



20th Annual Walk for Lupus Ontario 2021

The Annual Walk for Lupus Ontario has once again gone virtual. This is an opportunity to come together, anytime and anywhere to raise funds and provide hope to the millions of people living with lupus.

COVID-19 may be keeping people apart, but the Lupus Ontario Virtual Walk will prove that we're a strong and supportive community - even when we are not together.

To Our Virtual Walk Coordinators:

COVID-19 Update: Lupus Ontario's annual walk has been changed to a Virtual event taking place on August 21, 2021.

Walk for Lupus Ontario has become Lupus Ontario's single most important provincial public awareness and fundraising event.

Last year because of you we raised over \$58,397. This achievement would not have been possible without the dedication and commitment of so many volunteers, like you. It's your continued support and enthusiasm that allowed your walks to be a great success. This Year our goal is to raise **\$75,000**.

May 10, 2021 will mark the 17th annual World Lupus Day and events such as, the 'World Walks for Lupus', will be happening worldwide. Lupus Ontario is enthusiastic about continuing the great success this event has brought. Please take lots of pictures of anything purple and post on social media with hashtag #worldlupusday #walkforlupusontario #lupusontario. Tag us and mention us!

Also, please utilize social media platforms and the Walk for Lupus Ontario website. Encourage participants to register online ahead of time.

Thank you for joining Lupus Ontario for the Virtual Walk for Lupus Ontario campaign. We hope this package will help you, whether you are an individual, or you are planning a larger event. LupusOntario wants to ensure you feel supported throughout your planning process so that your walk is a success.

Please do not hesitate to contact us at 905-415-1099 or by email at info@lupusontario.org if you require any additional guidance or support. We are "walking together to conquer lupus one step at a time".

Kind Regards,

Lupus Ontario



20th Annual Virtual Walk for Lupus Ontario 2021

When: August 21, 2021

(please note this is not a set date, you are encouraged to participate whenever you like)

Where: The Virtual Walk can be completed at a safe location of your choice. As a virtual event, we encourage you to practice safe current social distancing and other current recommendations from the Ontario Government and Medical Officer of Health in regards to the COVID-19 pandemic.

Remember our event is not just for walkers and runners. You can complete your Virtual Walk by hopping on the treadmill, walking in your neighborhood, knitting, kayaking or anything you see fit to support Lupus Ontario. Be creative and have fun! Dress up in your best purple flair and post to social media don't forget to post selfies and share your activity!

BONUS TIP:

- **You can substitute another activity in place of running or walking. Consider yoga, crafts, meditation, jump rope, or cycling, for example.**
- **Please remind all participants to participate in an activity that is fun but is safe for themselves and others**

Who: The Virtual walk is for everyone! We encourage people from all over Ontario and from all “walks” of life. The Virtual Walk for Lupus Ontario can therefore be tailored to your personal situation or community.

How: Using this simple checklist will help you plan your virtual walk!

Lupus Ontario has many other resources available – please reach out for more resources as you need them.



Virtual Walk for Lupus Ontario Checklist:

1. We encourage everyone to organize their walk for Saturday, August 21st so that everyone in Ontario can participate all together on one day and bring awareness to this unified event. If this date does not work for you – please reach out to Lupus Ontario to set a date, time and location for your walk.
2. Once your time and date has been booked with Lupus Ontario, it will then be added by Lupus Ontario to the Walk for Lupus website and you will be notified by email that your walk is now public and ready for you to register.
3. Register online by visiting www.walkforlupusontario.org and create your personal page and your team.
4. Collect donations from family, friends, neighbours, schools and/or co-workers, using the online or paper donation form provided and/or by utilizing your personal fundraising page created when you register. Invite family, friends, etc. to register online and collect donations. We encourage as many online donations as possible – this lower administrative cost and simplifies the process.
5. Advertise your Virtual Walk on a variety of Social Media platforms that you are comfortable with – Facebook, Instagram, Twitter, etc. and local media as well (Snap'd, local newspapers online calendars, etc.). Using social media events are important as they increase donations and raise awareness!
6. Complete your virtual walk and submit your offline donations to Lupus Ontario in the donation envelope provided. Please do not send cash in the mail. Lupus Ontario can arrange for a courier to pick up your donations. (For information on submitting cash donations please contact Karen at Lupus Ontario.)

By spending the time to plan and coordinate your event you are helping to increase lupus awareness within your community. Your involvement is greatly appreciated!
Have a successful walk, together we will find a cure!

