

17th Annual Walk for Lupus Ontario 2018

Walk Coordinator Tool Kit



To Our Walk Coordinators:

Walk for Lupus Ontario began fourteen years ago as a small family walk and has become Lupus Ontario's single most important provincial public awareness and fundraising event.

In 2017 all across Ontario, hundreds of Canadians gathered to 'Walk for Lupus Ontario'. There were over 84 teams and more than 2000 participants walking in the 17th annual Walk for Lupus Ontario campaign! Together we raised over \$130,000. This achievement would not have been possible without the dedication and commitment of so many volunteers, like you.

May 10, 2018 will mark the 14th 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.

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

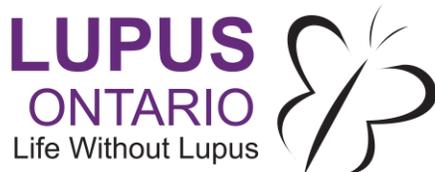
Please do not hesitate in contacting me at 1-877-240-1099 or by email at jbutler@lupusontario.org if you require any additional guidance or support. Together we are "Walking together to conquer lupus".

Kind regards,

Juanita Butler
Provincial Events Coordinator
Lupus Ontario

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Lupus Ontario Fact Sheet

Lupus Ontario's Mission:

Lupus Ontario is a team of caring and enthusiastic volunteers and staff who are passionately committed 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.

Lupus Ontario's Values:

- Quality of service.
- Equal access for all individuals.
- Accountability and transparency.
- Dignity and respect for all individuals.
- Collaboration and consultation.

The History of Lupus Ontario:

In 1978 Ontario Lupus Association formed by 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 first president.
- Hamilton Lupus Society and Lupus Foundation all formed that year.
- OLA Operated under auspices of Arthritis Society as their first Specific Disease Group, established 12 branches in the next 5 years
- In 2004 all Branches amalgamate 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.

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. 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 and even life-threatening problems. Eighty percent of people diagnosed with lupus are women between the ages of 15 and 45; however children, young teens, men and seniors can also be affected. 1:1000 Canadians are living with lupus.

Walk for Lupus Ontario 2018

17th Annual Walk for Lupus Ontario

When:

May, June, July and August 2018

Join a walk location or plan your own walk in your community.

Where:

The walk can be completed at an indoor location (such as a mall or school) or at an outdoor venue, depending upon the needs of the walkers. Outdoor venues can include neighbourhood streets, walking trails or a community park. Permission from venue owners or the local municipal government is often required. Please discuss this with the Events Coordinator at Lupus Ontario.

How:

People from Ontario come from all “walks” of life. Walk for Lupus Ontario can therefore be tailored to your personal situation or community. Using this tool kit will help you plan your walk!

TYPES OF WALKS WALK PLANNING SUGGESTIONS

The Individual Walk

The individual walk is the easiest to organize and works well for people who live in smaller communities that may not have a local lupus group. This type of walk can be a perfect fit for busy people who don't have the time to arrange a larger event with others, but would still like to make an individual contribution to the cause.

1. Set a time and location for your walk.
2. Register online by visiting www.walkforlupusontario.org
3. Collect pledges from family, friends, neighbours, schools and/or co-workers, using the pledge form provided and/or by utilizing your personal fundraising page created when you register.
4. Complete your walk and submit your offline pledges to Lupus Ontario in the pledge envelope provided. Please do not send cash in the mail. Lupus Ontario can arrange a courier to pick up your donations. (For information on submitting cash donations refer to page 22.)

The Small Team Walk

The small team walk serves not only as a fundraiser but can function as publicity for lupus. A small team of people walking together for a common cause will attract the attention of the public. Venue choice will factor into how many people will actually witness the event while it is taking place.

1. Set a time and location for your walk.
2. Register on-line by visiting www.walkforlupusontario.org
3. Gather a small team of friends, family, work associates, or lupus support group members.
4. Have each team member register online and collect pledges from their network of family, friends, neighbours, school and/or work associates.

