



Girlguiding

# Kiltwalk

A guide to fundraising for your unit

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# 1 Introduction



## 1.1 What is Kiltwalk?

Kiltwalk is Scotland's largest mass participation fundraising event.

Each year, they hold events in Glasgow (April), Aberdeen (June), Dundee (August), and Edinburgh (September).

There are three options for taking part in the event:

### THE **Mighty Stride**

#### **The Mighty Stride**

20 miles  
Approx. 6 hours  
Suitable for age 13+  
£20 entry

### THE **Big Stroll**

#### **The Big Stroll**

11 miles  
Approx. 4 hours  
Suitable for age 10+  
£20 entry  
(Glasgow and Edinburgh)

### THE **Wee Wander**

#### **The Wee Wander**

5 miles  
Approx. 2 hours  
Suitable for age 5+\*  
£13/adult, £7/child

\*This is at the discretion of the unit leaders and parents / carers, so younger Rainbows could still take part.

Prices are correct as of May 2025, but may change from year to year.

## 1.2 Why does it suit fundraising for units?

Kiltwalk has low entry costs, so you can focus on raising money for your unit without worrying about high entry costs.

The events themselves have a strong community feel, and there's also opportunities for girls or leaders who don't want to join in the walk to support from the crowd.

You can fundraise directly for your unit, with online and offline donations both counting towards your total raised.

It's something which your unit can do together, and parents and carers can also join in if they'd like to support the unit without making their own donation.

# 2 Getting started

## 2.1 Registering your unit as a Kiltwalk charity

Before you can register your participants and start to receive donations, you'll need to register your unit as a charity on the Kiltwalk platform.

[You can find the form on Kiltwalk's charities page here.](#)

You can select either "I am a registered Charity" or "I am a Community Group or Local Cause" depending on whether your unit has its own charity number.



Remember, you can't use Girlguiding Scotland's charity number for local fundraising. However, we are happy to verify your unit as part of Girlguiding if you have any problems during the registration process.

When your supporters sign up to walk for your unit, they'll need to be able to select the unit from a drop down list. With this in mind, it's important that you register your unit with the unit name your supporters would recognise. If you need Girlguiding Scotland to verify your unit, then make sure the name matches how your unit appears on GO.

## 2.2 Registering walkers

Once your unit is registered as a charity on the Kiltwalk platform, the next step is registering your walkers!

Registering is quick and easy, your supporters simply need to select the location they'll be walking (Glasgow, Aberdeen, Dundee or Edinburgh) and then click the 'sign up' button to begin the process.

Important info:

- If your registering multiple girls from your unit, and you've already got consent forms and entry fees, you can choose the option 'I am a team captain'.
- Individuals who are walking on behalf of your unit who want to be part of your team JustGiving page can select 'I am a team member' when they sign up. You can also add them to your team manually after registration by contacting the Kiltwalk team or selecting 'join the team' on your team's JustGiving page.
- Your supporters will be asked to choose the charity they're walking for at the point of registration. There may be multiple Girlguiding groups on there, so it's important they know exactly which unit they're signing up with. **If one of your supporters accidentally selects the wrong unit, or Girlguiding Scotland, then you can change this by emailing [contactus@thekiltwalk.co.uk](mailto:contactus@thekiltwalk.co.uk). It's important this is done immediately, as once they've set up a JustGiving page this cannot be changed.**

## 3 Raising funds

### 3.1 Harness the power of digital

#### 3.1.1 What is digital fundraising?

When participants sign up to take part in Kiltwalk for your unit, they'll be prompted to set up a JustGiving page. JustGiving can be integrated with the specific Kiltwalk event you're taking part in, using the event code which will be supplied. However, if you'd prefer to use another online platform, you can also choose to do this.

If your whole unit is taking part in Kiltwalk together, and you'd like to have just one page, you can do this by creating a 'team' on Kiltwalk.

