

Special Edition Newsletter

T-Shirts for Walk Day

There are some **NEW RULES** when it comes to allotting the Great Strides™ walk t-shirts for the Teams:

- Each team will still need to raise \$1000 per 20 participants before the April 12, 2012 deadline but only “**active fundraisers**” can be a part of this formula.
- An “**active fundraiser**” is defined as an adult person on your team actively raising funds (minimum of \$20/person). We have a number of teams across Canada who raise money and give that money to the team captains or put the funds under the name of the child that they are walking for in order to win prizes. The National prizing will have new rules this year to promote more “**active fundraisers**” and less pooling of money that is raised.
- This new rule will be in place for all 70+ walk locations across Canada this year.

EXCEPTIONS to the rule!

- Children under the age of 18 do not have to be “**active fundraisers**” in order to receive a t-shirt. (For example: 25 people on a team & 5 are children and 20 adults are “**active fundraisers**”. If the team raises the \$1000 (minimum amount per 20 people) before the t-shirt deadline, they will receive 25 t-shirts for the team.
- Families: If you have a family of 5, for example, and Mom raises all the funds, she can split what she has raised to other members of her family so that everyone who is 18 and over is showing as an “**active fundraiser**”.
- If your team works together to put on a fundraiser, you can split how much was made at that fundraiser to the people on your team that helped with your fundraiser!



T-Shirts continued. . .

WHAT will this change look like?

- If you have a team made up of 36 adults and 17 children (team of 53) and only 20 of the adults are “active fundraisers”, then that team will only receive 20 free adult t-shirts and free t-shirts for the active fundraisers’ children. Other team mates will have the option to purchase t-shirts at a cost of \$20 each if they like and then they can also purchase a t-shirt for their child at \$10 each.

WHY these new rules?

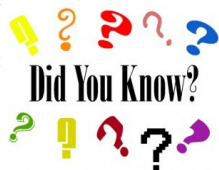
- This new rule comes from our National office and we all want to promote fairness across Canada to everyone who participates in the walk.
- We are very grateful to all of the supporters who come out and hope that everyone is on board to actively help raise funds. We thank you in advance for helping to promote active fundraising amongst your teams!
- If you have any questions regarding the changes, please call Kathy at 780-466-2265 or email ecfs.fundraising@telus.net.

Also NEW this year. . .online is where it’s at!

We will be using the online reports to get our data from, so make sure **every team mate is registered online, including children!** In the past, we have had a committee member call every team captain to confirm the online reports for t-shirt orders, lunches (select locations) and kids goodie bags (select locations). This year our committees

will only go by the online reports, so if your team qualifies for t-shirts and would like to receive any “extra’s” depending on the walk location, they will have to be registered online and they need to have their information (funds raised) up to date. Each team captain will receive their team package based on the online reports.

The American tee shirt began during WWI when American troops were checking out the comfortable and lightweight cotton undershirt that the European soldiers were wearing. The American soldier's uniform was itchy, wool and extremely uncomfortable during the hot and humid summers in Europe and so the t-shirt caught on quickly.



Typically known as an undershirt, John Wayne, Marlon Brando and James Dean shocked Americans by wearing their "underwear" on National TV. In 1955, James Dean made the T-Shirt cool in "Rebel Without A Cause" and suddenly the T-Shirt became a symbol of rebellious youth.

Caring Clowns don't joke around about supporting CF!

Edmonton Caring Clowns has supported our Great Strides Walk locations in Grande Prairie, Leduc and Edmonton over the last 3 years. Most donate their time to come out and entertain the kids at our walk locations! We just want to give you a shout out & say thank you for your continued support!



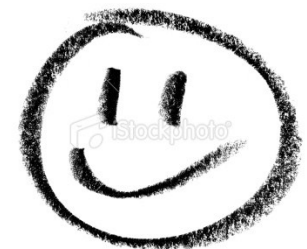
Are you planning a kids party? Want a clown for entertainment? Ask us at the Edmonton & Northern Alberta Chapter for contact information from the volunteers that help our Great Strides Walks!

We want to really promote our supporters to our participants and membership! So please take note of our supporters when you are at the walk this year and think of them when you are out and about shopping.

