



BE PART OF OUR TEAM TEAM FUNDRAISING GUIDE

GUTSY WALK
FOR CROHN'S AND COLITIS
CROHN'S AND COLITIS CANADA



gutsywalk.ca



It takes guts to make it stop.

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Vertex is proud to lend its support as a regional sponsor and participate each year in the Gutsy Walk. Everyday, researchers on the Vertex team put forward their very best efforts to develop innovative ideas in order to find a cure. All employees of the Vertex Canada Team are aware of the challenges related to Crohn's disease and ulcerative colitis, and hope to help heal all those who suffer from these diseases.

233,000.

**THAT'S THE NUMBER OF
CANADIANS LIVING
WITH CROHN'S DISEASE
AND ULCERATIVE COLITIS.
YOUR FUNDRAISING
EFFORTS WILL HELP STOP
THE CHRONIC PAIN AND
SHAME THAT COMES
WITH THIS DISEASE. WITH
YOUR HELP, WE CAN HELP**

MAKE IT STOP. FOR LIFE.



LIVING WITH CROHN'S AND COLITIS

Crohn's and colitis includes two similar, yet distinct conditions called Crohn's disease and ulcerative colitis. These diseases affect the digestive tract, causing inflammation and internal bleeding leading to severe abdominal pain, cramping, diarrhea, weight loss and fatigue. Both diseases are lifelong and often debilitating, creating hardships for the person diagnosed as well as their loved ones. People with Crohn's or colitis also have an increased chance of developing colorectal cancer.

There are 233,000 Canadians living with Crohn's and colitis and more than 10,200 new cases are diagnosed every year. One in every 150 Canadians live with Crohn's or colitis, most of whom are diagnosed before they reach the age of 30. To make matters worse, there has been a significant rise in Crohn's and colitis affecting children under the age of 10.

There are additional challenges for people living with Crohn's disease and ulcerative colitis, ranging from society's lack of awareness to

social stigma, to lack of equity in access to Crohn's and colitis medications. Our current state of medical knowledge allows healthcare professionals to treat the symptoms of Crohn's disease and ulcerative colitis with drugs or surgery, but so far there are no cures.

ABOUT CROHN'S AND COLITIS CANADA

Crohn's and Colitis Canada is the only national, volunteer-based charity focused on finding the cures for Crohn's disease and ulcerative colitis and improving the lives of children and adults affected by these diseases. We are one of the top two health charity funders of Crohn's and colitis research in the world, investing over \$88 million in research to date. We are transforming the lives of people affected by Crohn's and colitis (the two main forms of inflammatory bowel disease) through research, patient programs, advocacy, and awareness. Our **Crohn's & Colitis – Make it stop. For life.** Campaign will raise \$100 million by 2020 to advance our mission.



WHY WE WALK?



To raise awareness about Crohn's and colitis

To raise funds for much needed Crohn's and colitis research

To show loved ones living with Crohn's and colitis that they are not alone

PROMISE

To cure Crohn's disease and ulcerative colitis and improve the lives of children and adults affected by these chronic diseases.

MISSION

Crohn's and Colitis Canada will raise funds to:

- Invest in IBD research to foster advances in prevention, treatments, cures and health policy
- Educate patients, families, industry and government about Crohn's and colitis
- Increase public awareness
- Advocate to governments and stakeholders on behalf of those affected

HOW CAN YOU MAKE IT STOP?

We're launching our most ambitious fundraising campaign ever to help raise \$100 million by 2020 for transformational research, patient programs and advocacy. We want every child and adult with these diseases to live life to the fullest and ultimately be cured. By fundraising for Gutsy Walk you can help **Make it stop. For life.**



WHERE YOUR DOLLARS GO

Every dollar you raise and/or donate for Gutsy Walk counts towards the **Crohn's and Colitis fundraising campaign - Make it stop. For life.**

This ambitious campaign will help raise \$100 million to invest in transformational research, patient programs and advocacy so that every child and adult can live with less pain, less shame, and fewer hospital visits.

