



## *“Walk of Life”* Planning Package 2006

A “How To” 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 hosted, across Canada, by cardiac rehabilitation programs 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 learn about heart-disease prevention. The funds raised through registration fees, community sponsors and/or pledges are made payable to the local program to purchase equipment, for patient education, materials and services.

The “Walk of Life” was initiated nationally in 2003 in 15 communities across Canada, raising over \$200,000 for cardiac rehabilitation. Our goal for 2006 is to involve as many as 40 programs.

This series of events (walkathon, run/walk etc.) is made possible by the **Canadian Cardiac Rehabilitation Foundation (CCRF)**. The CCRF is a registered charitable organization founded in 1965 as "Marina Lodge" with a focus on raising funds for research and equipment in Toronto. Renamed in 2001, the Directors of CCRF decided to take more of a national focus by collaborating with the Canadian Association of Cardiac Rehabilitation (CACR) with a mission to raise funds to support cardiac rehabilitation across Canada.

## **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. The role of CACR is to facilitate communication amongst and promote involvement by qualifying CR programs (at least one CACR member on staff). 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**

- **National promotion of local fundraising activities.**
- **Reimbursement of national sponsorship to offset local expenses thus raising local net revenues.**
- **Volume discounting of t-shirts, brochure design and printing.**
- **Online registrations, pledges and donations deposited directly to your program’s bank account. Automatic receipts sent to participants.**
- Use of an established contact for T-shirt supply & screening, incentive prizes and draw prizes.
- Discounted incentive and draw prizes.
- Multi site national walk events attract larger local 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.

## **Current Title Sponsors**

- Tridel Corporation
- Brooks Canada
- The Printing House

- Scotiabank
- Lafarge North America
- Bank of Montreal
- Bell Canada

## Steps to Event Planning

- 1. Designate an event coordinator and build a planning committee!**
  - You need a leader and a committee of eager volunteers.
- 2. Choose a date and distance for your walk** (i.e. 1 km, 5 km etc), location (program facility or local park)
  - Choose a date
  - Confirm location
- 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.
  - It is suggested that the program offer to help by developing a thank-you letter that targets event 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).
  - Forward signed agreement form along with date of local event to CCRF in Toronto ASAP. (mailing address 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 cardiac rehab.
- 5. Determine Registration Fee**
  - This event is a fundraiser for your program. 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
- 6. Individualize the generic event brochure** (see appendix for sample of generic brochure)
  - Complete the 2006 Brochure Order Form in the appendix of planning package. Submit completed order form on-line to Judy Carlyle at [ccrf@on.aibn.com](mailto: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.
  - Review proof #1 and make final changes (note: 2 proof limit).

- 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.
- If you submit your brochure information in a timely fashion, printed brochures will be delivered to local site 6 weeks in advance of event

### **7. Order 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, Scotiabank, The Printing House, Lafarge North America, Bank of Montreal and Bell) screened on front.
- If you wish to have your local sponsors imprinted on the back of your t-shirts, provide Brooks (contact Kim Uyeno [promo@rmpathletic.com](mailto:promo@rmpathletic.com), 905-361-2390 x323) with local logo and logos of local sponsors. This will be done at an additional cost and will be billed directly to you. (optional).
- 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. (this year we received 2 fleece tops and 1 water bottle holder).

### **8. 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 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 by providing her with names, address, phone number and size of shoes. Local programs will receive an invoice of 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 assist cardiac rehab programs 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 suggest the following\*:**

\$200 - \$499 Brooks Backpack (your cost \$17.50)

\$500 - \$999 Brooks Rain Suit (your cost \$55.00)

\$1,000 > Brooks Training Shoes (your cost \$65.00)

\* Smaller programs may wish to start at \$50 or \$100 dollars.

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.

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

*We wish you all the best with your event and  
are here to advise as needed.*

**CCRF Contact - Judy Carlyle - [ccrf@on.aibn.com](mailto:ccrf@on.aibn.com)**

**Phone 416-730-8299**

## Appendix

### Walk of Life for Cardiac Rehabilitation

Agreement between  
Canadian Cardiac Rehabilitation Foundation (CCRF)  
and the Cardiac Rehabilitation Program Site  
**2006**

1. Participating cardiac rehabilitation programs must have at least one current Canadian Association of Cardiac Rehabilitation (CACR) member.
2. Obtain and provide a copy of a \$2 Million liability insurance policy to cover the program and listing the CCRF, CACR, national sponsors, local sponsors, the municipality, and other jurisdictions (as required) as co-insured. Copy of insurance policy **must** be submitted to the CCRF office before brochures or t-shirts are shipped.
3. Provide on site medical coverage for the participants, volunteers, and guests.
4. Ensure that all participants, guests, volunteers, and staff sign indemnity waiver forms.
5. Select a date
6. Charge participant registration fee and/or request pledges in order to raise funds for your program. .
7. Submit a budget that shows estimated revenue and expenses **8 weeks prior to the event.**
8. Agree to use the national Walk of Life and National sponsors names and logos on all local promotional materials.
9. List CCRF and CACR as co-sponsors of your event.
10. Use the national brochure.
11. Reimburse CCRF a participant fee of \$5.00 to cover the costs of the T-shirts, brochures and 3 draw prizes that will be shipped to the programs. This amount can be submitted by cheque before your event or CCRF will invoice you 4 – 6 weeks after your event. It is anticipated that you will order brochures based on a ratio of 10 brochures for each anticipated participant. Additional brochures are available at cost. Indicate the total number of t-shirts on your Site Agreement. A combination of participant numbers and t-shirts ordered will be used to determine the annual disbursement of national sponsorship money from CCRF.
12. Provide a Final Report to the CCRF within one month of your event, which includes the number of participants, revenue and expenses and a short description about the success of the event.
13. Grant permission for the CCRF and the CACR to include program information and pictures for publicity purposes.
14. Have this agreement signed by an appropriate official of the hospital, foundation, or organization and returned to the CCRF office before brochures or T-shirts are shipped.

