



**ALS SOCIETY OF MANITOBA
LA SOCIÉTÉ MANITOBAINE DE LA SLA**

2A - 1717 DUBLIN AVENUE
WINNIPEG, MANITOBA R3H 0H2
WEBSITE: WWW.ALSMB.CA

PHONE: 204.831.1510
FAX: 204.837.9023
TOLL FREE: 866.718.1642
EMAIL: HOPE@ALSMB.CA



WALK FOR ALS
Saturday, June 20, 2015

2015 PARTICIPANTS WALK PACKAGE

The 2015 Walk for ALS will be held on Saturday, June 20, 2015 at 10:00 am at the Assiniboine Park Conservatory Tent. This year the Walk will take place at a **NEW** location, please make sure that everyone on your team is well aware of this change.

WINNIPEG WALK for ALS
Saturday, June 20, 2015
Assiniboine Park - Conservatory Tent
Registration: 9:00 am
Walk Begins: 10:00 am
Distance: 5km

In the past twelve years, our Winnipeg Walk has raised over \$1.5 Million dollars to help support research, Client Services and education!! Let's continue to grow that number!!

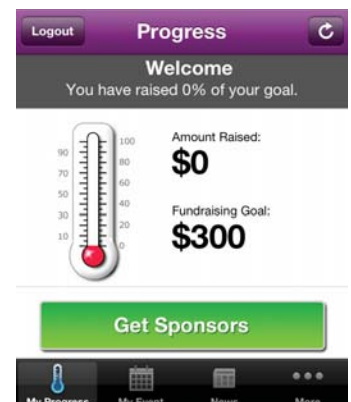
In the Walk Training Package, you will find the following:

- A Walk Map, including new start location, the walk route and designated parking areas;
- A Walk Pledge Form;
- Successful Fundraising Tips;
- Team Registration Form;
- Tally Form;
- Walk for ALS Fact Sheet;

(Please feel free to print off additional sheets if more are required.)

Important Links:

Visit www.WALKFORALS.ca to create your own fundraising webpage.



Download the Walk for ALS App on your smart phone.

*Because **HOPE** is important in the lives of those impacted by ALS, we **Help Our People Every way we can.***

As in the past years, there is a \$30.00 minimum pledge per participant. Once you have collected all your pledges, please hand them in along with your pledge forms to one designated Team Captain. This person will be responsible for registering the team on the morning of the Walk. To simplify the registration process, which is being held from 9:00 am to 10:00 am, the morning of the Walk, we ask that only one person from each Team (usually the Team Captain) hands in all pledge forms for the team and register all members of the team. They will be given the number of t-shirt and lunch tickets for the number of Walkers they have registered.

Pre-Registration:

Wednesday, June 17, 2015 - 10:00 am to 9:00 pm
Thursday, June 18, 2015 – 9:00 am to 5:00 pm
ALS Society of Manitoba
493 Madison Street (between Silver Street & St. Matthew Avenue)

Registration:

Saturday, June 20, 2015 – 9:00 to 10:00 am
Conservatory Tent, Assiniboine Park
Please choose a line based on your Walk Category:
Individuals, Team (less than 10 people), Team (10 or more people)

When Registering, each Individual Walk or Team Captain should place all pledge forms and donations (cash and cheques only) in a large envelope with the following information on the outside:

- TEAM NAME:
- INDIVIDUAL /TEAM CAPTAIN'S NAME:
- WALKER, CAPTAIN OR REGISTRATION VERIFIED:
- TOTAL NUMBER OF WALKERS:
- TOTAL MONEY SUBMITTED:

For those teams with only online donations, the registration area will have a list. Once you have confirmed your attendance at the Walk you/your team will receive your lunch and t-shirt tickets. Please DO NOT include any online donations or online sheets at registration as they are tallied separately.

If you have any questions regarding the Annual Walk for ALS, please contact the ALS Society of Manitoba office at 204-831-1510 or by emailing HOPE@alsmb.ca.

We are planning lots of fun activities for everyone at the Walk as well as our Annual "Auction of Hope" Raffle and an opportunity to purchase ALS merchandise and support the ALS Society of Manitoba.

Thank you in advance for participating!!

