

EDMONTON WALK FOR ALS

TEAM CAPTAIN'S KIT

JUNE 10, 2017 | WILLIAM HAWRELAK PARK



WWW.WALKFORALS.CA

SOCIETYNORTH@ALSAB.CA



17TH ANNUAL EDMONTON WALK FOR ALS

Aside from the tremendous funds raised at the WALKs, We are thrilled to enter our 17th year with the Edmonton WALK for ALS. Each year, the WALK gets bigger and has now grown to be one of the largest WALKs in Canada. In 2016, we far surpassed our fundraising goal of \$310,000 by bringing in over \$360,000. This year, we are setting our sights even higher with a goal of \$340,000.

Of funds raised at the WALK for ALS, 60 per cent remain in the province to provide essential programs and services to those living with and affected by ALS.

The remaining 40 per cent are donated to the national ALS research program to find a cause and cure for this devastating disease.

The ALS Society of Alberta could not make each day the best possible day for those living with and affected by ALS without the support of the Edmonton WALK. Your selfless commitment as a team captain is invaluable, and we are so grateful for the dedication you put forward with your fundraising efforts.

The WALKs also raise incredible awareness and channel hope to those affected by the disease.

A heartfelt thank you to our volunteers and sponsors for your unwavering support. Your generosity truly does make a difference in the lives of those living with and affected by ALS.

Sincerely,

The 2017 Edmonton WALK for ALS Planning Committee

ABOUT

What is ALS?

ALS is a rapid, always fatal neurodegenerative disease. It attacks the nerves of the body that are responsible for sending messages from the brain to the muscle, resulting in weakness and wasting. It is a terminal disease characterized by progressive paralysis of muscles throughout the body. ALS attacks and kills the motor neurons in the body, eventually denying those affected the ability to move, to speak and finally, to breathe. This is a costly disease that affects clients and their families - emotionally, physically and financially.

- ALS can strike anyone, at anytime, regardless of age, sex or ethnic origin
- The usual age of onset is 55-65, but people under 20 have been diagnosed
- Approximately 2,500 to 3,500 Canadians currently live with ALS
- In at least 90 per cent of cases, it strikes people with no family history of the disease
- Eighty per cent of people with ALS die within five years of diagnosis
- A person with ALS can require equipment and care valued at more than \$250,000
- The cause is unknown. There is no known cure or treatment that prolongs life significantly - yet

The ALS Society of Alberta

The ALS Society of Alberta is a non-profit organization dedicated to making each day the best possible day for people living with and affected by Amyotrophic Lateral Sclerosis (ALS). It is the only non-profit organization in Alberta that provides support to those affected by the disease, and is one of the largest donors for cutting-edge ALS research across the country

We achieve our mission by:

- Providing support
- Facilitating the provision of care
- Promoting awareness
- Helping find a cure
- Advocating for change

WALK for ALS

The WALK for ALS is one of the signature events for the ALS Society of Alberta and for the ALS Societies across Canada. It is a nation-wide event with over 90 locations across the country.

In 2016, there were 10 WALKs for ALS across the province that raised over \$541,000! Of funds raised, 60 per cent support client services in Alberta and 40 per cent fund research to identify a cause and a cure for this devastating disease.

How your donation helps

The WALK for ALS provides direct benefits to the clients that we are privileged to serve and funds research to find treatments and a cure.

You provide the Gift of Mobility through our Equipment Program - wheelchairs, lift chairs, mattresses and more.

You provide the Gift of Voice and break the silence by equipping clients with the latest adaptive technology so that they can continue to be part of the great conversation of life.

You provide the Gift of Hope as 40 per cent of WALK funds are invested in vital research to find effective treatments and a cure for this devastating disease.

Thank you for your dedication and making a difference in the ALS Community!

