

Fiera Steps Up

Event Overview

20th June 2024

Target of **1.5million steps** through walking events by 25 teams

An **8km walk** will take place starting at 2pm from Trafalgar Square

Fundraising through GoFundMe, with Fiera donating a **prize to the largest team raise**

Teams of up to 10 people (smaller/larger teams will have their fundraising calculated on a volume weighted basis)

If based outside London, teams can run separate events

£50,000
can provide

15,000

mental health webinars for parents & carers

4,000

training sessions for teachers & lecturers in schools & colleges

1,000

workshop courses for parents supporting young people

[Click to donate](#)



Rules & Prizes

Minimum donation of £20 to take part

Biggest fundraising team receives an extra £500 donation from Fiera

Biggest individual fundraiser receives an extra £500 donation from Fiera



About Charlie Waller Trust

The Charlie Waller charity was founded in response to the tragic death of Charlie in September 1997. He was a talented actor, a formidable rugby player and was also flying high in his chosen career in advertising. To the outside world, he had everything to live for.

[Find out more here](#)

Despite all this, Charlie was suffering with depression and tragically took his own life.

Shortly afterwards, in response to this tragedy, his family founded the Charlie Waller Trust. This was at a time when depression and mental health were significantly less well understood and talked about than they are today.

The charities mission is to open up the conversation around depression, to ensure that young people are able to understand and look after their own mental health and to spot the signs in others and know how and where to access help.



50%

of mental health problems are established by age 14

1/5

school age children have a diagnosable mental health disorder

1/4

17 to 19 yr olds have a probable mental disorder

How can Fiera help?

Our corporate objectives is to help equip young people with the knowledge, skills and confidence to look out for themselves, their friends and those around them.