OR

5. Canvass your community or neighbourhood by going door to door to collect pledges. Since these donors may not be familiar with the disease, have information pamphlets on lupus available to leave with them for further reading.
6. At the time of your walk, gather your team together to complete your walk. The purpose of your team walk can be communicated to the public with banners, posters and balloons. Ensure that you have extra pledge forms and lupus brochures along on the walk as bystanders may want to contribute to the cause. Once the walk is complete, pledges can be sent to Lupus Ontario in the envelope provided. Please do not send cash in the mail. Lupus Ontario can arrange a courier to pick up your donations. (For information on submitting cash donations refer to page 22.)

The Large Team Event

The large team event, with some planning, can provide a venue for all walkers in the community to gather together. A planning committee may be required to help with organizing and publicizing the event efficiently.

1. Register yourself and team members on-line by visiting www.walkforlupusontario.org or call Lupus Ontario. Once you have registered, create a Facebook events page. Follow the directions as per Facebook's instructions.
2. Recruit volunteers to help with the planning of the event.
3. In cooperation with your volunteers, local lupus groups, friends, family or co-workers, form a Walk for Lupus Ontario planning committee. Sub committees may be formed to deal with specific tasks such as the following (these are only suggestions and are dependent upon your team needs):

Venue Acquisition Committee - is responsible for getting permission to use and secure the walk site.

Sponsorship Committee – is responsible for securing corporate sponsorship for the event (see sponsorship section of this tool kit for more information) as well as cash donations, supplies (water, food, tables, chairs, publicity), and participant appreciation give-away items (t-shirts, key chains, goodie bags, “door prizes”).

Grants Committee – is responsible for applying for grant funding that will be used to support the walk.

Volunteer Recruitment Committee – is responsible for recruiting workers for the day of the event in areas such as walkers support, first-aid, concessions, information booth, raffle tickets, pick-ups and deliveries from sponsors, and set-up & clean-up on walk day.

Materials Distribution Committee – is responsible for ordering materials from Lupus Ontario and distributing pledge sheets and brochures to team members and to the community. Materials can be distributed to the members through the newsletter and at information and support group meetings. Community outreach can be achieved by distributing materials at hospitals, drug stores, doctor's offices and schools.

Media Relations Committee – is responsible for getting the event announced in the media (television, newspaper, radio). They are also responsible for Facebook/Twitter (all social networking sites) announcements and comments.

Social Committee - is responsible for any post-walk social gathering and entertainment.

Raffle/Silent Auction Committee – is responsible for organizing an event fundraiser such as a raffle or silent auction.

4. The committee should gather together to decide upon how their event is going to be conducted and which sub committees will be required.
5. Once the sub committees are formed, possible locations should be chosen for the Venue Acquisition Committee to investigate. It is important that you determine your walk location and time early, as other planning sub committees cannot commence their work until after the location and time of event are secured.
6. Pledges can be collected by each team member, through community and neighbourhood canvassing, email campaigns or at information tables.
7. Complete your walk and send pledges to Lupus Ontario in envelopes provided. Please do not send cash in the mail. Lupus Ontario can arrange a courier to pick up your donations. (For information on submitting cash donations refer to page 22.)
8. Follow-up the success of your event by writing to your local newspapers and adding a comment on your social media/networking pages. Send in pictures and a small story and indicate how much was raised. Be sure to thank your community for their support. Consider calling in a "Thank-You" to a local radio phone-in show.
9. After the event is over and you have had a chance to relax, have a committee meeting to evaluate the event – what went well and what needs improvement for next year. Complete the survey and send to Lupus Ontario.

ONLINE INFORMATION AND INSTRUCTIONS

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. Pledges can be directed from Facebook to the Walk for Lupus Ontario website.

You can email the link to your personal 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 sponsors, 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 sponsors can donate to you or your team through a secure, on-line donation site;
- You can invite walkers and pledges through Facebook (your social networking sites) to join your Walk for Lupus Ontario page;

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.