## SITE AGREEMENT FORM

Program Name: \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

Province: \_\_\_\_\_

P.C. \_\_\_\_\_

Site Co-ordinator: \_\_\_\_\_

Date of Event: \_\_\_\_\_

Telephone Number: \_\_\_\_\_

Email Address: \_\_\_\_\_

Number of Expected Participants: \_\_\_\_\_

Number of Brochures Required: \_\_\_\_\_

No. of T-shirts required: \_\_\_\_\_

- Cheque will be sent
- Please Invoice

Name of Hospital/Foundation Official: \_\_\_\_\_

Signature of Official: \_\_\_\_\_

**Please return one signed original of this agreement and your specifics for the brochure to the CCRF office.**

CCRF  
Judy Carlyle, Manager  
901 Lawrence Ave. West, Suite 306  
Toronto, ON. M6A 1C3  
Ph. (416) 730-8299 Fax (416) 730-0421 Email: [ccrf@on.aibn.com](mailto:ccrf@on.aibn.com)  
[www.walkoflife.ca](http://www.walkoflife.ca)

You may submit this form to CCRF by email or fax and follow with an original via regular mail service.

## ONLINE REGISTRATION AND DONATIONS For 2006

Canadian Cardiac Rehabilitation Foundation is pleased to offer each program the opportunity to have online registrations and donations set up for their event at no cost to the program. The Software will be set up and managed from the CCRF office and each site will be accessed through the CCRF website. The money received (registration fees, online donations and pledges) will be deposited directly into each program's bank account. This Software enables you to track your individual registrations, team registrations, team members, pledges and donations. A receipt is automatically generated by the system within minutes of someone making a donation or pledge, thus reducing the workload on you or your Hospital Foundation.

If you take advantage of this offer, you will have to

1. Set up a Payment Gateway (papers will be sent to you) so that the funds can be deposited directly into your bank account.
2. Provide CCRF with a copy of your official receipt along with an official signature for the receipts.
3. There will be other information that will be needed to personalize your registration site and this will be discussed at greater length once we have your commitment.



# NATIONAL WALK EVENT 2006 FINAL REPORT FORM



Contact Person (name): \_\_\_\_\_

Program Name: \_\_\_\_\_

Address \_\_\_\_\_

City: \_\_\_\_\_

Ph. #: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Event Details:

Date of your event: \_\_\_\_\_

No. of participants: \_\_\_\_\_

Source of participants:  CR program     Community     Both

Total expenses: \_\_\_\_\_ Net revenue: \_\_\_\_\_

No. of brochures ordered: \_\_\_\_\_ No. of brochures used: \_\_\_\_\_

No. of t-shirts ordered: \_\_\_\_\_ No. of t-shirts used: \_\_\_\_\_

Did you use donated products from national sponsors:     Yes     No

Comments: \_\_\_\_\_  
\_\_\_\_\_

Description of your event: check **all** that apply:

5 Km. Walk                       10 Km. Walk                       10 Km. Run

Other, please specify ... \_\_\_\_\_

Accompanying events (ex. Entertainment, barbecue), specify ... \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

List local sponsors (will be held confidential; used to avoid conflicts or enhance national sponsors): \_\_\_\_\_

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Suggestions for the evaluation team that will help to improve the national event: \_\_\_\_\_

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**THANK YOU! WE LOOK FORWARD TO YOUR INVOLVEMENT IN 2007. PLEASE SUBMIT  
WITHIN 60 DAYS OF YOUR EVENT TO JUDY CARLYLE AT CCRF.**

Guideline Budget for Programs

Actual 2005			Projected 2006	
<b>Revenue</b>			<b>Revenue</b>	
Donations			Donations	
Pledges			Pledges	
Sponsorship			Sponsorship	
Entry Fees			Entry Fees	
<b>Total</b>			<b>Total</b>	
<b>Expenses</b>			<b>Expenses</b>	
Computer Support			Computer Support	
Postage			Postage	
Other Expenses			Other Expenses	
Courier			Courier	
Event Support*			Event Support	
Food & Beverage			Food & Beverage	
Give Aways			Give Aways	
Permits			Permits	
Printing			Printing	
Supplies			Supplies	
Transportation			Transportation	
<b>Total</b>			<b>Total</b>	
<b>SURPLUS</b>			<b>SURPLUS</b>	