



PHARMACIST
SUPPORT



START



Walk for Wellbeing, 97 for 97.

Take on a fundraising challenge for the 97% of
our pharmacy family who need our support.

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About Walk for Wellbeing



Pharmacists work tirelessly to support their communities, but who supports them? 97% of pharmacy professionals say they'll need support from our charity, Pharmacist Support, at some point in their lives. Walk for Wellbeing is a fundraising challenge that brings our pharmacy family together and your chance to stand beside those 97% of people who depend on our life-changing support. By walking 97 kilometres or 97,000 steps during September and asking your friends, family and colleagues to sponsor you, you'll be helping to ensure no one has to face life's most difficult challenges alone.

How you can get involved:



Walk for Wellbeing

Complete 97km or 97,000 steps during September.



Raise vital funds

Set up a JustGiving page to collect your sponsorship donations.



Change lives

Every step you take and every pound you raise will help pharmacists, trainees and students to access life-changing support.

About Pharmacist Support



For over 180 years, we've proudly supported thousands of pharmacists, trainees, students and retirees across GB to improve their wellbeing and feel more in control of their lives. We do this by providing free online information, personalised support and access to specialist services. And because none of our staff are pharmacists, you can feel confident that our help is impartial and completely confidential.

Every year, we support thousands of people with their **mental health and wellbeing**, **financial health**, **workplace wellbeing** and **studying and training**.

Rising demand, growing impact

Between 2021 and 2025, we:

- Funded **3,079** counselling sessions
- Delivered **641** calls through our Listening Friends peer support
- Gave over **£930,000** in **financial assistance** grants and student bursaries
- Handled **5,248** enquiries and made **865** specialist advice referrals in debt, benefits, employment and immigration
- Made **57** referrals to our Addiction Support counsellor, resulting in 337 support interactions and sessions.

Behind these figures are real people – colleagues, peers and friends. People who are experiencing homelessness, coping with bereavement, facing domestic abuse and struggling with workplace bullying. But demand keeps rising and so must our ability to respond.

Why your support matters

Amongst our pharmacy family:

- **97%** need support from our charity
- **87%** are at high risk of burnout
- **35%** say their mental health is poor or very poor.

That's why your support through Walk for Wellbeing is so important. Behind every donation you raise, no matter how big or small, is the opportunity to help someone start a new life, protect their mental health, complete their studies or simply feel less alone. You'll become part of these stories and the impact Pharmacist Support has across the lives of thousands of people working and studying in the pharmacy profession. Your steps in September will help to ensure independent, confidential and free support is available when people need it most.

Getting started

Organise your walk for wellbeing today!

Getting involved in Walk for Wellbeing 97 for 97 couldn't be easier! Choose to walk 97 kilometres or 97,000 steps during September. You could aim to walk 3.3km per day, do bigger chunks at the weekend or make your step count the challenge! However, you want to do it, do it knowing you're making the biggest difference to pharmacy mental health and wellbeing.

How to plan your Walk for Wellbeing fundraising challenge

1

Register your challenge

Tell us about your [Walk for Wellbeing](#) to receive helpful guidance and support for your fundraising challenge.

3

Invite people to join you

Spread the word among colleagues, your team, friends and family. The more, the merrier—and the more awareness and funds you'll raise.

2

Choose a method

Decide if you want your challenge to be 97 kilometres or 97,000 steps. You'll want to consider the weather and allow time to plan your route and look for sponsorship.

4

Set up your fundraising page

It's quick and easy to create a [JustGiving fundraising page](#) and start collecting donations. Share your story, your method and your goal, and watch the support roll in. See next section for step-by-step instructions on setting up your fundraising page.

5

Fundraise

Ask your friends, family and colleagues to sponsor your challenge and help pharmacists and their families, former pharmacists, trainees and students access life-changing support.

6

Share on Social Media and across your networks

Social media can be a powerful way to encourage donations across your networks, and it could also inspire others to get involved and set up their own Walk for Wellbeing. Don't forget to tag us and use **#WalkforWellbeing97for97**

Here's a suggested post you can copy, paste and adapt for your channels:



Collecting & transferring donations

When you've chosen if you're going to walk 97 kilometres or 97,000 steps throughout September, alone or with friends, colleagues or family, you will need to decide how you want to collect your sponsorship donations.

Online is the most cost effective and secure way to fundraise /donate. You could either set up your [own online fundraising page](#), where supporters can safely transfer their donations which then automatically get transferred to the charity. See instructions on setting up a fundraising page below.

or

Visit our [Walk for Wellbeing campaign page](#), click on GIVE NOW and transfer any cash collected. Be sure to leave a message or your contact details so that we know how the money was raised.

1

Create your fundraising page

To set up your Walk for Wellbeing JustGiving page, visit www.justgiving.com/campaign/ps-walk-for-wellbeing-2026 and click on the 'Start fundraising' button. By clicking on this button your fundraising activity will be linked to the Walk for Wellbeing campaign with donations going directly to the charity.