PLANNING TIMELINE

Following is a timeline that will help you plan out your strategies for your 2018 event:

<u>Date</u>	<u>Task</u>	
4 months prior:	Q Contact Lupus Ontario and register your team.	
	Q Recruit team members who can help with the event planning.	
	Q Review this event planning tool kit with team members.	
	Q Determine sub-committees (if needed). ◇ Examples are: social committee, volunteer recruitment committee, media relations committee, sponsor/prize committee.	
	Q Assign tasks to team members/sub-committees. ◇ Create your Facebook Events Page for your walk	
	Q Identify walk location closest to you ◇ Book and confirm location if necessary. ◇ Consider issues such as parking, first-aid, safety and washroom access.	
	Q Identify potential sponsors. ◇ Consider requesting cash donations, donation of volunteers, donations of supplies (water, food, tables, chairs, etc.), donation of prizes and participant give away items (t-shirts, water bottles, etc.).	
	Q Identify possible grant opportunities. ◇ Contact local businesses who may have grant programs in place to help off-set costs of special events for charity (non-profit) purposes. ◇ A grant can help pick up the tab on expenditures such as venue rental fees, rental of portable toilets or even food costs.	
	3 – 4 months prior:	Q Recruit volunteers. ◇ Volunteers may be needed for set-up and clean-up on walk day, walker support during the event, helping at information booth, etc.
		Q Order pledge forms, posters, literature, and event signage/banners from Lupus Ontario.
2 – 3 months prior:	Q Secure prizes, auction items, gifts and participant give-away items from sponsors.	
	Q Book entertainment. Possibilities to consider include: music, local artists, or children's entertainment.	
	Q Identify local dignitaries or people of note who may be	

- interested in participating in your event. Send them a written request outlining event details, how you would like them to support your Walk and how their involvement would make a difference for you.
- 1 – 3 months prior: Q Give out promotional information to team members for distribution to local businesses to help build awareness of your event.
- 1 month prior: Q Follow up with your sponsors and donors.
- Q Ensure that you have everything you need for walk day – t-shirts, banners, refreshments, etc. whatever will help make your event a success!
- 2 weeks prior: Q Confirm any speakers or invited guests.
- Q Check that all logistical arrangements have been confirmed. It is important to ensure things like first-aid, washrooms, walk route, and sound equipment (if using) have been considered and are ready for you on walk day.
- 1 week prior: Q If possible, meet with your team members and volunteers to ensure everyone is comfortable with their role on walk day. Take the opportunity to address any questions people may have and remind everyone how much their time and effort is appreciated!
- Day of the event: Q Prior to start time:
- Check all logistical arrangements;
 - Verify all sound systems are working;
 - Ensure the route has been marked for participants, so they can easily follow the path for the event;

- Ensure your designated media coordinator welcomes the press and coordinates media coverage during your event.

- Day of the event:
- Q Ensure that everyone attending your event signs in, and has signed a walk waiver.
 - Q Have a person designated to be available to collect donations and pledge forms from team members as they arrive.
 - Q Welcome your participants. Energize the group and thank them for joining your Walk for Lupus Ontario event. Describe the walking route and let people know where they can find washrooms and first-aid. Remind everyone to be safe and have fun and describe any post-event activities that may be taking place once the walk is completed.
- 1 week after:
- Q Gather input from your team members and volunteers. How did the event go? This is a great opportunity to talk about what worked for you and what could be improved upon for next year.
 - Q Follow-up with your sponsors by sending personalized thank you notes. Let them know how successful your event was, and that it would not have been possible without their support.
 - Q Contact Lupus Ontario and send them a photo, or two, from your walk.
 - Q As soon as possible, submit your pledge sheets, donations and survey to Lupus Ontario.
 - Q Put your feet up, take a rest and pat yourself on the back! You did a great job!

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. It is best to hand-deliver 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. 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 the Events Coordinator at Lupus Ontario. Lupus Ontario can provide community sponsorship packages for corporations wishing to sponsor more than \$1000.00

The following samples will assist you with your approach of potential sponsors or supporters:

LETTER TEMPLATE
TO REQUEST SPONSORSHIP

Insert Lupus Ontario LOGO
(Insert name and address of company/location)
ATTN: (personalize the letter)

DATE

Dear (Name):

Lupus Ontario's 17th annual Walk for Lupus Ontario campaign is well on its way for 2018! Walk for Lupus Ontario is held in communities across Ontario in the months of May, June and July.