Your support is vital to ultimately find cures so that no Canadian has to live with the burden of these life-long diseases.

Help stop the pain, life-threatening complications, urgent bathroom visits, absence from school, work, and extended hospital stays.



GOAL WORKSHEET

of teammates x \$ per team mate:

+ matching dollars =

+ team special event dollars =

 X =

TOTAL GOAL \$

FAMILY AND WORKPLACE TEAM FUNDRAISING

1. IDENTIFY A TEAM CAPTAIN & SET A GOAL

YOU NEED SOMEONE TO CAPTAIN THE TEAM! FIND AN INDIVIDUAL WHO IS HIGHLY MOTIVATED THAT WILL...

1. Register as a Team Captain online at gutsywalk.ca
2. Set a goal. How much do you want your team to raise? Identify the number of team members on the team. On average, a team raises \$2,000
3. Recruit friends, family and fellow co-workers to join your team by sending them your team link
4. Provide ongoing motivational communication to team members about team fundraising progress, event day updates, contests, etc.
5. Raise pledges as a team and participate on event day

2. RECRUIT WALKERS

Family team – is made up of family and friends, those who want to make a difference by walking in honour of loved ones living with Crohn's disease or ulcerative colitis. Talk to people closest to you and invite them to join your fundraising team and walk united at Gutsy Walk.

Workplace team – is made up of co-workers and their families, business associates, clients and suppliers. Participation is a great way to show support of colleagues living with this disease, as well as a way for your company to support your local community. Additionally, workplace teams are excellent for team-building. Ask your company about their "Corporate Matching Program". It's a great way to double your fundraising efforts.

School/college team – is made up of students, club members, parents, teachers, professors and researchers from your school/college/university. This is a great way to show your support of schoolmates living with these diseases, and is a FUN opportunity to continue building your school networks.



3. RAISE MONEY!

ANYONE CAN BE A FUNDRAISER!

Top Reasons for Fundraising Online

- It's cost effective; more money for research!
- On average, Gutsy Walk participants who fundraise online raise 85% more!
- You can ask family, friends and people WORLDWIDE to support you
- You can customize your personal fundraising page, share your story, and add a photo/video. Individuals with the best fundraising results have a very compelling heart-felt message on their personal fundraising page
- Access the online Participant Centre and fundraise using your smartphone or tablet
- You can track who has supported you, as well as your goal and your online pledges
- Social media: link your personal fundraising page to your Facebook or Twitter!
- Electronic tax receipts will automatically be issued for online donations of \$15+
- It's simple, effective and secure!!

Did you know ... One of the main reasons people do not get involved or donate money is because they were never personally asked!

**GUTSY WALK IS A
GREAT WAY FOR
FAMILIES, FRIENDS
AND COLLEAGUES
TO COME
TOGETHER TO
SHOW YOU HAVE
THE GUTS TO
MAKE IT STOP.
FOR LIFE.**



FUNDRAISING TIPS

Want GUTSY fundraising success? Here are some great tips to get you started.

- Set a goal – Aim high! A high goal shows your donors how committed you are to fundraising and can lead to bigger donations. Commit by setting your goal to \$1000 or more and become a Top Pledge Earner.
- Make your first pledge a good one. Your friends' and family's donations will follow this lead.
- Make a personal pledge. Jumpstart your fundraising by showing your personal commitment to the cause.
- Share your story. Individuals with the best fundraising results have personalized fundraising pages, including pictures or videos with a heart-felt message.
- Ask! Ask! Ask! One of the main reasons people do not donate money is because they were never personally asked. Invite co-workers and friends from around the world to pledge you.
- Be prepared. Keep your pledge form with you all the time – when you're visiting your dentist, doctor, etc.
- Ask for a specific amount. Share with past donors what they gave last year and ask if they can go even higher this year.
- Start early. The sooner you start collecting donations, the more successful you'll be.
- Add your personal fundraising page link to your email signature or Facebook page. You'll reach even more potential donors this way.
- Inquire about matching gifts from your company. This is an easy way to double your total. Encourage your donors to do the same.
- For More GREAT TIPS visit our "Fundraising Tools" webpage at: gutsywalk.ca



