



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

*Alzheimer Society*

## WALK IN A BOX GUIDE

How to host your very own walk

*Soci   Alzheimer Society*

BRANT, HALDIMAND NORFOLK,  
HAMILTON HALTON

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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 Brant, Haldimand Norfolk, Hamilton Halton. 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 Brant, Haldimand Norfolk, Hamilton Halton'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!

**WIAB in the age of Covid: Please be sure that any events you organize follow provincial health regulations and that you maintain safety protocols.**

## How does a *Walk in a Box* work?

- ✓ Sign up to host a *Walk in a Box* via the *Walk* website: [walkforalzheimers.ca](http://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 local office:
  - ☐ Brantford & Brant County (100-25 Bell Ln, Brantford, ON N3T 1E1)
  - ☐ Haldimand Norfolk (645 Norfolk St N, Simcoe, ON N3Y 3R2)
  - ☐ Hamilton (205-550 Fennell Ave E, Hamilton, ON L8V 4S9)
  - ☐ Halton (8-4391 Harvester Rd, Burlington, ON L7L 4X1)
- ☐ 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.
- Twenty forget-me-not flower pins for participants.
- Walk for Alzheimer's banner
- Participant stickers
- 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!)

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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!

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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.

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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.

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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.

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## 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. As said earlier, please keep provincial health guidelines in mind and gather only within safety protocols.

- 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](http://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, include the hashtag #IGWalkForAlz. Invite people to join or donate.

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 Alzheimer Society know and we'll list your event on the *IG Wealth Management Walk for Alzheimer's* website.

Community involvement is the key to success. Make sure to invite as 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 (or ASBHNHH) 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 your local office. Addresses listed on page 3. Please do not mail cash! Questions? Call 1-800-565-4614 or email [events@alzda.ca](mailto:events@alzda.ca), 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 2020-2021:





## Celebrate your success

Thank you for your efforts to host a *Walk in a Box* and collect pledges!

If you have some pictures and stories to share about your *Walk*, we'd love to see and hear them! Please email [events@alzda.ca](mailto:events@alzda.ca) and we will be in touch.

You've made a real difference in the lives of those living with dementia and their care partners by raising awareness and funds. We tip our hat to you with our sincerest thanks. Now go celebrate your success! You've earned it.