

# Walk for Ukraine

## 20-24<sup>th</sup> August 2022

Supporter Resource and Social Media Caption Templates

Five days.  
Five million steps.  
Five million displaced Ukrainian children.  
Five thousand £GBP for humanitarian aid

Walk For Ukraine is a 5-day event that is both symbolic and has a real-world impact

This document will provide the resources to help share the campaign.

Walk For Ukraine Campaign Page: <https://millionsteps.com/walkforukraine>

- [Overview, Themes, Nominated Organisation](#)
- [How to support us and Walk For Ukraine](#)
- [Social media caption templates](#)
- [About Millionsteps.com](#)

From the bottom of our hearts, thank you for offering to support the campaign.  
**The Walk For Ukraine/Million Steps Team**



FREE ENTRY  
**TAKE THE STEPS  
MAKE A STAND**  
20th - 24th August 10,000 Steps

CAMPAIGNS  
one million steps  
FOR GOOD

**WALK FOR  
UKRAINE**



**A UKRAINIAN CHILD  
HAS BECOME A  
REFUGEE ALMOST  
EVERY SINGLE SECOND  
SINCE THE START OF  
THE WAR.**

**JAMES ELDER, UNICEF SPOKESPERSON.  
15 MARCH 2022**

## Why Walk For Ukraine?

### A Childhood Traumatized

Imagine this.

Ukraine has 7.3 million children.

Five million or over 68% are now refugees or displaced.  
They have lost everything.

Over 380 children have been killed

Over 12 million people have seen their lives, homes,  
villages, towns and cities devastated.

**It is Europe's largest refugee crisis since World War II,**

**And the numbers keep rising.**

## KEY THEMES:

### 1. We Want To Keep Public Awareness High

The daily tragedy facing millions of Ukrainian children is ongoing.

### 2. Symbolic Walk: Take 10,000 Steps or More

Make each step symbolise one of the five million displaced Ukrainian children who have lost so much. Let's take five million steps in five days.

### 3. No Minimum Fundraise

But we kindly ask that you share your fundraising page or donate.

Help us reach £5000 for our nominated beneficiary, the Refugee Hub set up on the premises of The Vinnytsia Technical College.

### 4. 24<sup>th</sup> August Ukrainian Independence Day

Deeply Symbolic: Let's shout out "Happy Birthday Ukraine!"

Post a picture of your walk, a landmark or even a Ukrainian dish with a message of strength and hope.

Let's show Ukrainian children that we have not forgotten them

### 5. Thank You Bonus

Take part; it's free!

Once you sign up, invite friends.

When two friends join, you'll receive a free entry to the January 2023 Million Steps Event as our thank you.

### 6. Walk For Ukraine Campaign Page

<https://millionsteps.com/walkforukraine>

# Our Nominated Organisation

Since the start of the Russian invasion, The [Vinnytsia Center for Vocational and Technical Education](#) has used its premises for food, shelter, and humanitarian aid to those [fleeing the conflict zone](#)

[The Refugee Hub](#) can only accommodate 300 displaced persons at one time, before moving on to safe zones. The Hub desperately needs your support to continue their work.

We are humbled and honoured be supporting an organisation in Vinnytsia, a city that has sadly seen [deaths and casualties from missile attacks](#).

GQ has published the story of [British journalist Jack Losh's](#) harrowing journey out of Kharkiv, and his stay at The College, which has become a waypoint for those seeking safety. You can find out more about The College on their [Website](#), [Facebook](#), [Twitter](#) or [Youtube](#)

Funds raised will be paid to [The Foundation For Innovative Development of Ukraine](#) to be distributed to The College.



Інноваційне  
Відродження  
України



# How to support Walk for Ukraine.

## 1. Sign Up and Invite Friends.

Once you sign up, kindly invite friends

When two friends join, you'll receive a free entry to the January 2023 Million Steps Event as our thank you

## 2. Your Unique Referral Link

If you have joined Walk for Ukraine, you will have a unique link to share with friends. You will be shown this referral link

- at the end of your sign up and
- in an email that you will receive

Use this feature to share with friends on social media, WhatsApp and email.

