

# PARTICIPANT GUIDE

## Welcome to 60 for Sixty!

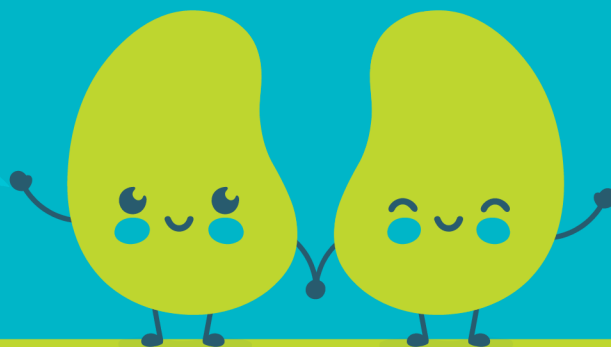
Thank you for joining our special campaign celebrating **60 years of Kidney Wales**.

Whether you're fundraising, spreading awareness, taking on a challenge, or cheering someone on, every effort helps make a real difference for people affected by kidney disease.

Together, we're celebrating 60 amazing years of support, community, and impact - while raising vital funds and awareness for the future.

Your £6 entry fee helps support the campaign, and all participants will receive a certificate recognising their fundraising achievements at the end of the challenge year.

What is 60 for Sixty?



A flexible, inclusive challenge where you can take on a fun "60-themed" activity anytime between May 2026 and May 2027!

### Examples include:

- Raising £60
- Walking/Running/Cycling 60 miles
- Completing 60 minutes of activity
- Baking/Selling 60 items
- Sharing information with 60 people
- Selling 60 raffle tickets



Sharing your challenge online is a great way to spread awareness and encourage support. Suggested hashtags include;

**#KW60forSixty** | **#KidneyWales60** | **#60YearsOfKidneyWales**

Don't forget to tag Kidney Wales in your posts!

**@kidney\_wales**



# How It Works

**Step 1: Choose Your Challenge**  
Pick your fun "60-themed" challenge

**Step 2: Set Up Your Fundraiser**  
Create your fundraising page or sponsorship form

**Step 3: Share Your Story**  
Spread the word and inspire donations

**Step 4: Complete Your Challenge**  
Take part throughout the year, have fun, and celebrate!

# Fundraising Tips

Here are some easy ways to reach your target:

- Ask 6 people to donate £10
- Share your fundraising page on social media
- Ask your workplace to support your challenge
- Hold a small fundraiser with friends or family
- Share regular updates and photos

Every donation helps support people affected by kidney disease across Wales



# Need Inspiration?

- Walk 60 kilometres across the month
- Swim for 60 minutes
- Host a 60-minute coffee morning
- Read for 60 minutes a day
- Complete 60 acts of kindness
- Get 60 people to learn about organ donation
- Walking 60,000 steps
- Swimming 60 lengths
- Creating a team challenge to collectively complete 60 miles or hours
- Hosting a quiz with 60 questions
- Organising a 60-minute workplace challenge
- Sharing 60 facts about kidney health
- Encouraging 60 social media shares/reposts
- Taking on a creative challenge for 60 days
- Hosting a bake sale with 60 treats
- Completing 60 minutes of gardening or outdoor activity
- Learning something new for 60 minutes each week

# 60 CHALLENGES FOR 60 YEARS

**May 2026 – May 2027**

Take part throughout the anniversary year with themed monthly challenges, fundraising ideas, and awareness activities.



Share your Kidney Wales story, memory or reason for supporting the campaign.



Help spread awareness by encouraging friends/family/workplaces to host an awareness talk



Challenge yourself to get active while supporting Kidney Wales. You could walk/run/cycle 60 miles over the month.



Organise a family or friends challenge day and get everyone to donate to take part.



Take part in Walk for Life during Organ Donation Week and help raise awareness of organ donation.



Host a quiz or coffee morning with your work place.



Support the Bring the Magic campaign or complete acts of kindness within your community.



Celebrate the festive season by helping bring joy and support to people affected by kidney disease across Wales.



Start the year with a new personal challenge. You could raise £60 as part of your new year goal.



Share why you support Kidney Wales online.



Host a tea party, awareness event, or fundraising activity to support World Kidney Day.



Celebrate 60 years of Kidney Wales by completing a final 60 Challenge and sharing your achievements.