** - Encourage your students to raise funds for research. Here’s how it works:

- Individual Goal: Each student is encouraged to raise £50 or more to earn their Walk in White Medal.
- School Goal: As a whole, your school can aim for £500 or £1,000 to maximise your impact and receive recognition for your efforts!

### 3. T-SHIRTS AND MEDALS:

- Pledge to Fundraise: Each student who pledges to fundraise will receive an official “Walk in White” t-shirt – wear it proudly on the day of the event! For schools with over 100 participants, a small contribution of £2.50 per t-shirt will apply to students not actively fundraising to help cover part of the t-shirt cost. Anyone who prefers not to contribute can wear their own white clothing and still join the walk. Thank you for your understanding and for making every step matter!
- After the walk, students can get creative and decorate their t-shirts to symbolise their fight against lung cancer!
- All participants who raise £50 or more will receive a special Walk in White Medal.

### 4. WALK IN WHITE CHALLENGE

Set your school’s walk challenge! Whether you opt for a 5K Challenge, the Mini Mile for younger students, or another fun distance, the goal is to get moving and raise awareness.



## EVENT DAY – FEBRUARY 4, 2025:

### HOW TO RUN THE WALK:

- Choose a Time: Schedule your walk during school hours (morning or afternoon) and ensure it works with your school's timetable.
- Map Out a Route: Whether it's around the school grounds, local park, or a nearby area, make sure the walk route is safe and accessible.
- Make it Fun: Encourage students to wear their Walk in White t-shirts and walk as a group, creating an atmosphere of solidarity.
- Lung Cancer Awareness: Use this opportunity to teach students about the importance of cancer awareness, particularly lung cancer, and the difference they're making by participating.

### AFTER THE WALK:

- Decorate Your T-shirts: After the walk, students can get creative by decorating their white t-shirts with colours, drawings, or messages of hope. Encourage them to add symbols or messages about lung cancer awareness.
- Share Your Success: Share photos and stories from your school's event on social media using **#WalkInWhite2025**. We would love to see how your school contributed!

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## IMPORTANT DATES TO REMEMBER

- Now – Registration is Open! Register your school at: [www.roycastle.org/wiw](http://www.roycastle.org/wiw) and start promoting the event to students and parents.
- February 4, 2025 – Walk in White Day. Schools across the UK will unite for the "Walk in White."
- February 14, 2025 – Send in Your Fundraising Totals. Please submit your school's fundraising total by this date, so we can tally up the incredible impact you've made.

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## TIPS FOR SUCCESS

### INSPIRE FUNDRAISING:

- Encourage students to reach out to family, friends, and neighbours for support.
- Make it a friendly competition between classes, with a prize for the class that raises the most!
- Share real stories of how cancer affects people to show the significance of their efforts.



- **Involve Parents:** Send letters or emails to parents explaining the event and its importance. Invite them to contribute to the fundraising efforts and even join the walk if possible!

### **GET CREATIVE WITH T-SHIRTS:**

After the walk, motivate students to decorate their Walk in White t-shirts to express their solidarity with those fighting cancer. They can use colours, drawings, and messages to symbolise hope and raise lung cancer awareness.

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## **TALKING TO STUDENTS ABOUT LUNG CANCER**

While the event raises awareness for all cancers, lung cancer is a key focus this year. Here are some facts to share with your students:

- Lung cancer is the third most common cancer in the UK.
- Early detection is key to improving survival rates, but lung cancer is often diagnosed late.
- By participating in this event, they are helping to fund life-saving research, support patients, and spread awareness about lung cancer and its prevention.

Use age-appropriate materials to explain the importance of cancer research and what their efforts are achieving. You can also hold an assembly or classroom discussion about cancer awareness in the lead-up to the event.

### **RESOURCES:**

- **Posters and Flyers:** Available for download at: [www.roycastle.org/wiwdownloads](http://www.roycastle.org/wiwdownloads) to promote the event in your school.
- **Fundraising Tracker:** Use our tracker to monitor your school's progress toward your fundraising goal.
- **Social Media Toolkit:** Share your school's involvement with parents and your community using pre-made social media posts, images, and hashtags.

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## **CONTACT US**

If you have any questions or need further assistance with the campaign, don't hesitate to get in touch with us at: [community@roycastle.org](mailto:community@roycastle.org) - We're here to help! Thank you again for your incredible support and for helping to make this year's Walk in White a success.

Together, we are walking toward a brighter, cancer-free future!

Best regards,

**ANGELA MASSEY**

Community and Digital Fundraising Manager