2015 Walk for ALS Winnipeg Committee

In 2014, the average Walker raised \$139.00 this year the goal is to have an average of \$150.00.

What's your goal?

NEW LOCATION!!



This year's event has a new location. We will be at the Conservatory Tent, located right next to the Conservatory. Please make sure that you have notified your whole team and anyone coming to cheer you on about the new location. Please Note: As in prior years, parking at the Park is limited so we encourage everyone to car pool.



To be prepared is half the victory.
- Miguel de Cervantes

Remember to bring the following to ensure you are ready for the day:

Water/Waterbottle
Umbrella

Proper Shoes
Rain Jacket

Sunscreen
Camera

Sunglasses

Hat

Energy food (bars, trail mix)



www.walkforals.ca
2015 Pledge Form

I am walking in honour of:

My fundraising goal is:

\$

Please do not include any online donations on this form.

Participant's Name: Mr./Mrs./Ms. _____

First Name

Last Name

Address: _____ Apt.: _____

City: _____ Province: _____ Postal Code: _____

Email: _____ Tel: (____) _____

Team Name: _____ Walk City/Town: _____

Donor Information - PLEASE PRINT CLEARLY – if we can't read it, we can't receipt it...

Title (Mr./Mrs./ etc.)	Donor First & Last Name	Donor Mailing Address (Street, Apartment, Rural Route, City, Province)	Postal Code	Telephone/Email address	Circle One	Donation Amount	Receipt Required Circle One
1.				T: _____ E: _____	Cheque Cash		Y N
2.				T: _____ E: _____	Cheque Cash		Y N
3.				T: _____ E: _____	Cheque Cash		Y N
4.				T: _____ E: _____	Cheque Cash		Y N
5.				T: _____ E: _____	Cheque Cash		Y N
6.				T: _____ E: _____	Cheque Cash		Y N
7.				T: _____ E: _____	Cheque Cash		Y N
8.				T: _____ E: _____	Cheque Cash		Y N
9.				T: _____ E: _____	Cheque Cash		Y N
10.				T: _____ E: _____	Cheque Cash		Y N
11.				T: _____ E: _____	Cheque Cash		Y N
12.				T: _____ E: _____	Cheque Cash		Y N
13.				T: _____ E: _____	Cheque Cash		Y N
14.				T: _____ E: _____	Cheque Cash		Y N
15.				T: _____ E: _____	Cheque Cash		Y N

Please photocopy this form if you need extra copies or download more at www.walkforals.ca
 Receipts will be issued for all donations of \$20 or more unless requested.

WAIVER MUST BE SIGNED BY WALKER

In signing this release I acknowledge that I understand the intent thereof, and I hereby agree to absolve and hold harmless ALS Society of Manitoba and ALS Canada, corporate sponsors, co-operating 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 participation in the 'WALK for ALS' in 2015, or any activities associated therewith. I hereby consent to and permit emergency treatment in the event of injury or illness. I also give full permission for use of my name, photo and video in connection with this event, and to receive e-mail updates about events and programs.

Signature of Participant _____

Parent/Guardian if under 18 years of age _____

SCAN QR CODE



Page: _____ of _____

Subtotal (This page only)	
Total donations (All pages)	

The purpose of the Walk for ALS is to raise money to be used for services for those with ALS and their families and to support leading edge research across the country. During the 2014 Walk, the average Walker raised \$139.00, our goal this year is to up that amount to \$150.00. Look at what you raise during your last walk and try to beat that. If this is your first walk - set a goal! To help we have put together a few fundraising tips to help you reach your goals.

The most successful fundraisers are the ones who ask.
- Unknown

Basic Fundraising Principles

There is no one path to fundraising success. Many people use different methods all with varying degrees of success. However, there are some generalities that can be gleaned from those who are consistently successful.

Successful fundraisers tend to:

- Set Goals
- Devise a Strategy – choosing techniques they can execute well
- Track their progress and evaluate
- Are Always Asking
- Set levels that make it easy for people to say yes
- Are prepared to give in turn

Fundraising is a volume business. The more people you approach the more money you will raise. Generally speaking individuals will give based on their relationship with the participants or predisposition to the cause. However, by refining your techniques, participants may be able to improve upon their past achievements.

For first time fundraisers these techniques will give you a jumping off point. Remember to adjust them based on their effectiveness with the individuals you are asking as well as your relationships with them.