4. HOST A GUTSY WALK KICK-OFF...

- Coordinate a lunch and learn. This is a great opportunity for a volunteer to talk about the event and distribute pledge forms. Make it fun! Provide snacks and play trivia games
- Invite co-workers and arrange to ask a “bigwig” to announce his or her support of your workplace team
- Invite your Gutsy Walk Honorary Chair to speak (your local Crohn’s and Colitis Canada staff can help coordinate this) this is a great way for people who aren’t affected by Crohn’s disease and ulcerative colitis to hear why finding the cures are so important. A face to the disease could motivate them even more
- Organize your Kick-Off party 8-10 weeks before your Gutsy Walk. This will give you plenty of time to reach your fundraising goal!
- Secure and promote internal prizes (i.e. company apparel, day off with pay, key parking space) to help encourage co-workers to sign up
- Also, tell people about the great fundraising prizes. Visit gutsywalk.ca for a full list of prizes and special team-only contests
- Create a team Facebook, Instagram or Twitter account and promote your Gutsy Walk team, sharing news and celebrating each achievement

“The QBE Canada team raised over \$16,000, an amazing achievement; a true testament to QBE Canada’s strength as individuals and as a group. However the most important benefit has been the belief that we want to and can make a difference. QBE matched this amount, so the total going to Crohn’s and Colitis Canada was \$32,000!”



"My son, Daniel believed there was a cure for Crohn's and colitis. In memory of him and his strength the Couch family and friends support Crohn's and Colitis Canada across the country to find a cure. In 2012, 148 'Couch Potatoes' participated in 5 communities coast-to-coast raising a whopping \$27,164!"
 – Denise Couch

ALMOST HALF OF PEOPLE WITH CROHN'S WILL REQUIRE SURGERY. AFTER YEARS OF EXCRUCIATING ABDOMINAL PAIN AND CHRONIC DIARRHEA, MANY PEOPLE WITH CROHN'S DISEASE WILL REQUIRE INTESTINAL SURGERY.
IT'S TIME TO MAKE IT STOP.

GUTSY WALK – UNIQUE TEAM NAMES FOR INSPIRATION!

- Game of Crohn's
- Gastro Gang
- THIS BAG AIN'T PRADA
- Sh!t Happens
- Team Semi Colon
- Guts 'n' Glory
- The Flappy Crampers
- Gut Busters
- Girgle Girls



5. MOTIVATE YOUR TEAM

MOTIVATE YOUR TEAM RIGHT UP UNTIL EVENT DAY...

- Keep team members informed about event day details. Create a team cheer or organize team themed T-shirts
- Execute your fundraising plan! Host team FUNdraising events to top up your team's fundraising i.e. BBQs, bake sales, silent auctions, dress-down days, ice cream Fridays, etc.
- Monitor your team's fundraising results online against your team goals. Why not post a thermometer in your lunchroom that tracks your team's success? Available online under Participants tab - Fundraising tools/ Forms at gutsywalk.ca
- Boost last minute pledges by offering prizes in the final two weeks. i.e. everyone who raises an additional \$25 dollars online will be entered into the draw to win. Be sure to share with your teammates prize levels and the great prizes they can earn for their fundraising efforts

- Celebrate ALL fundraising wins leading up to the Walk. Congratulate your teammates as they achieve their personal fundraising goals. Remember to thank donors and thank everyone who has supported your team's fundraising efforts

ULCERATIVE COLITIS STRIKES PEOPLE IN THEIR 20s HARD. DEALING WITH THE UNRELENTING PAIN OF ULCERATIVE COLITIS WHEN YOU'RE IN YOUR 20s AND FACING LIFE'S OTHER CHALLENGES CAN BE ESPECIALLY HARD.

IT'S TIME TO MAKE IT STOP.



6. EVENT DAY

ATTEND THE GUTSY WALK WITH YOUR TEAM MEMBERS. CELEBRATE AND THANK EVERYONE!