Thank You for supporting Lupus Ontario



ONLINE INFORMATION AND INSTRUCTIONS FOR Lupus Ontario Virtual Walk 2021

The Walk for Lupus Ontario website, which can be found at: www.walkforlupusontario.org, will function as a great organizational tool. You have the option of creating your own event page, joining an existing walk, or registering as an individual walker. Once you register at the Walk for Lupus Ontario website, you will become part of the central hub for all walks across Ontario. Each team, as well as each individual walker, will have their own personal walk page on the Walk for Lupus Ontario website.

Your page can include a photo and story to help promote your walk. As well, you can set your fundraising goal and track your progress with a personal goal thermometer. Walk for Lupus Ontario is also connected to Facebook and Twitter. Please don't forget to add an events page promoting your walk to Facebook. Donations can be directed from Facebook to the Walk for Lupus Ontario website.

You can email the link to your personal Virtual Walk for Lupus Ontario page to family, friends and co-workers. They will have the option of making a secure electronic donation supporting your walk directly from your page. If they make their donation on-line, they will receive an instant, electronic tax receipt from Lupus Ontario, sent to their email address. You may enter your cash and cheque donations online, and pay with your credit card, cutting down on Lupus Ontario's administration fees and providing instant tax receipts to your sponsors!

Team pages will have running totals for all walkers who are a part of that team. Easy online access will make it possible for additional walkers to join your walk and start their own page at any time prior to the walk date.

There are many helpful tools and functions that you and the team members of your walk can use:

- From the Walk for Lupus Ontario website, you can recruit additional team members to join your event;
- You can record and even pay with your credit card, your cash and cheque donations, send thank you emails to your donors, making it fun & easy to keep track of support as it comes in;
- The "Tell-a-Friend" function lets you send an email to all your contacts to let them know about your event and how they can help you reach your goal;



- You can send group emails to your team with updates and encouraging words to keep everyone motivated;
- You can solicit sponsors from the Walk for Lupus Ontario website by sending emails from this site or from your own personal email. Your donors can donate to you or your team through a secure, on-line donation site;
- You can invite walkers and sponsors through Facebook (your social networking sites) to join your Walk for Lupus Ontario page;
- Lastly, reach out to corporations in and around your city to take part in your walk. Employees can use it as a form of team building. If there's anyone interested, please direct them to the office for more information.

Overall, the Walk for Lupus Ontario website is an excellent resource that will help generate excitement and enthusiasm for your event while keeping everyone current on all of the latest news and updates.

- **Recruit team members who can help with the event members.**
- **Review this event planning tool kit with team members.**



Donation Form Instruction

1. **PLEASE ENCOURAGE ON-LINE DONATIONS AS MUCH AS POSSIBLE.** For supporter who want to donate by cash or cheque, you can record the donations on the Donation Form.
2. Tax receipts will be issued for donations of \$20.00 or more.
2. Please use two (2) lines for every address and pledge and print clearly. Please note Team Name and Team Captain on donation form.
3. Please include a full address and postal code for each donor. We cannot issue a tax receipt if we do not have the full name, address and postal code of the donor.
4. Donation forms are available through the Walk for Lupus website (in PDF format) when you register online at www.walkforlupus.ca. You can print off as many as you need, or feel free to use a second sheet of paper when your donation form is full. Pledge forms are also available by contacting Lupus Ontario's staff who will be happy to mail as many as you need.
5. Include all donation forms, extra sheets and money raised in the envelopes provided from your original donation form.
6. Mail the funds with the completed pledge forms to Lupus Ontario. Please do not mail cash donations. Lupus Ontario can arrange to have your donations picked up by courier. Please call Karen Furlotte for more information on how to proceed. (For information on submitting cash donations)



SPONSORSHIP AND CORPORATE SUPPORT

Sponsorship gives you the ability to raise funds for your event while using standardized materials and messages that will provide a professional, provincial look. Please use a cover letter to introduce your walk to your potential sponsor as well as outlining your request. Try to be as specific as possible when making a request from a potential sponsor or donor. Sponsorship can include a monetary contribution or an in-kind contribution of goods and/or services. You can email your sponsorship request to potential donors.

Sponsorship is distinct from donations and should be handled differently. Sponsors receive a benefit from supporting your event by virtue of advertising and marketing opportunities. Revenue Canada regulations do not allow charities to provide charitable receipts for sponsorships.

