



“Walk of Life” Planning Package 2008

A “Step By Step” Guide to organizing a fundraising event in your community with the support and expertise of the Canadian Cardiac Rehabilitation Foundation and Canadian Association of Cardiac Rehabilitation

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Join the “Walk of Life”

The “Walk of Life” is a national fundraising event throughout Canada hosted by cardiac rehabilitation programs. The purpose is to raise awareness about heart disease in their community and to financially support their programs. This event is meant to encourage participants of all ages to get active and to educate people about heart disease prevention. The funds raised through registration fees, community sponsors and pledges are made payable to the local program to purchase equipment, for patient education and for materials and services to enhance their program.

The “Walk of Life” was initiated nationally in 2003 in 15 communities across Canada, raising over \$200,000 for cardiac rehabilitation. Our goal for 2008 is to involve 40 programs or more.

This series of events is made possible by the **Canadian Cardiac Rehabilitation Foundation (CCRF)**. The CCRF is a registered charitable organization founded in 1965. Its mission is to fund cardiac research, provide public education on cardiac health, and to support cardiac rehabilitation programs. A national focus was adopted in 2001 by collaborating with the Canadian Association of Cardiac Rehabilitation (CACR).

Let’s Consider

In Canada there are many national fundraising events that have had humble beginnings and achieved major success as the years have passed. We all know these events. The **WALK OF LIFE** has the same potential if we all increase our efforts as a team. For 2010 let’s consider having the **WALK OF LIFE** on the same day across Canada. This would enhance unity, participation levels, and financial outcomes.

Link with CACR

CACR is a national not for profit association of health professionals who work in cardiac rehabilitation. The CACR is dedicated to building awareness of the benefits of cardiac rehab, research, continuing education, and program consistency through national guidelines.

The CACR and CCRF are working together on the “Walk of Life.” This is a collaborative effort to provide leadership to the participating cardiac rehabilitation programs and to solicit national sponsorships. All funds raised by local cardiac rehabilitation programs stay in the community. CACR is pleased to offer this member service in facilitating the fundraising opportunities that this National Walk offers. Funds raised through the local CCRF Walk event in Toronto support the Terry Kavanagh Lecture at the CACR Annual Symposium and up to 3 CACR research awards of \$3,000 each for graduate students who are studying cardiac rehabilitation or a related field at a Canadian university.

Benefits of Staging a national event in your community

- Volume discounting of t-shirts, brochure design and printing.
- Use of an established contact for T-shirt supply & screening, incentive prizes and draw prizes
- Discounted incentive prizes.
- Multi site national walk events attract larger sponsorship.
- Expertise of several well established event organizers available to “first time” organizers.
- National event tools (brochure, letter of agreement, final report template) to facilitate local planning and participation

2008 Title Sponsors

- Tridel Corporation
- Great-West Life, London Life, Canada Life
- Brooks Canada
- The Printing House
- Scotiabank
- Rogers
- Bank of Montreal
- Lafarge North America
- Universal Workers Union
- Chartwell Seniors Housing Reit

Steps to Event Planning

1. Designate an event coordinator and build a committed planning committee!

- You need a leader and a committee of eager volunteers. Your committee should consist of people who have business contacts in the Community who can bring in corporate donations and hopefully, corporate participation.

2. Choose and confirm a date and location for your walk (i.e. 1 km, 5 km etc), location (program facility or local park)

3. Liase with your appropriate Hospital official

- Contact your hospital development person to discuss how your event will compliment their fundraising efforts. (Suggested approach; 1. Participants want to give back directly to a program from which they benefited. 2. Program fund-raising event encourages self-sufficiency for programs and eases the financial burden to the facility's capital budget).
- Tax receipts are issued by your Hospital using their charitable registration number. This is mandatory to be able to host an event.
- It is suggested that the event coordinator develops a thank-you letter to be forwarded to the walk participants.

4. Sign Site Agreement form (see appendix)

- Read all items of the Agreement between CCRF and your site.
- Estimate number of expected participants (this number is used to calculate reimbursement to CCRF of \$5.00 per participant to cover printing of t-shirts, brochures and 3 draw prizes).
- Order number of brochures. The ratio of brochures to participants is 10/1. Therefore, if you anticipate and pay for 200 participants, your program is entitled to 2,000 brochures. Photocopying of pledge forms is encouraged.
- Forward signed agreement form along with date of local event to CCRF in Toronto ASAP. (mailing address and fax number on site agreement form).
- The site agreement conditions ensure that participant safety is the highest priority and that the funds raised will be used to enhance your cardiac rehab program.

