



Host a Walk Checklist

Your Quick Start Guide to Hosting a Walk for Alzheimer's



About the IG Wealth Management Walk for Alzheimer's

The IG Wealth Management Walk for Alzheimer's is the Alzheimer Society's largest annual fundraiser. Funds raised go toward local programs and services that improve the quality of life for people living with dementia and their families in Manitoba and support awareness and education about dementia.

Your support is vital. When you walk, you're sending a message of hope to the thousands of people living with dementia in Manitoba and the thousands more who care for them, and the money you raise ensures that Alzheimer Society programs and services have the funds they need to support them.

Joining the Walk is also a great way to get together with friends, families and neighbours to support your community, and staying physically and socially active is a great way to improve your brain health!

Host a Walk

Every year, seniors' residences, assisted living facilities, and personal care homes from across the province host Walks in support of the Alzheimer Society of Manitoba. Hosting a Walk is tailored to fit the needs of your group and is a fun way to show your support for a cause that affects so many.

Last year, Host a Walk partners raise more than \$30,000 for the Alzheimer Society of Manitoba. **Thank you for hosting a Walk!**

We've put together this checklist together to make your Walk experience as stress-free and enjoyable as possible. If you have any questions, or would like to confirm your Walk, please reach out to Shyanne Mattey any time:

Shyanne Mattey, Donor Relations Officer
Alzheimer Society Manitoba
Email: wfa@alzheimer.mb.ca
Phone: 204-943-6622 ext. 226

Walk in a Box Kit

The Walk in a Box kit is a kit of branded essentials to help you host your Walk.

Each kit contains:

- **10 balloons** to inflate and decorate your start/finish line.
- **30 Forget Me Not® paper decals** for supporters to fill in and show off their participation.
- **15 "I'm Walking For" signs** for Walkers to fill in and honour their loved ones.
- **30 Forget Me Not® stickers** to distribute to donors to show off their participation.
- **1 IG Wealth Management Walk for Alzheimer's t-shirt** for your Walk captain to wear or to give away as a prize or thank you to a participant or supporter.
- **1 cardboard coin box** to collect offline donations.

You will also receive the following digital materials by email:

- **Host a Walk Checklist** to guide you through your Walk from start to finish.
- **Fillable Promotional Poster** to help spread the word and encourage residents, their families, and your staff to participate and donate.
- **Pledge Form** to collect offline donor information and track your goal.
- **Thermometer Poster** to track your goal.

Fundraising Tips

- **Track your progress.** Customize the provided posters and put up in high traffic areas. Participants and supporters will love to see the thermometer move each week!
- **Make donating easy.**
 - Enable online donations through your online team.
 - Enable donations and set-up the coin box at your reception desk so that family and other visitors can donate even if they can't participate in the Walk.
- **Invite people to support you in other ways.** Ask people to contribute by volunteering or sharing your Walk with their own network.
- **Show your appreciation.** Remember to thank your donors for their generosity. Consider sending personal thank you notes or shoutouts online.

Submitting Your Donations to the Alzheimer Society

After your Walk, you'll need to submit the pledges collected to the Alzheimer Society of Manitoba. There are three ways to submit your donations:

- 1. Online:** Deposit any cash donations to your bank account and donate the sum deposited to you online team via credit card. We accept Visa, Mastercard, and American Express.
- 2. By Mail:** Deposit any cash donations to your bank account and write a cheque to the Alzheimer Society of Manitoba for the sum and mail to our provincial office:

Alzheimer Society of Manitoba
10-120 Donald St
Winnipeg, MB R3C 4G2

Please never mail cash! Canada Post does not protect cash sent through the mail.

If you receive a cheque donation made out to the Alzheimer Society of Manitoba, please mail it to the provincial office (address above).

- 3. In Person:** We'd love to meet you! Arrange to deliver your donations in person to the Society's provincial office (address above) or to the Regional Office nearest you.

Call 1-800-378-6699 to connect with your Regional Office and arrange delivery.

Brandon
Unit 4B, 457 9th St

Selkirk
Gordon Howard Centre
382 Eveline St

Winkler
Buhler Active Living Centre
105-650 South Railway Ave

Portage la Prairie
Herman Prior Centre
40 Royal Road N

Steinbach
Pat Porter Active Living Centre
10 Chrysler Gate Rd

Walk Planning Checklist

- Register your walk online.
 - Click Start a Team.
 - Choose Winnipeg Community Walks as your location.
 - Select Community as your team type.
- Review your Walk for Alzheimer's Kit.
- Choose a location.
- Choose a date and time. Most Walks take place in May or June.
- Set a fundraising goal.
- Choose fun activities and amenities to include during your Walk.
 - Make a list of supplies you'll need and where to source them.
 - Consider the people you might need to help you host.
- Spread the word!
 - Customize your Walk poster (date, time, location) and put it up.
 - Share your Walk in a newsletter.
 - Share your Walk online.
- Encourage participation.
 - Find volunteers to host activities, run amenities, and support your Walkers.
 - Find Walkers to participate on Walk Day.
 - Find Supporters to donate and help spread the word about your Walk.
- Invite the Alzheimer Society of Manitoba to join you on Walk Day*.
- Host your Walk!
- Submit your donation to the Alzheimer Society of Manitoba.
- Sign-up to host a Walk in 2027.

**All invitations will be reviewed and accepted based on staff availability.*