### 3.1.2 Why should I use digital fundraising?

A digital fundraising page is a great way to spread the word about your fundraising. Photos can make the page visually appealing, and you can provide a compelling story about the impact of donations and why you're raising money. Having a fundraising target which donors can see is a great motivation for them to give, and the platform is a secure way of processing donations which means you don't have to handle cash personally.

Research from JustGiving shows the impact of online fundraising:

Supporters who...



Added a personal story

Raised 72% more



Set a fundraising target

Raised 66% more



Connected their fitness app

Raised 8% more

JustGiving have some guidance for creating successful online fundraising pages. You can read this on their website [here](#).

## 3.2 Offline donations

You can also collect donations offline, using a sponsorship sheet. We have more information about this in our FAQs section at the end of this pack.

## 3.3 Fundraising messaging

Whether you're fundraising online, offline or a mixture of both, it's important to tell a compelling story about the impact of your donations. Here's some guidance to get you started in writing this:

- **Use Girlguiding's ethos, but tie it back to your local community:** "We help girls in [area] know that they can do anything!"
- **Talk about the activities you do, and their impact:** "Brownies welcomes all girls from 7 to 10 years old having nonstop fun, learning and adventure. It's full of firsts: she might grow her first plant, cook her first cake, put up (and take down) her first tent, light her first fire, go on her first fun-packed weekend away with guiding friends. With a helpful hand from our encouraging volunteers, she'll explore her creative side, get out into the great outdoors, and start learning to look after herself, others and the world we live in."
- **Remember, not everyone knows about guiding:** You'll want to include some details which might seem obvious to you. We'd recommend including the ages your section covers, that all our leaders are unpaid volunteers, and that Girlguiding is a charity.

You can find further messaging and examples for the other sections in the ['Using our messaging'](#) guide.

### 3.4 Things to remember when fundraising

- Make it clear that you're raising funds for your unit. You must not use Girlguiding Scotland's or Girlguiding UK's charity number when raising funds for local guiding.
- Young people under 16 should not be responsible for handling cash or counting donations, so bear this in mind for your offline donations.
- If you're raising funds for something specific, like a trip or purchase, rather than running costs, then you'll need to include a statement like the following to your sponsorship forms and online donation page:

"We are fundraising for [trip / purchase info]. Any funds raised beyond the cost of the trip will be donated to support the ongoing running of [insert unit name]."

This just means you don't have to worry about getting in touch with individual donors should the trip or purchase not happen, or if you raise more than needed!

If you have any other concerns around fundraising regulation and compliance, take a look at [Girlguiding UK's guidance](#), or get in touch with the team.

## 4 FAQs and support

**My unit doesn't have its own charity number. Can I still fundraise through Kiltwalk?**

Yes! Girlguiding Scotland are able to verify your unit as a unit. Please get in touch with the team on [hello@girlguiding-scot.org.uk](mailto:hello@girlguiding-scot.org.uk).

**Will my fundraising be matched by Kiltwalk?**

Unfortunately, Kiltwalk no longer offer matched funding for the donations raised. Instead, they're committed to keeping the entry price per walker low, so that more money can be raised for good causes.

This change also means units can now claim Gift Aid on any money raised. If you need to claim Gift Aid on offline donations, you can find guidance [here](#).

**Can I collect donations off-line? For example, using sponsorship sheets?**

Yes, you can definitely fundraise through a combination of online and offline donations. You can find Girlguiding branded sponsorship sheets in the resource pack which you can print and use.

We'd recommend that sponsorship sheets and cash for your unit are collected by the leader. You can then add these donations to your fundraising page when you're logged in to JustGiving, select 'My fundraising' and 'Donations'.

**Can I continue fundraising after the walk is completed?**

Yes, we recognise that you may receive additional donations after the event, particularly if you're sharing pictures and updates from the day. You can continue to register donations until 2 months after the event.

**I have a question which hasn't been covered by this pack. How can I get in touch?**

You can get in touch with the Girlguiding Scotland team on [hello@girlguiding-scot.org.uk](mailto:hello@girlguiding-scot.org.uk).