



2016 Welly Walk Kit



# April showers bring... **MUDDY PUDDLES!**



## Get Your **WELLIES** Ready!

### Celebrate Spring with a **WELLY WALK FUNDRAISER**

April showers are on their way. It's time to break in those wellies! Rain or shine, we encourage you to host a Welly Walk fundraiser to benefit the Muddy Puddles Project for pediatric cancer research.

The Muddy Puddles Project was inspired by Ty Campbell, a little boy who loved Peppa Pig and dreamed of jumping in muddy puddles when his cancer was cured.

In Ty's memory, we invite you to welcome spring in a fun way that embraces Peppa's favorite activity, while honoring all of the children who are battling cancer and unable to enjoy such simple pleasures.

### What is a "WELLY WALK"?

A welly walk is as simple as it sounds.  
Taking a stroll outside in your favorite wellies (rain boots).









# Giving Cancer the **BOOT**






## Hosting a **WELLY WALK FUNDRAISER**

Thank you so much for your generous time and support of the Muddy Puddles Project. In this kit you will find everything you need to host a successful Muddy Puddles "Welly Walk" in your school district, at your local preschool/daycare or summer camp, including:

-  A step-by-step guide to hosting a welly walk (see below).
-  Creative ideas for ways to enhance your event.
-  A sample letter that can be customized and sent home to parents.
-  An editable poster that can be printed and hung, or saved as a picture file and posted to social media.

## A **SUCCESSFUL WELLY WALK** is Just a Few Steps Away

Listed below is a quick and easy guide to hosting a successful welly walk. Just follow these simple steps, and you'll be on your way to helping us stomp out childhood cancer!

-  Present the concept of hosting a welly walk fundraiser to your school.
-  Choose a date to host your walk, and plan your outdoor route.
-  Download our customizable letter and send it home with children to inform parents about the upcoming Muddy Puddles Welly Walk.
-  Make lots of noise about your upcoming event. Hang signs and tell local newspapers and media outlets that your students are taking part in The Muddy Puddles Welly Walk to help raise funds for pediatric cancer research.
-  Collect cash or checks from participants. Checks should be made out to the Muddy Puddles Project. Cash should be taken to a local bank and converted to a bank check. All funds collected should be mailed to 1787 Route 6, Carmel, NY 10512.

**"If you jump in muddy puddles,  
you must wear your boots."**

-Peppa Pig's "Mummy Pig"



# Keep on Walking **CANCER!**

## Get Your Boots and Jump Into Learning

Any walk outdoors opens the door to a world of opportunity to learn about nature.

- Collect leaves and create a lesson around the various types discovered.
- Do a listening exercise and discuss the different sounds in nature.
- Bring a magnifying glass along so children can get up close with nature.
- Use this opportunity to reinforce the importance of understanding the plants around you (point out dangerous berries and poison ivy).
- Discuss the tiny crystals and sediment found in various rocks, and how they were formed.

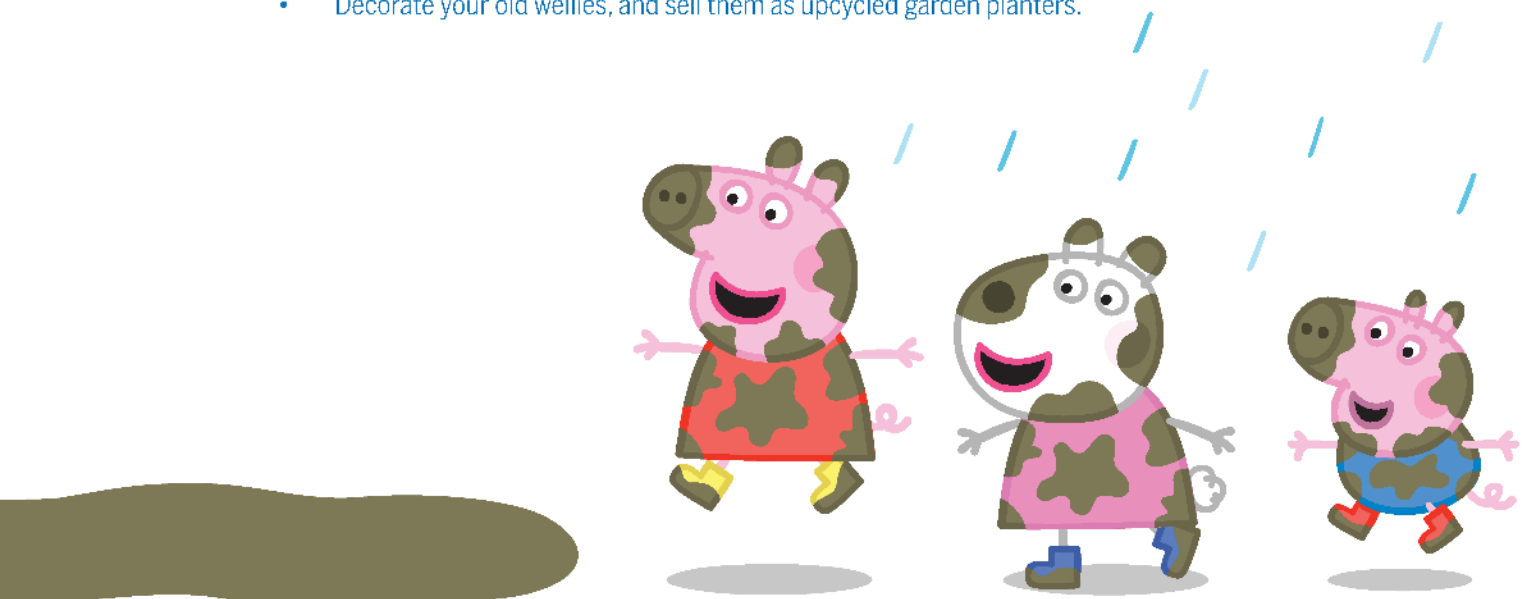
## Have Fun Singing and Jumping in Puddles

