



**Connect with wild places and  
raise vital funds for our work**

[johnmuirtrust.org/journeyforwildness](https://johnmuirtrust.org/journeyforwildness)

**JOHN  
MUIR  
TRUST**

## 1. Plan your Journey

Whether on foot or by bike, on land or water, your Journey can be any distance, from a short stroll to a local beauty spot to a cross-country adventure. Some suggestions:

- Find a new route nearby or walk every day and notice nature
- Re-visit a favourite wild place and share reflections on what has changed
- Challenge yourself to complete a long-distance trail or track a river's course to the sea



## 2. Make your Journey count for nature

Try to add an element of conservation or awareness to your Journey:

- Carry out a litter-pick in a favourite nature spot or along the route of your Journey
- Conduct a plant, wildlife, or other citizen science survey
- Capture the beauty of the wild places you encounter through photography, art or writing
- Deepen your knowledge of the natural world and learn to identify new species
- Commit to making your Journey low-impact and waste-free

## 3. Set up a fundraising page

Visit [justgiving.com/campaigns/journeyforwildness](https://justgiving.com/campaigns/journeyforwildness) to set up your own fundraising page or donate directly.

## 4. Share your Journey

...with photos, video or through other creative means (using **#JourneyForWildness** if on social media)



Find out more at [johnmuirtrust.org/journeyforwildness](https://johnmuirtrust.org/journeyforwildness) and share your Journey using **#JourneyForWildness** on social media



# Why Journey for Wildness?

**For climate:** support the work of the Trust as we campaign for better land use and protect and repair wild places to support natural climate solutions

**For wild places:** do something practical to help your local environment

**For you:** take the time to connect with nature for the physical and mental health benefits

Join others across the UK raising funds to conserve, protect and restore wild places for the benefit of all.

**£20** could support our engagement team to connect people to wild places

**£50** could enable volunteers to work with us by providing tools and equipment

**£200** could support removal of invasive species from wild places to allow native regeneration

**£500** could enable us to campaign for legislative change to protect wild places



Why not take part with your club, workplace, school class or John Muir Award group? You could ask for a donation from everyone taking part or set up a team fundraising page. There's no obligation to raise funds – you can support us by sharing photos, blogs or videos to raise awareness of your **#JourneyForWildness**

# Look after yourself, others and the environment

- Make sure you have adequately assessed any risks you may encounter on your journey and have prepared for them
- Follow any local countryside codes applicable to your location – these could include
  - the **Scottish Outdoor Access Code**, the **England & Wales Countryside Code** and the **Northern Ireland Countryside Code**
- Always follow the seven **Leave No Trace** principles
- For more information see our **Outdoor Access resource guide**

Consider your level of experience and ability when planning and undertaking your Journey – all participants are responsible for their own safety (and that of others if taking part as a group) and should take reasonable steps to avoid risks.



All donations via Just Giving are paid to us automatically, but if you have raised sponsorship money offline then you can:

- **Pay online** via [johnmuirtrust.org/donate](https://johnmuirtrust.org/donate)  
(please reference 'Journey for Wildness' in the special significance section)
- **Pay by bank transfer** - email [fundraising@johnmuirtrust.org](mailto:fundraising@johnmuirtrust.org) to request our details
- **Pay by post** – send a cheque made payable to John Muir Trust along with details of your Journey and any completed sponsorship forms to:
  - FREEPOST RRYG-GTBS-UERE
  - John Muir Trust (Journey for Wildness)
  - Tower House, Station Road,
  - Pitlochry PH16 5AN

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