Faces of CF

This is a display board that the Edmonton walk location started to use last year. If you would like your child's picture on the board or if you would like to update your pictures, please contact the office.

This display board is used as awareness for corporate teams, partners and media when they attend our walks. It gives a face to the disease and shows how much support there is for the children we all walk for in Edmonton!



SMILE!

13 muscles are used to smile, but 47 are required for frowning. You have to smile nearly a quarter of a million times to make 1 wrinkle

TEAM FUNDRAISERS!

Ongoing Fundraiser

Aunt Sarah's Chocolate Bar Fundraiser
(Caramel/Almonds, Caramel, Crispie Chocolate)

Hosted by Team Teresa

\$2 each

To get your chocolate bars today email
deanna.morrison@shaw.ca or call 780-932-4181

Saturday, May 12, 2012

Pub Night hosted by Team Teresa

The Canadian Brewhouse
12711 97 Street Northwest
For tickets call Deanna or Shawn
780-932-4181

(Sient Auction, 50/50)

\$10 person - includes free drink

Saturday, April 21, 2012

Laura's League Cystic Fibrosis Fundraiser

Caffreys, 99 Wye Road, Sherwood Park

For tickets call Sam at

780-305-3080

(Silent Auction, 50/50, door prizes~\$15/person)

If you or your Team is hosting a fundraiser, call Kathy to have information posted here! 780-466-2265

Welcome Whitecourt!

Whitecourt will be hosting their first Great Strides™ walk this year! Watch for details and if you know of anyone in Whitecourt or the general area that would be interested in joining the walk or helping with organizing the walk have them call 780-466-2265 or email ecfs.fundraising@telus.net

WALK LOCATIONS FOR 2012

- ◆ **Edmonton** (Snow Valley/Whitemud Park)
- ◆ **Leduc** (Telford House)
- ◆ **Grande Prairie** (Muskoseepi Park)
- ◆ **Fort McMurray** (Father Mercredi High School track)
- ◆ **Lloydminster, AB** (TBA)
- ◆ **Whitecourt** (Rotary Park)

Don't see a location near you? Call us to discuss setting up a new location! 780-466-2265

Team Captain Duties



You are a very important part of making our walks the success they are! This is just a refresher to what the Team Captains are responsible for in order to help keep our registration process to a minimum and keep the distribution of items to team members as organized as possible.

The first thing you need to do as a Team Captain is be the first to register online so your friends and family are able to join your team!

Start your fundraising! Through online registration, you can set up a profile page and send out emails to friends to ask for their support. Anyone who donates to your team through the online website will automatically receive their tax receipt through email.

If you or any team members are planning a team fundraiser, call Kathy at 780-466-2265 to let her know what you are doing and if you like, we can help spread the word for you.

Keep your friends and family members (teammates) motivated!

Plan a deadline date for all your friends and family to turn in their pledge forms and money to you prior to the walk date. You will need time to collect this information and review it to make sure everything is correct.

- a. Make sure that the full mailing address information is entered for each pledge (so that tax receipts can be mailed to your supporters)
- b. Confirm that the total raised on the pledge forms is added up correctly
- c. Confirm that the amount of cash & chqs equals the total raised on the pledge form
- d. Ask if they would like to donate their HBC cards back (if they do, have them sign the pledge sheet (signature is needed in the red box).
- e. Make sure that the waiver portion has been signed and that any minors are added to the waiver form.
- f. Keep each teammates information & money separate from everyone else (using zip lock bags work great!).
- g. Bring all the pledge forms, cash & cheques to Pre-registration (if applicable) or to the registration area at your walk location.

As team captain, once you drop off your pledge forms and money, you will be given a package (varies with walk locations) that will have items such as lunch tickets, door prize tickets, & T-shirts if your team qualified for them. You will need to have a meeting place for your team, or have them find you so that you can be sure to distribute any items to your team members.

We currently have TWO locations with **Pre-registration**, Edmonton and Leduc and this is usually held the Saturday prior to your walk date. If you have a pre-registration date, take advantage of it! It's not nearly as crazy as walk day registration.

****The more online pledges we can get, the lower our costs are for tax receipting!****