Consider adding some other fun activities, such as:

- Sing songs about the weather: "You Are My Sunshine," "Singing in the Rain," etc.  
– We've included the words to Peppa Pig's "Muddy Puddles Song" (see last page).
- Dance in your wellies.
- Hunt for treasures found in nature.
- Create planters out of upcycled wellies.
- See who can jump the farthest, the highest, and who can make the biggest splash.

## Get your Feet Wet with Fundraising

- Display a boot in each classroom or in the school lobby to collect spare change.
- Ask parents and children to bring in welly-themed backed goods and host a bake sale.
- Provide children with sponsor sheets so they can begin fundraising in advance of the event.
- Decorate your old wellies, and sell them as upcycled garden planters.





# WHY We Walk

Cancer robs children of their childhood. We walk because every three minutes a child is diagnosed with cancer, and a simple walk in his or her wellies may no longer be a possibility. The Muddy Puddles Project was created as a fundraising platform for childhood cancer research, in order to improve the survival rates for all children diagnosed with cancer.

Every 3 Minutes a Child is Diagnosed with Cancer

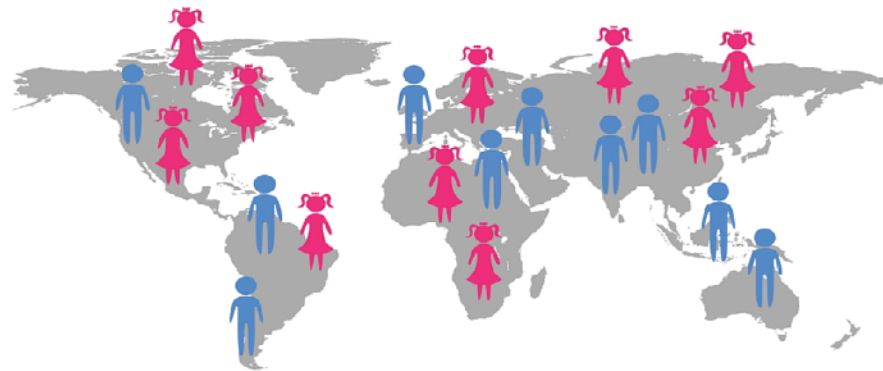


Photo courtesy of Solving Kids' Cancer

## Know the Facts About Childhood Cancer

- Childhood cancer is the # 1 cause of death by disease among children in the U.S.
- Following accidents, cancer is the second leading cause of death in the US among children ages 5-14.
- One in five children diagnosed with cancer in the U.S. will not survive.
- Sixty-Five percent of the children who survive cancer suffer chronic, life-threatening and long-term side effects as a result of receiving treatment at such a young age.
- Fifty years ago, fewer than 10% of children diagnosed with cancer survived long term. Today, that number is almost 80% overall. We have research to thank for this.
- While great progress has been made in curing some childhood cancers, for many others progress has been limited, and for some children there is still very little hope for a cure.
- The types of cancers that develop in children are very different from the types that develop in adults, and the research approaches need to be very specific to these types of cancers. It appears to occur completely at random.
- Unlike many cancers in adults, childhood cancers are not strongly linked to lifestyle or environmental risk factors.