A corporate donation, on the other hand, may be receipted as the donation is considered a gift with the only recognition being an appropriate thank you to the donor and an official tax receipt. If your corporate donor wishes to be receipted for an in-kind donation, you must provide an invoice from the company describing the gift donated and value of that gift and send this to Lupus Ontario, so a receipt can be issued.

Please remember that if you are going to be using any company's logo, you must first get permission to do so from the participating sponsor. This is very important and could save you some confusion down the road.

If you have any questions about sponsorship, please contact Lupus Ontario. Lupus Ontario can provide community sponsorship packages for corporations wishing to sponsor more than \$1000.00

You can also call Lupus Ontario for additional letters to ask for product donations, monetary donations and/or sponsorship opportunities.



Lupus Ontario Fact Sheet

Lupus Ontario's Mission:

To helping those with lupus live longer and better by raising funds that deliver vital support, education, awareness and research.

Lupus Ontario's Vision:

Life without lupus.

The History of Lupus Ontario:

In 1978 *The Ontario Lupus Association* formed by a group of patients seeing a need for support and education for those living with this little-known disease.

- First meeting was held at Wellesley Hospital.
 - Honey Agar, one of the founding members, was the first president.
- Hamilton Lupus Society and Lupus Foundation all formed that year.
- OLA operated under the auspices of Arthritis Society as their first *Specific Disease Group*, established 12 branches in the next 5 years.
- In 2004 all Branches amalgamated to form Lupus Ontario.

Our first priority is to increase public awareness and, through education, change the public perception of lupus to bring about the kind of support needed to fund research, improve treatment and find a cure for this chronic disease.

For thirty years, Lupus Ontario has been funding the Geoff Carr Research Fellowship. This Fellowship allows a rheumatologist in training to study at an Ontario lupus clinic and to learn the best practices for diagnosing and treating lupus. They also participate in critically needed lupus research focused on better treatments and hopefully one day to find a cure.

Lupus Ontario also provides one on one counselling to newly diagnosed lupus patients, community support groups and more recently on-line support group meetings.

Lupus – The reason we work so hard!

Systemic Lupus Erythematosus (S.L.E.) is a disease in which the body's own immune system can cause damage to the skin, joints and internal organs. Although there is not yet a cure, the disease can usually be managed.



Because the characteristics and severity of S.L.E. vary among patients, medical management must be individualized. It is important that someone diagnosed with, or suspected of having S.L.E., consult with their own physician to assure proper evaluation and treatment.

Many lupus symptoms mimic other illnesses, are sometimes vague and may come and go, making lupus difficult to diagnose. Diagnosis is usually made by a careful review of a person's entire medical history coupled with an analysis of the results obtained in routine laboratory tests and some specialized tests related to immune status.

The cause of lupus is unknown, but it is suspected there are environmental and genetic factors involved. People are born with lupus; it manifests or comes out of hiding usually through a great deal of stress, childbirth, unexpected issues, i.e. car accidents, illness, a death in the family or high stress at your workplace. Scientists also believe there is a genetic predisposition to the disease.

For some people, lupus is a mild disease that can be controlled with medication and lifestyle changes. For others, it can cause serious life-threatening problems and can be life-taking. Children, young teens, men and seniors can also be affected. 1:1000 Canadians are living with lupus.



TALKING POINTS ABOUT LUPUS

What is lupus?

- Lupus is a chronic autoimmune disease in which the immune system attacks the body's own healthy cells causing tissue damage, organ failure and, in some cases, death.
- Lupus can strike any tissue or organ in the body, including skin, muscles, joints, blood and blood vessels, lungs, heart, kidneys and the brain.

Who gets lupus?

- It is estimated that more than 50,000 women, men and children in Canada are affected by lupus.
- Lupus affects women 8 times more often than men.
- Lupus develops most often between the ages of 15 and 44.

Cause:

- The cause for lupus has not yet been discovered.
- Until the cause is found there will be no cure.

Symptoms:

- The symptoms of lupus vary drastically from person to person and can mimic other illnesses, making it difficult to diagnose.
- Symptoms can range from mild to life-threatening.
- Common symptoms of lupus include skin rashes, sun sensitivity, joint pain, extreme fatigue, fever, chest pain and seizures.

Other Facts:

- Improving awareness of lupus will save lives!
- Early detection, diagnosis and treatment of lupus helps to slow the debilitating effects of the disease.
- Effective treatment can minimize symptoms, reduce inflammation and improve the overall quality of life.
- Working together, we can conquer lupus.