

IG WEALTH
MANAGEMENT
**WALK FOR
ALZHEIMER'S**



AlzheimerSociety
MANITOBA
Dementia Care & Brain Health

#IGWalkforAlz

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WALK IN A BOX GUIDE

How to host your very own walk

AlzheimerSociety

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Thank you!

Thank you for deciding to host an *IG Wealth Management Walk for Alzheimer's* Walk in a Box event in support of the Alzheimer Society of [your society name here] We are so grateful for your support!

It is estimated that 534,000 Canadians are affected by dementia, and this number is growing. The Alzheimer Society of [your society name here]'s ultimate vision is a world without dementia – but before there's a cure, there's care. While the search for a cure continues, we can ignite a movement to make dementia not just someone else's problem, but everyone's concern. We all have a role to play in creating a community of courage and building a dementia-friendly society that is supportive of people who are affected by this disease.

You are playing an important role in this by organizing your own *Walk*. Please use this Walk in a Box kit to assist you in planning your event. We have done our best to make hosting a *Walk* an easy and enjoyable experience for you. If you have any questions along the way, please don't hesitate to ask. Together, we make memories matter!

How does a *Walk* in a Box work?

- ✓ Sign up to host a *Walk* in a Box via the *Walk* website: walkforalzheimers.ca, email, or by calling the Alzheimer Society, then receive your kit.
- ☐ Read through the kit, ask others to help out, and create your *Walk* plan.
- ☐ Host a *Walk* at your location and have fun!
- ☐ Send in your donations and paperwork to the Alzheimer Society of [your society name here] office at [Your mailing address]
- ☐ Pat yourself on the back – you did it! Thank you. 😊

Walk in a Box kit contents and how to use them



- One *Walk in a Box* guide (what you're reading 😊).
- One host report form. Please complete and send in this form with your collected donations.
- Ten pledge forms to record your donations. Please remember to print clearly so we know who to make the tax receipt out to!
- Ten balloons to decorate your event space or walk with.
- Forty forget-me-not paper flower cut outs. Have participants fill in the name of who they're walking for, then pin them on or create a banner.
- Fifty forget-me-not flower pins for participants.
- Four posters to advertise your event.
- One "Our goal" poster.
- One press release template.
- Twenty participation certificates.

Feel free to photocopy forms and posters, and contact us if you need more of the supplies listed above!

Planning checklist

1. **Where?** Choose your *Walk* site (a park, your school, your care home, etc. Bad weather season? Walk indoors!)

2. **When?** Decide on your event's date and time. Your *Walk* in a Box can take place anytime. Aim for a time when the most people are available to join in!

3. **What?** Plan your event day details. Will you host a walk on its own, or add a BBQ or morning/afternoon tea to increase fundraising and fun? What supplies do you need to make your event a success? Take a look at the supplies included in your *Walk* in a Box kit. If you need more of the provided supplies, please let us know.

4. **Who?** Get in touch with volunteers to help bring your event to life. If you plan to walk, you may need extra hands to push wheelchairs or strollers, hand out water, collect money, cheer, etc.

5. **Who else?** Spread the word about your *Walk* in a Box far and wide! Use the press release template so local media can help tell your story.

Event ideas – you don't just have to walk!



There's many ways to enhance your event's fundraising power! Here are some ideas you can try in addition to or instead of a walk to raise funds while having fun.

- If you do walk, afterwards come back and enjoy some refreshments and entertainment. Hand out participation certificates and forget-me-not flower pins (both included in this kit) to everyone that takes part.
- Host a BBQ, morning/afternoon tea or pancake breakfast. Invite your neighbours and community to attend. Encourage your participants to bring their family.
- Hold an ice cream social with games for people to play, such as bocce ball or badminton.
- Add fundraising for your *Walk in a Box* to an already scheduled event. Have an open house, concert or sporting event coming up? Set up a table and decorate it with balloons and posters and ask people to give.
- Get grandparents and kids involved! How about hosting story time, complete with milk and cookies?

Fundraising tips

Set a goal for your *Walk* and track your progress on a poster for all to see!

Think of fun challenges or friendly competitions to motivate giving (i.e. the principal will shave their head if we raise \$X, our tennis club challenges your tennis club to beat \$X raised, etc.)

Important: keep your donations and donor information secured at all times! Deposit cash on the day it's collected, and keep all cheques and records in a locked place.

For more fundraising tips, see the tips sheet in your kit or visit our website at walkforalzheimers.ca.



Spread the word



Customize your posters with your event details and place them in high traffic areas, both at your site and around town!

If you have a newsletter or e-newsletter, be sure to mention your *Walk* in a Box there. Don't forget to send a little reminder closer to the day too.

Share your event details on your website, Facebook and other social media accounts. Invite people to join or make a donation.

Invite local schools, churches and community groups to attend. This event is great for all ages! If you'd like to invite the public to your event, let the Society know and we'll list your event the *IG Wealth Management Walk for Alzheimer's* website.

Community involvement is the key to success. Make sure to invite many people as possible to attend and make a difference in the lives of people living with dementia.

Post event – what to do with all the money you raised

If you've collected bills and coins, please tally then deposit the cash and write a cheque to the Alzheimer Society of [your society name here] for the tallied amount.

Important: in the memo line please write “Cash donations, your location name, *Walk in a Box*”.

Mail all your cheques, pledge forms and the host report form to:

Alzheimer Society of [your region]

[Address line #1]

[Address line #2]

Please do not mail cash!

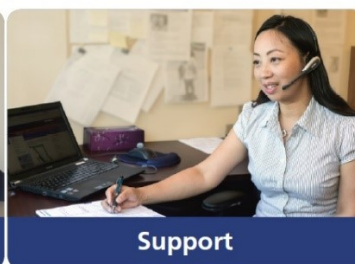
Questions? Call **[your phone number]** or email **[your designated contact]** where the *Walk* team will be happy to help you.

Your dollars in action – where your money goes

Here are some highlights of what your donations made happen in 2019:

[These stats are for Ontario. Localize to your region/province]

- Helped more than 70,000 people living with dementia and their caregivers through First Link®.
- Facilitated support groups for family caregivers and people experiencing the early stages of dementia.
- Provided 1,777 Finding Your Way® seminars, helping share tips and strategies to ensure that people living with dementia can live safely in their day-to-day lives.
- Delivered educational sessions to families in more than 30 communities across the province.
- Provided foundational dementia education to more than 38,349 participants.



Celebrate your success

Thank you for your efforts to host a *Walk in a Box* and collect pledges! You've made a real difference in the lives of those living with dementia and their caregivers by raising awareness and funds. We tip our hat to you with our sincerest thanks. Now go celebrate your success! You've earned it.

If you have some pictures and stories to share about your *Walk*, we'd love to see and hear



them! Please email [\[e-mail address\]](#) and [\[Name\]](#) will be in touch.

Alzheimer Society of [your region]

[Address line #1]

[Address line #2]

Questions? Call [\[your phone number\]](#) or email [\[your designated contact\]](#) where the *Walk* team will be happy to help you.