# CELEBRATING KIDS BEING KIDS in honor of those who can't

## ABOUT THE MUDDY PUDDLES PROJECT (MPP)

The Muddy Puddles Project is a celebration of children and childhood that was inspired by a simple wish from a little boy with cancer. Ty Campbell wanted nothing more than to jump in muddy puddles like his favorite cartoon character, Peppa Pig. His simple wish has motivated parents everywhere to let go of the everyday stress of being a grownup, and find the fun in all things messy. We consider this celebration of childhood as a therapeutic reprieve for parents, and an opportunity for our kids to have more fun while they still appreciate what that means.

Parents everywhere participate by taking photos of instances where they let their children have some extra messy fun, and they post those photos to the MPP Facebook Community ([www.facebook.com/muddypuddlesproject](http://www.facebook.com/muddypuddlesproject)) along with uplifting stories of inspiration. A series of Muddy Puddle "Mess Fest" events and "Welly Walk" fundraisers also take place each year, and we encourage our supporters to host their own! All proceeds raised through the Muddy Puddles Project are used to fund innovative childhood cancer research through the Ty Louis Campbell (TLC) Foundation.

## OUR INSPIRATION

The Muddy Puddles Project was inspired by five-year old Ty Campbell (AKA SuperTy), who found great joy watching Peppa Pig and her brother George jumping in muddy puddles during long hospital stays. Ty was a magnetic little boy who loved Peppa and dreamed of the chance to jump in muddy puddles like the beloved cartoon character, but he never got the chance.

At its core, the Muddy Puddles Project is a vehicle to remind parents to stop sweating the small stuff; but it is also a means to raise money for the TLC Foundation in support of pediatric cancer research. After Ty was diagnosed with cancer, his parents committed to finding ways to fund innovative research geared toward safer, more effective treatment options for children.



Find out more at [muddypuddlesproject.org](http://muddypuddlesproject.org)





# Get Your **WELLIES** Ready!

## THE MUDDY PUDDLES WELLY WALK

A Community **FUN**-draiser to Benefit the Muddy Puddles Project

Dear Parents:

We all know that April showers bring May flowers, but they also bring... PUDDLES! And kids just love to jump in muddy puddles while splashing in the rain. To celebrate spring in a fun, new way, we will be hosting a Welly Walk fundraiser on \_\_\_\_\_ (rain or shine). Donations will benefit the Muddy Puddles Project, a certified nonprofit that funds innovative childhood cancer research.

As a tribute to all children diagnosed with cancer and those that will battle cancer in the future, all classes are invited to support the cause and participate in this fun day by wearing their raincoats and wellies (rubber boots) to school. Rain or shine, the children will gather outside in their wellies during recess in order to take a fun walk around the schoolyard while donning their favorite raingear. We have lots of fun activities planned to make the most of our time outdoors!

If you are able to support this great cause by making a donation, we suggest an optional donation of \$5.00 or more, sent to class in an envelope marked "Muddy Puddles Welly Walk" by \_\_\_\_\_. Cash is fine, or checks can be made out to the Muddy Puddles Project, which is a 501(c)(3) certified nonprofit organization that funds innovative childhood cancer research.

Visit [muddypuddlesproject.org](http://muddypuddlesproject.org) to learn more about this incredible program.

Thank you for your participation!

Sincerely,



# Muddy Puddle Song

We've come out to play cos it's been raining  
Look what we have found...  
Lots of muddy puddles covering the ground!  
We want to jump in muddy puddles,  
So that's what we'll do...  
Bring your boots and you can jump in puddles too!

SPLISH SPLASH! in muddy puddles,  
Jumping up and down,  
SPLISH SPLASH! in muddy puddles,  
Mud is all around.

We love to jump in muddy puddles,  
Playing in the rain,  
Jumping in the puddles is our favourite game!

SPLISH SPLASH! in muddy puddles,  
Jumping up and down,  
SPLISH SPLASH! in muddy puddles,  
Mud is all around.

We don't care about the weather,  
We all play in the rain together and...  
Jump in muddy puddles...  
Jump in muddy puddles!



Catch Peppa Pig  
LIVE ON TOUR 2016!  
[peppapigliveus.com](http://peppapigliveus.com)



April showers bring...**MUDDY PUDDLES!**  
Get Your **WELLIES** Ready!



# The Muddy Puddles “Welly Walk”

A COMMUNITY FUN-DRAISER TO BENEFIT THE MUDDY PUDDLES PROJECT

Hosted By: \_\_\_\_\_

Date (Rain or shine): \_\_\_\_\_

Suggested donation: \_\_\_\_\_

