



Walk the Walk - Make Every Step Count!

Walk the Walk: How it all started

In 1996 Nina Barough CBE, Founder and Chief Executive of Walk the Walk Worldwide, woke up one morning with the idea of Power Walking a marathon in a bra to raise money for breast cancer. Just months later, she led a group of 13 women, as they Power Walked The New York City Marathon wearing decorated bras. Just weeks later Nina was diagnosed with breast cancer, but continued to Power Walk to help keep positive. This was the starting point for Walk the Walk and soon to follow would be the famous MoonWalks!



Nina Barough CBE at The MoonWalk London

25 years later, Walk the Walk has become one of the most successful grant-making breast cancer charities in the UK, raising to date in excess of **£134 million**. The flagship MoonWalk has become an iconic event and is known, not just for being another walk; it is an experience!

Walk the Walk – How is money raised?

Walk the Walk specialises in all things walking – organising many different challenges and events from family 10k distances, to 100 mile treks, as well as promoting the now proven benefits of walking for health and well-being.

- LIVE MoonWalks are held in London, Scotland and Iceland
- Walk the Walk has also developed an extensive range of 'Virtual' walking challenges
- Walk the Walk organises The Arctic Challenge – a 26.2-mile backcountry skiing marathon in the Swedish sub-arctic
- The charity organises treks such as the Inca Trail in Peru and the Camino Challenges. The charity's supporters also take part in marathons across the globe, including the New York City Marathon
- Almost half a million women, men and children have completed Walk the Walk challenges



The MoonWalk Scotland



The MoonWalk Iceland

Walk the Walk: Where does the money go?

The charity has three key aims; to grant funds for research, particularly secondary breast cancer, to help provide emotional and physical support for those living with cancer, and prevention. Science has now shown that lifestyle and being active are key contributors to preventing not only breast cancer, but all disease.

During the pandemic, Walk the Walk has made grants to:

- **Action Cancer** for their new 'Big Bus'. Walk the Walk is the Principal Funder of the bus, which offers breast screening for women in Northern Ireland aged 40-49 and 70 plus that are outside the NHS screening program
- **Penny Brohn UK** in Bristol for online cancer support services
- **Cancer Support Scotland**, funding hundreds of online counselling appointments and wellbeing calls
- **FACT (Facing All Cancers Together)** supporting vulnerable people with cancer in the North East of England
- **Lewis-Manning Hospice Care** for their Mobile Lymphoedema Clinic, treating cancer patients in Dorset who were unable to reach hospital

Previous grants include:

- **Breast Cancer Now** Walk the Walk Fellow Dr. Damir Varešlija, is in the second year of a five-year study researching how breast cancer spreads to the brain. Funding for previous ground-breaking research includes the LEGACY Study, The Breast Cancer Now Tissue Bank and the Generations Study
- **Tenovus**, for providing cancer support, chemotherapy and lymphatic drainage on mobile vehicles, which travel to rural communities in Wales
- **Maggie's Cancer Centres** in Scotland (Glasgow, Larbert and Airdrie), providing support to people diagnosed with all types of cancer and their families
- **The Breast Cancer Institute** in Edinburgh for several major projects - renovating the breast ward and Mammography Unit, as well as building a new operating theatre
- **Scalp Coolers** Walk the Walk has its own project granting funds to NHS hospitals and Trusts across the UK, in order for them to purchase scalp cooling equipment, helping cancer patients to keep their hair whilst undergoing chemotherapy

Men Get Breast Cancer Too Campaign

Walk the Walk are UK leaders in raising awareness that Men Get Breast Cancer Too and formed a collaboration of 11 charities to give men a louder voice. The charity has created a Check your Chest poster and men taking part in MoonWalks are sent a special blue bra T-shirt.

Walk the Walk's ethos

Walk the Walk is passionate about encouraging women, men and children to realise their own potential for good health and wellbeing by walking. Walk the Walk is a health charity which also supports environmental choices.



Walk the Walk is the Principal Funder of Action Cancer's new Big Bus



Walk the Walk Fellow and Breast Cancer Now Scientist, Dr. Damir Vareslija



Men Get Breast Cancer Too Campaign