It always seems impossible, until it's done.
– Nelson Mandela

Letter Writing (or eMailing)

For many individuals the most efficient way to go about asking for donations is through a carefully crafted letter or email. This type of communication provides an excellent opportunity to present information about ALS and the ALS Society of Manitoba's mission in addition to a request for support. Lots of individuals also prefer this approach because it is less intrusive than having a conversation and less scary than having to look someone in the eye and ask for money.

This method, whether executed traditionally or electronically does yield results. Here is some important information to consider:

- Participants that conduct an organized letter writing campaign often raise 5 to 10 times more than those who do not;
- There is no one who should not receive a letter. Groups to consider include: holiday card mailing list, business associates, members of your congregation, neighbors, your hairdresser, dentist, doctor, accountant, etc;
- Fundraising letters can be sent at any time after you register for the event. Generally the closer to the event the quicker the reply, however, sending them out earlier may encourage individuals to join you in participating;
- Writing letters to initiate the process sets up a nice thank you letter that may be kept and valued longer than a verbal one;
- It never hurts to ask for a specific amount.

Most giving is 80% emotion and 20% rational. And the best way to get to someone's emotions is to tell a story.

– Unknown

Door to Door

Even in the electronic age many people have great success canvassing their neighborhood and speaking with the neighbor that they have become friends with for donations. A seemingly simple process, you'll want to follow a few simple guidelines to get the most out of these trips.

- Pick times when people are likely to be home – usually evenings or weekends;
- Practice your pitch before knocking – it demonstrates respect for your prospects;
- Arm yourself with additional information (Info brochures, knowledge, etc). Please contact the ALS Society of Manitoba for any promotional material you might need;
- Determine how much you want from each prospect – you can base this on the relationship you have with your neighbor or their perceived capability to give;
- Write down any commitments not collected on the spot;
- Always be courteous and friendly – these people are your neighbors. Please note that the ALS Society of Manitoba does not cavass for donations so please ask only the neighbours you are familiar with.
- Be prepared to give in turn in the future.

When courage, genius, and generosity hold hands, all things are possible.

–Unknown

Fundraise through Events

It is also very common for people to organize small scale “events” and use their proceeds as part of their fundraising. Essentially these are opportunities to involve others in your fundraising without asking them point blank to make a donation by providing something desirable in turn.

There are so many creative ideas such as garage sales, bake sales, fashion shows, concerts, comedy nights, car washes, BBQ , “wear jeans to work day”, or a “dress up day at work”. These events can be a lot of fun. Be sure to inform any participants about the reason you are fundraising and to invite them to join you in participating in the Walk. Keep them updated on your success as well.

Websites

You can create your own website so family and friends from every where can make pledges for you and or your team online.

Visit www.walkforals.ca



Select a Language
Select Province

Click on Browse Locations

Scroll down and click on Winnipeg Walk

Click on Register Now

Follow the directions on the screen and you will be registered.

It is that fast and easy.

You miss 100% of the shots you don't take.
- Wayne Gretzky

No matter what technique you chose the key is execution. In order to really reach for the stars, consider using a combination of all three.

How to Raise \$100 in Just 10 Days

Day	Action	Total
1.	Put in your own \$10	\$10
2.	Ask your significant other for \$10	\$20
3.	Ask your parents for \$10	\$30
4.	Ask your best friend for \$10	\$40
5.	Ask your Supervisor for \$10	\$50
6.	Ask a co-worker for \$10	\$60
7.	Ask your sister or brother for \$10	\$70
8.	Ask your in-laws for \$10	\$80
9.	Ask your neighbor for \$10	\$90
10.	Ask a business owner for \$10	\$100

The key to fundraising success is having a plan.

Whether you follow this plan or one of your own - stay committed!

THANK YOU AND GOOD LUCK!