Lupus is a chronic inflammatory disease that can affect any organ or system of the body. The body's immune system (which normally protects and defends the body against disease and illness) becomes overactive, attacking healthy tissues and vital organs such as kidneys, heart and lungs. There is no cure. Medication can control lupus, but people die every year from complications of this disease.

For Lupus Ontario to continue its work, we must look to our communities to support our goal of one day finding the cause and cure for lupus. Our wish is to have (insert company name) help in our provincial awareness campaign by becoming a partner in the Walk for Lupus Ontario 2018 Campaign. Options for your involvement include:

- A financial contribution that could be used as a donation directly to Lupus Ontario;
- A financial sponsorship that could be used to help off-set the expenses involved in coordinating the Walk for Lupus Ontario event. Items such as t-shirts, awareness wristbands, hats, bottled water, food and many other items will be available to participants on walk day. This expense is the single, largest expenditure within the Walk for Lupus Ontario budget;
- A donation of products or gift vouchers that could be used as either silent auction items or as raffle prizes at our walk.
- In return, (insert company name) would be entitled to advertisement benefits and marketing reach to those affected by lupus and their friends and family. These benefits can be discussed with you, should you decide to become a Walk for Lupus Ontario partner.

We need your help to make this event a success! Please let us know if you can help in any way.

Yours truly, (insert local contact person or event organizer/committee chair)

LETTER TEMPLATE

TO REQUEST DISPLAY OR DISTRIBUTION OF WALK FOR LUPUS ONTARIO MATERIALS

Insert Lupus Ontario LOGO

DATE

(Insert name and address of company/location)
ATTN: (personalize the letter)

Dear (Name):

Lupus Ontario is the largest provincial voluntary health organization dedicated to improving the lives of people living with lupus through advocacy, education, public awareness, support and research.

Lupus is a debilitating chronic illness that affects 1:1000 people in Canada. Lupus is an autoimmune disease that causes the body to target its own cells for destruction. It often affects women in their childbearing years, but is also affecting children, young teenagers and men. Lupus strikes without warning. There is no cure. Although lupus can be controlled with medication, hundreds of people die each year of complications related to the disease.

For Lupus Ontario to continue its work, we must look to our communities to support our goal of one day finding the cause and cure for lupus. May 10th is World Lupus Day and we are once again planning for our annual Walk for Lupus Ontario campaign across Ontario. The 17th annual Walk for Lupus Ontario will take place in communities across Ontario.

To promote this provincial event, we need to get more information out to the public to allow for more participation. This is how (insert company name) could help. We are looking for a venue to display information pamphlets and pledge forms. Could you allow us to distribute our materials at (insert company name) locations? There is no cost at all for (insert company name). Your support of this event would allow for larger distribution of event materials in our local and provincial communities and increase public awareness of Lupus.

I would be pleased to meet with you to discuss this request in more detail. I will contact you in the next two weeks to see what time would work best for you.

Yours truly, (insert local contact person or event organizer/committee chair)

SAMPLE PRESS RELEASE

A press release is a simple, effective way to bring media attention to your Walk for Lupus Ontario event. A press release can be sent to newspapers as a way to help promote your Walk. The following is a sample you can use:

NEWS RELEASE

Your
Name Your contact
 information
For Immediate Release

Attention: (insert reporter name if you have one)

Date: (today's date)

Who: (Insert your group name)

What: Lupus Ontario's 14th annual Walk for Lupus Ontario

Where: (Insert location of your walk)

When: (insert time and date of your walk)

(Headline: tell story in single sentence)

Residents walk to bring attention to lupus, a common but little known life-threatening autoimmune disease that affects 1:1000 Canadians.

(One paragraph telling whole story)

(Insert name of City/Town) residents will walk on (insert time, date and location) to help bring attention to lupus, a common but little-known disease. 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. The symptoms of lupus vary drastically from person to person and mimic other diseases, making diagnosis difficult. 1:1000 Canadians have this life-threatening disease, yet there is little public awareness about lupus.