5. Determine Registration Fee

- This event is a fundraiser for your program. You **must** charge a registration fee or ask for a minimum amount of pledges to waive the registration fee. A registration fee and/or pledges are a guaranteed source of funds offsetting the costs of organizing the event.
- Suggested Registration Fee schedule:
 - \$20.00 per person pre-registration (before certain date)
 - \$12.00 per person for additional family member
 - \$25.00 per person on day of event registration
 - \$5.00 per child (age 12 and under, less than 5 years of age are admitted free of charge)
 - **OR** entry fee waived with a minimum amount of pledges

****You may charge above or below the suggested registration fee but you must charge a fee or a minimum pledge amount.**

6. Individualize the generic event brochure (see appendix for sample of generic brochure)

- Complete the 2008 Brochure Order Form in the appendix of planning package. Submit completed order form on-line to ccrf@on.aibn.com. Provide program logo to be added to front panel of site brochure for local program identification.
- Provide logos of local sponsors to be included on site brochure. **All artwork must be in the proper format and ready to go.**
- Review proof #1 and make final changes (note: 2 proof limit).
- If you submit your brochure information in a timely fashion (at least 4-6 weeks in advance of date needed), printed brochures can be delivered to local site 6 weeks in advance of event.

7. T-Shirts & Draw Prizes (Supplied by Brooks)

- 100% cotton white t-shirts ordered and screened through Brooks Canada. “Walk of Life” logo and current national sponsors (Tridel, Brooks, Rogers, Scotiabank, The Printing House, Lafarge North America, Bank of Montreal, Great West Life, Universal Workers Union and Chartwell) screened on front. ****PLEASE NOTE:** You can only use this year’s t-shirts advertising the current National sponsors. Shirts from previous years may not be used but can be sold, if you wish.
- If you wish to have your local sponsors imprinted on the back of your t-shirts, please contact Brooks (Kim Uyeno promo@rmpathletic.com, 905-361-2390 x323) with local logo and logos of local sponsors, **6 weeks** prior to your event. This is **optional** and will be done **at an additional cost and billed directly to you.**
- Kim will provide a standard size breakdown based on total number of t-shirts ordered.
- Screened t-shirts will be delivered to your site 2 weeks in advance of event.
- Draw prizes will be delivered with your t-shirts. (for example, this year we received 2 nylon half-zip sport jackets and 1 water bottle aid station).

8. Insurance Forms

- You must obtain a \$2 Million liability insurance policy which names **your program, the CCRF, the CACR, national sponsors, local sponsors**, the municipality and other jurisdictions as required as co-insured. If you are associated with a hospital you can usually get this coverage through HIROC at no charge. **A COPY OF THIS INSURANCE POLICY MUST BE SUBMITTED TO THE CCRF OFFICE BEFORE ANY BROCHURES OR T-SHIRTS ARE SHIPPED.**

9. Budget

- Forward a budget that shows estimated revenue and expenses **8 weeks prior to event.**

10. National Walk Event Final Report Form (see appendix)

- Documents areas of success and those that need changing for next year’s event.
- Complete the final report form and mail to CCRF, **within 4 weeks of your event**, along with pictures and human-interest stories etc. to be used on the web site to promote the “Walk of Life”.
- Determine number of incentive prizes earned by participants and place order with Kim Uyeno, promo@rmpathletic.com by providing her with names, address, phone number and size of items. Local programs will receive an invoice from Brooks for the costs incurred through additional T-shirt screening and purchase of incentive prizes.

National Incentive Prize Package

The goal of the Walk of Life is to raise funds through a registration fee and/or pledge system. In order to provide an incentive and award system to those who bring in additional funds to your program, we suggested the following in 2007. The 2008 incentive prizes will be similar and will be confirmed at a later date.

\$200 - \$499 Brooks Backpack and Nalgene Water Bottle (your cost \$15)

\$500 - \$999 Brooks Cooler Bag on Wheels (your cost \$45)

\$1,000 - \$1,499 Brooks Timex Watch (your cost \$60)

\$1,500 > Brooks Timex Watch and Training Shoes (your cost \$125)

It is your choice whether or not to offer these incentive prizes or to provide incentives of your own. CCRF has found that people will pledge to a higher level if there is a worthwhile prize available. You may change the \$ levels to suit your program.

RECAP...

- ✓ Form a Planning Committee
- ✓ Choose a date and location for your event
- ✓ Sign and return your site agreement to CCRF (ASAP)
- ✓ Complete your brochure and email to CCRF (10 to 12 weeks prior to event)
- ✓ Submit your budget and insurance form to CCRF (8 weeks prior to event)
** Please ensure that CCRF, CACR and sponsors are named on the insurance.
- ✓ Send logos for backs of t-shirts to Kim at Brooks, promo@rmpathletic.com
(if required) (6 weeks prior to event)

*Thank you for participating in this national event to support
cardiac rehabilitation in Canada.*