- Have fun! The last email has been sent out and you have met your team goal. Now all you have to do is show up, hand in your pledge forms and offline pledge donations, and walk the Gutsy Walk!
- Be sure to communicate your team's meeting place and time at the event location
- THANKS goes a long way! Consider ways to recognize your team members. Send "thank you" letters or emails to everyone who participated. Include the top individual donors and vendors/suppliers who made donations, or contributed products/ services as a team incentive prize





FAIRCHILD RADIO GROUP DEMONSTRATES GUTSY SPIRIT BY PARTICIPATING IN THREE GUTSY WALKS!

VANCOUVER | CALGARY | TORONTO

2012 was the first year the three city branches of the nationwide multicultural station Fairchild Radio acted simultaneously for the same charity event. "Radio is predominately a locally operated media serving its local and neighbouring communities. We thought it would be a wonderful idea if our three branches all joined hands for a charity event. Gutsy Walk is a worthy cause and it organizes outdoor fundraising walks for families in various parts of Canada. It is a national event operated at the local

level, a perfect fit for us", explained George Lee, President of Fairchild Radio Group. Since 2012, more than 100 family, friends and colleagues of Fairchild Radio have walked together, raising over \$35,000 in support of Crohn's and colitis research.

It takes guts to make it stop.



OTHER OPPORTUNITIES

MATCH THE CONTRIBUTION OF YOUR EMPLOYEES/MATCHING GIFTS:

Matching Gifts is an important employee benefit that supports company employees and retirees in their fundraising efforts. This involves matching dollars raised by your employees and retirees as a donation to Crohn's and Colitis Canada.

MAKE A CORPORATE DONATION:

- Help fund the most promising Crohn's and colitis research across the country
- Fund award-winning awareness campaigns and initiatives
- Become part of a growing national movement to fight Crohn's disease and ulcerative colitis
- Support patient programs and advocacy that help people today

ENCOURAGE EMPLOYEE VOLUNTEERISM:

- Volunteers are the heart and soul of Crohn's and Colitis Canada. We know that we cannot find the cures or improve the lives of children and adults without the passion, generosity and commitment of our volunteers!

- Help find the cures and make a difference by joining our team
- For more information about volunteering at Crohn's and Colitis Canada for Gutsy Walk, leadership opportunities or other supporting events, please visit gutsywalk.ca

PROVIDE A GIFT-IN-KIND:

Crohn's and Colitis Canada welcomes and appreciates gifts-in-kind that help to offset event costs and promote the cause and the event. These can include, but are not limited to, event prizing, conference services, advertising and media opportunities (donating a portion of your media spend or committed advertising will provide an avenue for Crohn's and Colitis Canada to promote the Gutsy Walk).

**PAIN ISN'T THE ONLY THING
KIDS WITH CROHN'S FEEL.
KIDS LIVING WITH CROHN'S DISEASE
OR ULCERATIVE COLITIS OFTEN FACE
STIGMA AND SHAME AS THEY COPE
WITH PAINFUL, URGENT AND MORE
FREQUENT BOWEL MOVEMENTS.
IT'S TIME TO MAKE IT STOP.**