3

Upload a photo

Fundraisers with pictures on their page often raise 13% more for each picture they share. Keep your page updated with new photos of you preparing for your event/activity and remember to post pics when it's all over.

8

2

Share your story

Make sure you promote your fundraiser and page on social media and via email to encourage people to donate. Personalise the page and grab people's attention by adding your reasons for fundraising for Pharmacist Support - people are more likely to make a donation if they know why the cause is important to you.

4

Set a fundraising goal

Did you know that JustGiving pages with a target raise up to 17% more sponsorship than pages without one? Share your target so people can help you to reach your goal.

Setting up your JustGiving® fundraising page

Whether you're taking on a personal challenge or organising a fundraising event, setting up your Pharmacist Support fundraising page is easy and should be one of the first things you do.

Your friends and family will be able to visit your page and make a donation online. They will be able to leave messages of encouragement and view any training updates or progress. Plus this money will come straight to Pharmacist Support and JustGiving will claim any relevant Gift Aid on our behalf.

5

Include your offline total

Don't forget to add your offline fundraising donations to your total. It will help keep everyone updated on how well your fundraising journey is going.

7

Collaborate with your workplace, network or university society

You could also ask them to share via their social media pages and internal communications.

6

Keep everyone updated

Don't forget to post regular updates about your fundraising. It encourages people to re-visit your page and could even encourage them to share your cause with their friends.

8

Thank people

Make sure you thank everyone who sponsors you. If you do it through social media it will act as a reminder to anyone who hasn't sponsored you yet!

Visit the JustGiving website for more effective fundraising tips!

VISIT JUST GIVING TIPS →

Planning and preparation

Making sure your walk is safe

Walking together is not only safer but also one of the best ways to connect with friends, family and colleagues. We encourage you to make your walk a group activity wherever possible.

If you're leading or organising a walk, keep these points in mind:

Choose an inclusive route

Make sure the distance and terrain are suitable for everyone in your group.



Think ahead for challenging routes

Carry out a risk assessment before setting off. Guidance is available on the [Health and Safety Executive website](#) and a detailed safety checklist can be found on the [Mountain Rescue website](#) (particularly useful for hill or mountain walks).

Keep it private

We recommend organising your walk as a private event for colleagues, family and friends. Public events require public liability insurance.

Respect the environment

If your route takes you through the countryside, please follow the [Countryside Code on gov.uk](#) to help protect nature and keep spaces safe for everyone.

Being well equipped

What you'll need depends on your chosen method and route. The key is to be prepared for all conditions (yes, even the Great British weather!).

Here's a suggested checklist:



Comfortable, suitable footwear



Waterproof clothing



Sun cream



Mobile phone



Water



Snacks



Map or navigation app



Hat (for sun or warmth)



Extra layers/warm clothing



First aid kit



Checking the weather forecast before you head out will help you pack smart — but it's always worth being prepared for a change.

Wellbeing Walking options

Sometimes, the most powerful medicine is as simple as putting one foot in front of the other, outside, in nature. Walking is not only great for your physical health, it's a powerful way to reconnect with yourself and others.

Why walk?

Walking in nature has been shown to:



Reduce stress levels



Boost mood and focus



Improve heart and immune health



Ease symptoms of anxiety and depression



Increase creativity



You don't need expensive equipment or gym memberships. Whether you choose to walk in silence, walk mindfully, or simply enjoy a chat with a friend—every step supports your wellbeing and that of your pharmacy colleagues.

Check out our Wellbeing Walking styles flyer that covers:



Mindful Walking

Focus on each breath and step



Nature Walks

Reconnect with the outdoors



Interval Walking

Alternate fast and slow for strength



Solo Strolls

Time to reflect and restore



Social Walks

Catch up with friends, family or colleagues

WALKING STYLES FLYER →

How your support helps

Behind every step you take is a real person whose life has been changed by your support. Pharmacists, trainees, and students across the profession turn to Pharmacist Support during their toughest times. Here's what some of our beneficiaries had to say:



“

My counsellor was very understanding and sympathetic to all my current problems and never offered me a direct solution. Instead she created a safe, non-judgemental space for me where I could talk to her and come up with a solution for everything by myself. It was a very cathartic experience. I felt in control of my own life for the first time and felt confident to live my life in the way I wanted.

** These testimonials use stock images to protect the beneficiaries' identities.

“

I cannot put into words how much the weekly sessions have helped me. My thought process has changed. I am more positive, I am prioritising myself, I am making a conscious effort to look after my mental health and to assess my emotions instead of ignoring them and letting them build up as I used to before.

It's true to say I was in a dark place and didn't see a way out. I will be forever grateful to Pharmacist Support for being there in my time of need.



[Read the stories](#) of pharmacy colleagues and peers who have shared their real-life stories about how our charitable services supported them through difficulties.

Thank you.

Visit: pharmacistsupport.org
Email: info@pharmacistsupport.org
Call: **0808 168 2233**
Connect:     



Keep up to date with our latest developments and resources to support you and your pharmacy team by signing up to our free charity e-newsletter.

END



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