The aim of this fundraising event is to help educate people about lupus, while at the same time raising funds to help carry on the work that will one day bring a cure for this disease and save lives. May 10th is World Lupus Day and various awareness events will be held worldwide.

(Use 1-2 additional paragraphs to expand on the story, using your personal history/involvement and background – if you are comfortable. Finish by inviting people to participate in your walk or contact you for more information.)

Please do not hesitate to contact Juanita Butler, Events Coordinator, Lupus Ontario, for any assistance with your press release or sponsorship letters. Juanita can be reached at jbutler@lupusontario.org and/or 1-877-240-1099/905-415-1099

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 help 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.

Lupus Ontario

Mission: Lupus Ontario is a team of caring and enthusiastic volunteers and staff who are passionately committed to helping those with lupus live longer and better by raising funds that deliver vital support, education, awareness and research. Registered Charitable # 883331472 RR0001

Vision: Life without lupus.

PLEDGE FORM INSTRUCTIONS

1. Tax receipts will be issued for pledges of \$20.00 or more.
2. Please print clearly. Please note Team Name and Team Captain on pledge 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. Pledge forms are available through the Walk for Lupus Ontario website (in PDF format) when you register online at www.walkforlupusontario.org. You can print as many as you need, or feel free to use a second sheet of paper when your pledge form is full. Pledge forms are also available by contacting Lupus Ontario's Event Coordinator – she will be happy to mail as many as you need.
5. Include all pledge forms, extra sheets and money raised in the envelopes provided from your original pledge 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 the Events Coordinator to make arrangements if this is something you would like to do. (For information on submitting cash donations refer to page 22.)

WAIVER

I wish to participate in the 17th annual Walk for Lupus Ontario and I agree to abide by the rules, regulation and event instructions, as well as all applicable municipal and provincial laws and regulations.

I acknowledge that I understand and hereby agree to absolve and hold harmless Lupus Ontario, corporate sponsors, cooperating organizations and any other parties connected with this event in any way, singly or collectively, from and against blame and liability for any injury, misadventure, harm, loss, inconvenience or damage hereby suffered or sustained as a result of participating in the 2018 Walk for Lupus Ontario, or any activities associated therewith.

I hereby consent to and permit emergency treatment in the event of injury and/or illness.

I agree that my participation in the event is subject to the sole discretion of the organizers of the event, and that my participation may be limited or terminated, with or without cause. I also give full permission for the use of my name and photograph in connection with this event.

For participants under 18 years of age:

If I am under the age of 18, I understand I MUST have a guardian accompany me on the event as a fellow registered participant.

Print Name

Sign Name

Date

Signature of Guardian (if under 18 years)

Date

Note: you may print one copy of this waiver and attach a piece of paper with each participant's printed name and signature, instead of printing one for each participant. Submit this waiver with the attached signature page to Lupus Ontario. However, Lupus Ontario will gladly send you as many blank waivers as you need.

FREQUENTLY ASKED QUESTIONS

- Are tax receipts issued for pledges?
 - Yes, receipts are issued by Lupus Ontario for amounts of \$20 and over

- Do I have to join a team?
 - No you can do your walk independently or just with family and friends if you prefer. If you choose to join a team you will be walking with a larger group of volunteers and adding to the public visibility of the event. This helps create and increase awareness of lupus.

- Can we just show up at an event?
 - There will always be registration on the day of the event. It is helpful to organizers to know how many participants will be attending so, if you can, let organizers know ahead of time that you plan to participate. The organizers are then able to arrange for adequate space, facilities and materials to provide for everyone.

- How do I recruit team members?
 - Begin by talking to friends, family, co-workers and neighbours. Once you tell people about the cause you are supporting, you will no doubt be surprised at the willingness of others to help and support you with your volunteer effort. Encourage those you contact to involve their friends, family and co-workers. It will surprise you how quickly your team can grow. Also, add your event to Facebook and start recruiting walkers and team leaders.

- What happens in the event of bad weather?
 - Walk coordinators are encouraged to consider alternate locations for your event if the success of your walk may be affected by poor weather conditions. For example, is there a local mall that could be the backup location? It is always wise to be prepared. Make sure participants consider the weather and come equipped with necessary items to keep them warm and dry.