SUGGESTED FUNDRAISING SCHEDULE



STEP 1

IDENTIFY A TEAM CAPTAIN & SET A GOAL

☐ COMPLETED



STEP 2

RECRUIT WALKERS

☐ COMPLETED



STEP 3

HOST A GUSTYWALK KICK-OFF



STEP 4

RAISE MONEY

☐ COMPLETED



STEP 5

MOTIVATE YOUR TEAM

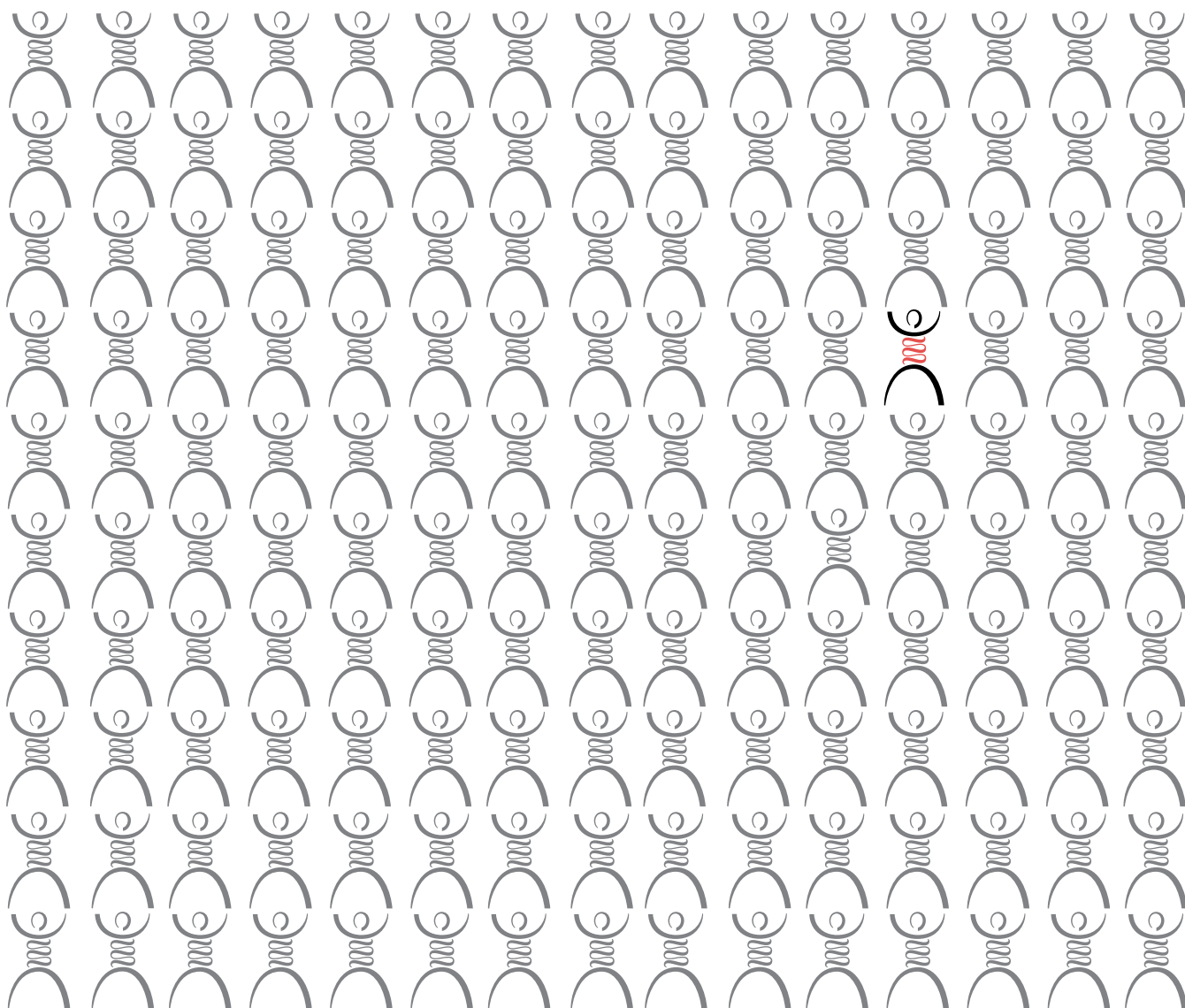
☐ COMPLETED



STEP 6

PARTICIPATE ON EVENT DAY & BEYOND

☐ COMPLETED



1 in 150 Canadians

At least one person you know lives with Crohn's disease or ulcerative colitis.

It takes guts to make it stop.

gutsywalk.ca

It takes guts to make it stop.



Crohn's and
Colitis Canada
Crohn et
Colite Canada

Crohn's and Colitis Canada
1-800-387-1479
gutsywalk.ca
crohnsandcolitis.ca

Our registered charity number is 11883 1486 RR 0001