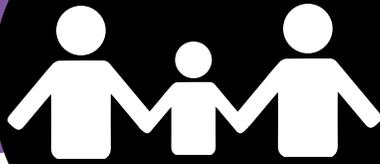


2017 Edmonton WALK for ALS Ambassador, Fred Gillis

“Hello, my name is Fred Gillis and this year I am honoured to be the ALS Society of Alberta Ambassador for the Edmonton WALK for ALS on June 10, 2017. I am a law enforcement officer with the RCMP and for the past 29 years I have worked in various locations across Canada. I am but one of the “Many Faces of ALS”. On December 1, 2015, I was diagnosed with ALS. I had been losing my arm strength and coordination for almost a year. It was devastating news and acceptance was difficult because you learn right away that ALS affects everyone around you; your family, your friends and your career. We immediately began to focus on the way forward which included education, communication, support and physical therapy. Since my diagnosis I have been getting support and assistance from the University of Alberta ALS Multidisciplinary Clinic team, the ALS Society of Alberta and the ALS Society Edmonton Support Group. ALS continually makes me adapt to the progression of the disease and I cannot stress enough how grateful I am to be able to pick up the phone and have someone understand my situation and help me come up with solutions to make living easier. I have only two words to describe the ALS Society of Alberta – love and support. Most of this support and assistance would not exist if it were not for the generous financial support by Canadians. I am taking part in two ALS clinical research trials, one of which is spearheaded by Dr. Sanjay Kalra, co-medical director of the Alberta Health Services’ ALS Clinic in Edmonton. Dr. Kalra and his research team are using Magnetic Resonance Imaging (MRI) technology to study and learn about changes in the brains of people with ALS and to track the progression of the disease in hopes of developing a better way to detect and ultimately cure ALS. ALS research gives me hope that we will one day find a cure. This is all about Canadians helping Canadians. I sincerely hope everyone will come out and support the 2017 Edmonton WALK for ALS!”



THE IMPORTANCE OF TEAMS



Due to the majority of participants organizing themselves into teams, the Edmonton WALK for ALS has been incredibly successful. Teams can consist of family, friends, co-workers, hobby partners and others who are dedicated to walking and raising money for a worthwhile cause.

Captains can create a team by selecting a team name and unifying the team by wearing a badge, t-shirt, hat or other creative forms of collaboration. The Team Captain takes the lead in recruiting team members and staying in touch with them, and is responsible for registering the team. This can be done online at www.walkforals.ca, or by completing the inserted form. Team Captains are also responsible for choosing the team's fundraising goal.

In Edmonton, the WALK atmosphere has been described as that of a "family picnic". As everyone gathers in Hawrelak Park, the C-Jam Big Band energizes the crowd with music and inspires everyone to continue the support that makes a difference in the lives of those we care so much about. An overwhelming sense of community is created each year and felt all teams that participate. It is a great opportunity to meet others, especially those who understand the ALS Journey. Your role as Team Captain is crucial to the success of the WALK for ALS. By recruiting, organizing and keeping in touch with your team members, you are fostering a sense of community and encouraging fundraising success.



Team Captain Checklist

1. CREATE A TEAM NAME

Be creative and have fun! Some creative names in the past have been: “Bob’s Batchelor Buttons”, “Craig’s Crusaders”, “Lorraine’s Lovey’s”.

2. RECRUIT TEAM MEMBERS

Ask friends, family, neighbours and co-workers to join your team.

3. REGISTER YOUR TEAM

Register online at walkforals.ca, or complete the inserted team notification form and mail it to 5418 97 Street NW, Edmonton AB T6E 5C1, or email it to SocietyNorth@alsab.ca

4. ORGANIZE A TEAM MEETING

Discuss your fundraising goal and methods (letter writing, email campaigns, website, etc). Select your team colour/costume/dress (if desired).

5. COLLECT AND DEPOSIT FUNDS

If possible, please deposit all cash and cheques collected to any ATB Financial Location prior to the WALK date. Please staple the deposit receipt onto the pledge form and bring it with you to the registration desk on WALK day.

Transit #07909 Account #00116019224

If you are fundraising online, please visit your website regularly to check your totals!

7. CHOOSE A TEAM MEETING SPOT AT THE WALK

8. THANK YOUR TEAM AND KNOW THAT THE ALS SOCIETY OF ALBERTA GREATLY APPRECIATES YOUR SUPPORT!





FAQS

Q. WHAT WAYS CAN I RAISE AND COLLECT FUNDS?

A. Use a pledge form to have people make donations to you. See the account information on the previous page to make deposits at the bank. Alternatively, you can fundraise online at www.walkforals.ca

Q. WHERE CAN I GO FOR ADDITIONAL INFORMATION?

A. Contact the ALS Society of Alberta at 780-487-0754 or by email at SocietyNorth@alsab.ca

Or, visit our website at www.alsab.ca

Q. CAN I BRING MY DOG TO THE WALK?

A. As per City of Edmonton Parkland Bylaw C2202, NO DOGS ARE ALLOWED ON PICNIC/GRASS AREAS. LEASHED DOGS ARE ONLY ALLOWED ON PAVED AREAS FOR SPECIAL EVENTS.

Q. WILL MY DONORS GET TAX RECEIPTS?

A. Donations \$25 or more are eligible for an automatic tax receipt. Online donations will have their receipts emailed immediately, and pledge form donors will be mailed their receipt after the WALK.

THANK YOU

WE LOOK FORWARD TO WALKING WITH
YOU ON JUNE 10!

