

Sample Workplace Recruitment Memo

To: All Employees

From: Executive Person

Re: Supporting your colleagues who have Crohn's disease or ulcerative colitis

As a company that is committed to looking out for the wellbeing of our colleagues and their families, we are excited about an upcoming opportunity to support our colleagues who are affected by a **chronic disease that takes a great toll on sufferers, and that currently has no known cause or cure**. In fact, one in 160 Canadians are living with Crohn's disease and ulcerative colitis, collectively known as inflammatory bowel disease (IBD), so it's more than likely our support will benefit others who are affected as well.

The leadership team at **(Company name)** is excited to be forming a workplace team to participate in the Crohn's and Colitis Foundation of Canada 2012 Gutsy Walk. CCFC's Gutsy Walk is a fun way for our colleagues, friends and family to get together and help raise the much-needed funds required to support research into finding cures and better treatments for this disease.

Please walk with us on **Sunday, June 10, 2012** at (insert park). To join our team or make a pledge to a teammate, please visit www.gutsywalk.ca and search for the person or team you want to support. Together, let's see if we can exceed our team goal of **\$XXXX**.

If you have questions please speak to **(insert name)**, who is heading up our Walk Team.

Did you know?

- IBD in Canada is approximately three times more common than multiple sclerosis and HIV infection
- Over 9,200 new cases are diagnosed every year in Canada.
- Canada has among the highest reported prevalence (number of people with IBD) and incidence (number of new cases per year) of IBD in the world.
- one in every 160 Canadians lives with IBD, most of whom are diagnosed before they reach the age of 30.
- CCFC is committed to raising funds for IBD research through the Gutsy Walk and other fundraising activities, and has contributed more than \$71 million to date, making Canada a global IBD research leader.

By working together, **(company name)** can create real impact and at the same time support our friends, family and colleagues who suffer daily. Please join our workplace team, and join us at the **Gutsy Walk** on June 10. Every step we take together brings us closer to the cure!

(Name)