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**MARCHE ACTION SIDA**  
*Ne restez pas planté là*  
[www.marcheactionsida.ca](http://www.marcheactionsida.ca)



**SCOTIABANK**  
**AIDS WALK FOR LIFE**  
*Don't just stand there*  
[www.aidswalkforlife.ca](http://www.aidswalkforlife.ca)



## THE OFFICIAL WALKERS' HANDBOOK

SATURDAY, SEPTEMBER 24, 2011

Scotiabank AIDS Walk for Life Ottawa is an annual fundraising walk organized by Bruce House. It supports the programs of seven local organizations that respond to HIV/AIDS in our community.

Every year, Scotiabank AIDS Walk for Life Ottawa hosts a candlelight walk and a memorial stop at the Human Rights Monument to honour and remember those who have gone before us, stand in support of those living with HIV/AIDS and light the way in hope for an end to this disease. Over a thousand caring men, women and children come together annually to collect funds, raise awareness, show support, and continue the fight against HIV/AIDS.

Since the first walk in 1989, we have raised over \$1 million dollars through the participation of more than 10,000 walkers, hundreds of corporate and community teams and many caring corporate supporters. Last year alone, we raised over \$125,000 and we're excited to make 2010, our 20<sup>th</sup> Walk, the *best* one yet!

**WHEN:**

**Saturday, September 24, 2011**

**WHERE:**

**Marion Dewar Plaza – Ottawa City Hall**

**WHAT:**

**2.5K WALK route around downtown Ottawa, with a stop at the Human Rights Monument.**

**ITINERARY:**

**5:00PM-7:00PM**

**Check-In/Community Fair**

**7:00PM**

**WALK begins**

*Thank you* for making a real and profound difference in the lives of the men, women and children living with HIV and AIDS in our region by committing to raise money and WALK in this year's WALK for LIFE.

## Where the money goes...



All proceeds raised from the Walk for LIFE allow Ottawa's seven partner agencies to continue providing direct services that improve the quality of life for those living with HIV and AIDS in the Ottawa area, as well as providing awareness campaigns for various groups. In the past, Bruce House has used its money raised to help fund the transition house, a home with seven beds for those living with HIV/AIDS, which provides care and meals to its residents. Planned Parenthood Ottawa (PPO) provides a Community Education Program that is open to the Ottawa community for information on everything from contraception to STI prevention and from puberty to sexual orientation. PPO also provides educational theatre to local area schools. Camp Snowy Owl, a camp for people affected by HIV/AIDS, was created by the Snowy Owl AIDS Foundation using funds raised. Ottawa's seven partner agencies include: *Bruce House, Wabano Aboriginal Health Centre, Pink Triangle Services, AIDS Committee of Ottawa, Snowy Owl AIDS Foundation, Youth Services Bureau, and Planned Parenthood Ottawa.*

Should you wish to obtain more information on one of these partner agencies, we encourage you to visit the AIDS WALK for LIFE website to retrieve contact information ([www.aidswalkottawa.ca](http://www.aidswalkottawa.ca)).

## Everything you need to know to raise awareness and money for the WALK for LIFE...

Collecting donations is much easier than you may think! Whether are you walking by yourself or with a team, you have two useful resources to help you achieve your fundraising goals. This handbook, which provides you with the basics, and the personalized website are both great tools, so make frequent use of them!

## PERSONAL WEBSITE



Each person who registers for the WALK will choose a LOGIN and a PASSWORD. Your automatic email confirmation will include a direct link to a donation page where you can create your own personalized web area. Here, you can post a picture and/or write a short message to potential donors. You will also be able to email potential donors to invite them to view your page and sponsor you securely using a credit card. The site will also help you keep track of all online and offline (cheque and cash – which you can input yourself) donations, letting you know how much you've raised toward your own personal goal.

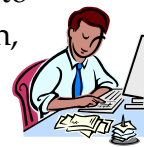


**PERSONALIZE** your page with a photo and special message to convey why you are taking part in the WALK – donors will be more inclined to support you if they understand more about your passion for the WALK. Make your page just that – your own!



**SEND EMAILS** from your personalized WALK page to potential donors anywhere in the world. The emails you send will include a direct link to your personal WALK page, making it quick and easy for friends and family all over to support you through a donation. When you receive an online donation, the donor receives an instant email confirmation of their gift, and an official tax receipt. *Remind your donor that their personal information is never shared.*

**KEEP TRACK** of who you've emailed and who has responded in order to avoid duplication. Such reports can be generated at the touch of a button, enabling you to track the success of your fundraising efforts. Make use of these tools as it is an easy and great way to keep track of your fundraising goals!



**EASY & SECURE!** Remind potential donors that giving online is quick and simple – as well as secure. Donors will receive a confirmation of their donation as well as an instant electronic tax receipt recognized by the Canada Revenue Agency.

## **PLEDGE SHEET**

We are more than happy to supply pledge sheets to those who feel they will be collecting donations in the form of cash or cheque. Always remember to print your name and contact information on each pledge form. If you are part of a team place the name of your team on the top right hand corner of the pledge form as well. Carry your pledge sheet everywhere you go – you never know when you'll be able to solicit a donation 😊

### ***TIP***

Try to get your first donor to make a sizeable donation – this tends to set a trend for subsequent donations!

Don't forget to call or email if you have ANY questions or concerns; we're here to help you! 613.729.0911 or [walkforlife@brucehouse.org](mailto:walkforlife@brucehouse.org)

## **CHECK OUT these great fundraising ideas!**

**1**

Send an email or letter to friends, family members, colleagues and businesses that you frequent (such as a local coffee shop, dentist, etc.) asking them to sponsor you.

**2**

Work it at work! Your workplace is one of the best places to raise money. When people see others sponsoring you at work, they'll likely be more willing to pitch in.

**3**

Involve your friends and your friends' friends. This is a great way to grow your donation pot quickly!



Car washes, garage sales and used book sales are easy and fun ways to fundraise from work or home.



Place WALK posters, brochures, and cards in prominent locations such as reception areas, lunch rooms, lobbies, staff lounges etc. Be sure to post your name and contact information for people who might be interested in joining your team.



Take your pledge sheet EVERYWHERE!



Challenge other teams! Friendly competition is a great motivator 😊

## **T is for TEAM...**

### **WHAT IS A TEAM?**

A team is a group of co-workers, students, church members, families, and/or friends that pre-register, raise money and enjoy the WALK together. Teams can range in size from two to 500. Last year we had dozens of teams – and our top two raised close to \$25,000 between them! Teams are a great way to create camaraderie, motivate and challenge each other and build on new and existing friendships. Be creative in deciding on a team name. If your group is a business or organization, your team name can provide great advertising and awareness. If you're walking with friends and family, feel free to come up with a fun and silly name! *Remember: just enjoy yourself...put the fun in FUNdraising!*



### **HOW DO I FORM A TEAM?...Easy!**

- 1) Designate a TEAM CAPTAIN (or co-captains)
- 2) Register online at [www.aidswalkottawa.ca](http://www.aidswalkottawa.ca)
- 3) Let everyone in your office or organization know about your team and how they can join.
- 4) Invite vendors, customers, or family to join or support your team.

### **WHAT DOES A TEAM CAPTAIN DO?**

A team captain's primary role is to promote the WALK for LIFE within the group and to recruit as many fundraisers as possible. Depending on the size of your organization, workplace or family, you may want to establish a co-captain partnership to help accomplish your goals. If you have a team at work, make sure you are following company policies regarding posters, circulation of flyers in the workplace, etc.

