



#WalkToTalk

venturetrust

Winter #WalkToTalk Campaign

Winter can be a challenging time with darker days and Scotland's weather often putting people off getting out. For many, this time of year results in poorer mental health, greater isolation, and increased alcohol and substance use.

At **Venture Trust** we believe in the power of outdoors to support better mental and physical health and wellbeing. Alongside our outdoor-based personal development programmes, this year we launched our Outdoor Therapy service, a walk and talk mental health service for young people and ex-military men and women. The service aims to support people by combining the full range of benefits from time in nature and the outdoors with professional therapy to improve mental health and wellbeing.

This winter we are launching **#WalkToTalk**, a campaign to encourage everyone to enjoy the outdoors while connecting with other people. We want to encourage companionship, spending time outdoors with friends and family and having conversations. We'll be sharing photos of the Venture Trust team out for their walks and provide fun conversation topics along the way.

This is where we need your help!

From November 2021, we would like you to get in touch with friends, family, colleagues, or anyone else who would enjoy going out for a walk and having a chat. While you're out, take a photo of yourself and your friend out for your **#WalkToTalk**.

You can either share your photo on social media and tag **@VentureTrust**, or send it to us and we would love to share it with our supporters. You can request that your photo only be used in a collage with other photos if you prefer.

If you are inspired by your **#WalkToTalk** please consider making a donation to our winter campaign. The donations will support our work improving mental health and wellbeing for some of Scotland's most vulnerable people.



£12 pays for a set of winter gloves and hat – we're outside in all weathers!

£32 provides an hour long personal development session with a dedicated support worker in a person's local community

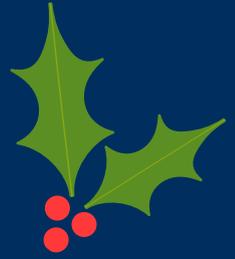
£56 pays for food costs for a participant during their transformative wilderness journey in the Scottish Highlands





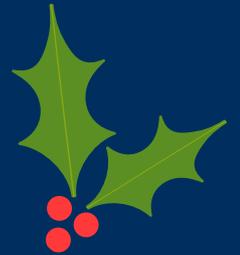
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What makes a great photo?

Please capture all faces in full, with outdoor scenery visible in the background. Photos can be taken portrait or landscape. If you have a great view behind you, even better!



Captions for social media

Things to include:

- Photo
- Tag [@venturetrust](#) and [#WalkToTalk](#)
- [JustGiving fundraising link](#)
- Optional addition of where you went, who you were with and/or what you talked about



For example:

Out for a [#WalkToTalk](#) today. Find out more about the [@venturetrust](#) winter campaign to reduce isolation: www.justgiving.com/campaign/VT-WalktoTalk

Today my friend Sue and I went out for a [#WalkToTalk](#). This [@venturetrust](#) campaign is to encourage us to connect with others this winter by going outside for a walk. Join in by meeting a friend for a [#WalkToTalk](#) and share your photo, or you can donate: justgiving.com/venturetrustwa...