- How do we get supplies like t-shirts, pledge forms and posters?
 - Lupus Ontario has supplies of t-shirts, swag, pledge forms, posters and other materials for use at the walks. Your first contact for materials should be the Events Coordinator at Lupus Ontario.

- What is a walk waiver and why is it necessary?
 - In the very unlikely event of injury or illness, a walk waiver will help protect you, Lupus Ontario, sponsors or anyone else connected with the event from being held responsible for any type of liability that may occur during your event. Please ensure that each participant signs a walk waiver.

FREQUENTLY ASKED QUESTIONS

- What are “In-Kind” donations, and how are they treated for receipts?
 - An in-kind donation can be any type of product or service that may be offered to your event, in lieu of cash. This could include things like bottled water, food, merchandise to be used for auction or gifts for participants. The value of the donated items must be recorded on an invoice prepared by the business or individual donor and then sent to Lupus Ontario, who will issue a receipt, to the business or individual, for the value of their in-kind donation. The agreed-upon value must be substantiated according to Revenue Canada regulations for in-kind receipts and the donor is not allowed to receive the benefits given to a sponsor. In summary, the contributor receives an in-kind charitable receipt OR sponsorship recognition benefits.

- What do I do with cash donations?
 - Rather than mail cash to Lupus Ontario, you can deposit the cash donations into your own bank account and then write a personal cheque to Lupus Ontario for the amount of the cash you collected. Alternatively, you can convert your cash donations into a money order at any Canada Post outlet and submit the money order, in lieu of the cash, to Lupus Ontario. Whichever option you choose, please be sure to include an accurate pledge form with your cheque so that your donors get their receipts in an accurate and timely manner. You may also pay all your cash donations online through your personal Walk for Lupus Ontario webpage. If you choose this option, simply deposit the cash into your bank account, sign-in to your personal webpage, go to “manage cash and cheque donations”, input all contact information for your donors and click, “pay with your credit card”. Your donors will receive an instant tax receipt to their email address. This option reduces Lupus Ontario’s administrative fees as well as provides instant tax receipts to your donors.

Lupus Ontario's Contact Information

Lupus Ontario

10-25 Valleywood Drive
Markham, Ontario L3R 5L9
Provincial Wide: 1-877-240-1099
(905) 415-1099
Fax: 905-415-9874

Events Coordinator: Juanita Butler
jbutler@lupusontario.org

Office Manager: Karen Furlotte
kfurlotte@lupusontario.org
admin@lupusontario.org

HELP US CONTINUE TO IMPROVE

Lupus Ontario would greatly appreciate if you could take a bit of time to fill in the following survey after completing your walk. We want to ensure that you felt supported during your involvement with the Walk for Lupus Ontario campaign this year, and we welcome your feedback so we can continue to improve this very important fundraising initiative. Please include this survey when you mail in your pledges to Lupus Ontario. Thank you so much!

1. Where was your walk held?
2. How many participants attended your event?
3. Of your participants, how many were registered team members? (If applicable)
4. What activities did you have at your walk? (i.e., silent auction, bake sale, information table, kids events?)
5. Did you contact the media? If so, whom did you contact and did they participate in your event?
6. Do you feel as though you increased public awareness about lupus?
7. What made your walk successful this year?
8. What would you do to make your walk more successful next year?
9. Did you utilize any incentives (t-shirts, keychains)?
10. Was the Walk for Lupus Ontario Tool Kit helpful to you?

11. Was there any information you would like to see included in the Tool Kit?
12. Do you feel you received the support and resources you needed to help make your event successful?
13. What would be helpful next year?
14. Did you register online? If so, did you find the website tools available helpful? Did you create a Facebook events page for your walk? If so, was it successful?
15. Will you participate with Walk for Lupus Ontario again next year? Why?

Please return this completed survey to Lupus Ontario with your pledge submission.

Thank You!

We hope that you have a great

Walk for Lupus Ontario!

By spending the time to plan and coordinate your event you are helping to increase awareness of lupus within your community!

*Your involvement is
greatly appreciated!*