TEAM REGISTRATION FORM



<i>TEAM NAME:</i>	
<i>Captain's Name:</i>	
<i>Mailing Address:</i>	
<i>Phone:</i>	<i>eMail:</i>

PLEASE RETURN THIS FORM TO WALK TEAM COORDINATOR AT:

The ALS Society of Manitoba
2A - 1717 Dublin Avenue, Winnipeg, MB R3H 0H2
Ph: 204-831-1510 ext. 4 Toll Free: 1-866-718-1642
Fax: 204-837-9023 eMail: HOPE@alsmb.ca

Team Members:

<i>Name:</i>	
<i>Mailing Address:</i>	
<i>Phone:</i>	<i>eMail:</i>

<i>Name:</i>	
<i>Mailing Address:</i>	
<i>Phone:</i>	<i>eMail:</i>

<i>Name:</i>	
<i>Mailing Address:</i>	
<i>Phone:</i>	<i>eMail:</i>

<i>Name:</i>	
<i>Mailing Address:</i>	
<i>Phone:</i>	<i>eMail:</i>

<i>Name:</i>	
<i>Mailing Address:</i>	
<i>Phone:</i>	<i>eMail:</i>

<i>Name:</i>	
<i>Mailing Address:</i>	
<i>Phone:</i>	<i>eMail:</i>

If more space is required, please reprint/copy sheet.

___ of ___ Sheets

TALLY SHEET



TEAM NAME:

Name:	T-Shirt Size:	Amount Cash and/or Cheque:	Date Received:	Verified:

If more space is required, please reprint/copy sheet.

___ of ___ Sheets

WWW.GREYWALLPHOTOGRAPHY.COM

Saturday, June 20, 2015
Assiniboine Park - Conservatory Tent
 Registration: 9:00 am
 Walk Starts at: 10:00 am
 Walk: 5 km



- 2015 will be the 14th Walk for ALS in Manitoba.
- 40% of all funds raised through the Walk for ALS goes towards research, with 60% remaining in Manitoba to assist clients and their families.
- ALS is also called Amyotrophic Lateral Sclerosis, Lou Gehrig's Disease or Motor Neuron Disease.
- ALS is a progressive neuromuscular disease in which nerve cells die and voluntary muscles become paralyzed. The senses and intellect usually remain unaffected.
- There are approximately 3,000 Canadians currently living with ALS.
- There are currently between 275 and 285 people in Manitoba living with ALS with the youngest being 29. The fastest growing population with ALS is in the rural areas.
- 80% of people with ALS die within 2 to 5 years of diagnosis.
- Less than 10% of the cases are familial.
- ALS affects the whole family. Most of the care is shouldered by family caregivers.
- Hope is important in everything we do.
- The ALS Society of Manitoba works with HOPE in our minds – that a cure will be found and in the mean time we will help our people every way we can.

ALS - Three letters that can change someones life forever.

Thank you for making moments matter!



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WALK FOR ALS
May 31, 2014

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- Light Visions
- Manitoba Nurses Union

- Mr. Lube
- Oma's Bake Shop
- Party Stuff
- Stride Ahead Sports
- The Keg
- United Association Local Union 254
- United Rental
- Wolseley Canada

Community Partners

- Biff's Septic & Portable Toilets
- Canadian Beverage Container Recycling Association
- Dan, The Magic Man
- Folklorama - Llama
- KB FuJuMelody
- Fresh FM, Matt Sutton and the Street Team
- Long & McQuade
- Mr. Oil Drop
- MTS Clowns

- Pet Valu
- Princess Auto
- The Electric Chair
- Winnipeg Fire Paramedic Services - Fire Safety House
- Winnipeg Police Services - Community Relations Cadets
- Winnipeg Police Services - Copper

Please support those that support the ALS Society of Manitoba!

- A & W
- Academy Uptown Bowling Lanes
- Anytime Fitness
- Booster Juice
- Calabria Market & Fine Wines
- City of Winnipeg
- Cora Breakfast and Lunch
- Costco

- Cottage Bakery
- D.I.Y. CHIX
- European Skin Care Plus
- Floral Fixx
- Harvest Bakery & Deli
- Hypnotic Salon Spa
- Imagine Ability
- London Drugs

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- Manitoba Museum
- Manitoba Public Insurance
- Mr. D's Tart & Pie
- Nursing Students
- Party Stuff
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- Petro Canada

- Popeye's@ Supplements Wpg South
- Salisbury House
- Saucers Cafe and Tea Bar
- Shear Style
- Shoppers Drug Mart
- South Beach Tan & Travel
- Supper Central
- Van Houtte Coffee