



**Proud
Employers**

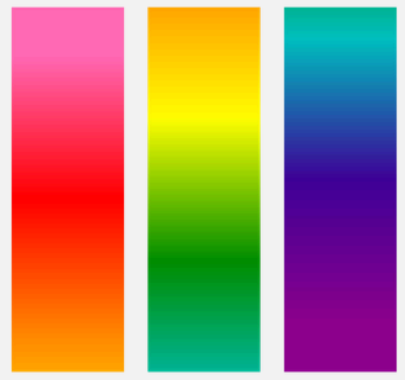


Rainbow Laces wellbeing walk

Lace up and get outside to celebrate wellbeing and inclusion this World Mental Health Day.

**Rainbow
Laces**





Host a wellbeing walk

This year, to coincide with World Mental Health Day, Stonewall are hosting our first ever Rainbow Laces day of action on 8th October.

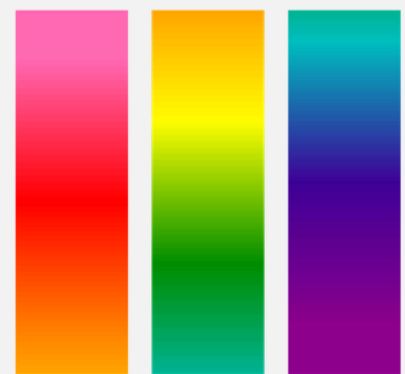
World Mental Health Day, a chance to raise awareness, challenge stigma and support mental wellbeing.

Rainbow Laces, Stonewall's iconic campaign for inclusion in movement, sport and fitness. This year we're supporting Proud Employers to run a Rainbow Laces wellbeing walk in the week of 8th October.

This is a chance for Employee Resource Groups to lace up and walk together: building connections, boosting wellbeing, sparking conversations and raising money for a good cause.



Move with Pride



Why take part?

Promoting and supporting wellbeing at work delivers wide ranging benefits to people, organisations, economies and communities.

However, for a range of reasons, LGBTQ+ people are at greater risk of poor mental health and wellbeing outcomes. They are also often less likely to engage in sports and wellbeing activities.

Movement, belonging and connection are key influencers of our wellbeing so by taking a short walk together with your colleagues you have a powerful opportunity to start important conversations, bring people together and help create a sense of belonging.



Move with Pride

How do we get involved?

Step 1

Pick a date and spread the word

You can use our template copy on the next slide!



Step 2

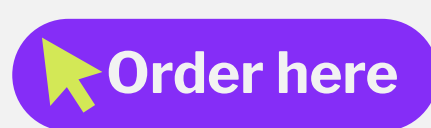
Get everyone involved

Engage other ERGs, other sites, remote workers

Step 3

Order your rainbow laces

Make use of your Proud Employers discount



Step 4

Map a 20-30 minute route

Make sure remote teams know how to join in

Step 5

Walk together!

Take photos, and share them internally and with us.



Get your Rainbow Laces



Our Rainbow Laces are a visible signal that LGBTQ+ are welcome, that they do belong.

Get your Rainbow Laces



Template communications

Promote your event

Join us to lace up for a Rainbow Laces Wellbeing Walk, marking World Mental Health Day.

Movement, connection and inclusion drive wellbeing, but isolation, exclusion and stigma still create challenges for LGBTQ+ people.

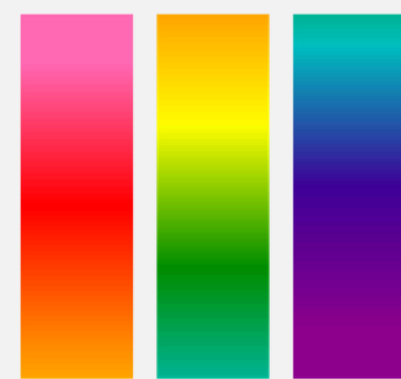
Stonewall's Rainbow Laces campaign exists to change that: creating spaces for movement and play where everyone belongs.

Get outside, connect with colleagues, and do something good for your wellbeing.

Join us at xxx on xxx for a short walk in our local area.



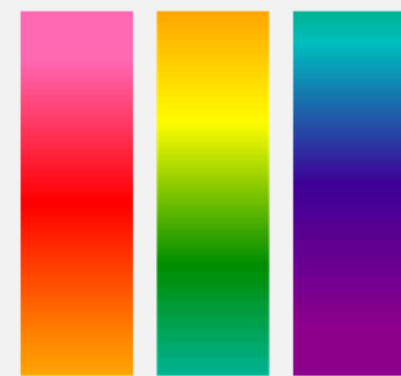
Use the Canva
template



Top tips for a great walk

- Partner with your wellbeing or mental health ERG and advertise through other ERGs
- Build in accessibility from the start: offer refreshments before or after for those not walking, and choose a route that works for most people
- Engage a senior champion to share why the walk is important
- Signpost the podcast so everyone can feel connected, whether or not they join the walk
- Order laces for your walkers, or share [this link](#) so people can get their own
- Choose a route close to your site; a local park or LGBTQ+ landmark can add atmosphere
- Help remote teams connect: use the Stonewall podcast or try a Teams call people can join while walking, or a shared playlist
- Take lots of photos, and share them internally, externally and with Stonewall on proud.employers@stonewall.org.uk.





Supporting Stonewall

Stonewall has been at the forefront of LGBTQ+ rights since 1989. We're a registered charity working towards a world where all LGBTQ+ people are safe, included and thriving, and donations fund that work directly.

This is a great opportunity to support our work beyond buying laces. Try a bake sale, raffle, competition or sponsorship, or simply share a QR code with your walkers. Check whether your organisation offers match funding to boost your total.

Get your Rainbow
Laces



More fundraising
ideas





Thank you for your support!