**BUT we need your help to spread the word.**

Follow millionsteps.com on social media to tag us in your social media shares:

[Instagram](#) @mymillionsteps

[Twitter](#) @million\_steps

[LinkedIn](#) @onemillionsteps

[Facebook](#) @millionstepschallenge

And use the captions on the following page to share on your networks

**NOTE: You can also share this document**

**Be a friend of Walk for Ukraine**

Just give your name and email so we can send you urgent campaign updates

<https://millionsteps.typeform.com/WalkforUkraine>



LinkedIn

**Your intro:**

*You could say that you have joined, or how we are connected.*

**Main Text**

*Join me on Walk For Ukraine on 20th-24th August..*

*5 days. 5 million steps. 5 million displaced Ukrainian children. £5000 for humanitarian aid*

*It's free to join: Take 10,000 steps or as many as possible, one for each of the FIVE MILLION Ukrainian Children who have lost everything.*

*No minimum fundraise, but any funds we raise will go to a frontline refugee hub in Vinnytsia, Ukraine.*

*24<sup>th</sup> August: Say "Happy Birthday Ukraine!" to celebrate Ukrainian Independence day  
Let's show Ukrainian children that we have not forgotten them.*

*Post a picture of our walk, a landmark or even a Ukrainian dish with a message of strength and hope.*

*Join me, and if you invite two friends, you get a FREE entry to the next Million Steps Challenge on 1st January 2023 (RRP £20)*

*Join me here <https://millionsteps.com/walkforukraine>*

*@onemillionsteps #walkforukraine #ukraine #charity #children #charityevent  
#charityfundraiser #socialgood #independenceday #happybirthday #helpingothers  
#dogood #impactshaker*



Twitter

Join me on Walk For Ukraine! Take 10,000 steps, one for each of the 5 million displaced children. No minimum fundraising; donations for a refugee hub in Vinnytsia. Together let's walk 5 million steps! Join me here

<https://millionsteps.com/walkforukraine> @Million\_Steps  
#walkforukraine #Ukraine



Facebook

**Your intro:**

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**Main Text**

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*@millionstepschallenge #walkforukraine #ukraine #charity #children #charityevent #charityfundraiser #socialgood #independenceday #happybirthday #helpingothers #dogood #fitnessmotivation #ShapeSquad #impactshaker*



Instagram

**Your intro:**

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**Main Text**

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*@mymillionsteps @Novaukraine @razom.for.ukraine @bbcnews @walesonline @bbcwales #walkforukraine #ukraine #charity #children #charityevent #charityfundraiser #socialgood #independenceday #happybirthday #helpingothers #dogood #love #instagood #fitnessmotivation #ShapeSquad #POPSUGARfitness #healthylifestyle #walkingchallenge #makeuptutorial #womenshealthmag @guardian*

**LASTLY, and with a huge thank you ...**

## **Be a friend of Walk for Ukraine**

Just give your name and email so we can send you updates <https://millionsteps.typeform.com/WalkforUkraine>

All latest Captions/Text and hashtags will be available here: <https://millionsteps.ladesk.com/501748-Latest-Resources-For-Friends-Of-Walk-for-Ukraine>



## **About Millionsteps.com**

**Walk For Ukraine** is organised by [One Million Steps](#), a social good start-up based in Cardiff, Wales UK.

We drive campaigns for causes we believe in.

### **Walk for Ukraine** is the first of our **“Campaigns for Good”**

We also run the international Million Steps Challenge; A 100-day Celebration of Movement and Well Being

Our Vision: Create a level playing field so the small community group and greengrocer to the largest charity or corporate all have the same powerful tools to support social good.

Read about The Million Steps [Story and Vision](#)

To contact us please [email us](#).

[Walk For Ukraine Info](#)  
[Nominated Organisation Information](#)  
[General Terms and conditions](#)

One Million Steps Limited is a limited company incorporated in England and Wales with registered number 08482013 and registered address at 6 Corunna Court, Corunna Road, Warwick, England, CV34 5HQ