

PRESENTED BY



# WALK HER WAY 5K

VIRTUAL RUN / WALK

**EVENT GUIDE**

**MAY  
13-16  
2021**

**ABOUT THE EVENT**

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# About the Event

The first annual Walk Her Way 5K is a virtual run/walk fundraiser in support of Compassion House Foundation. Register as a team or an individual, fundraise in advance, then complete a 5 km walk or run of your choice during the event period to support women battling cancer.

**Registration opens: March 2021**

**Event period: May 13-16, 2021**

## **Locations:**

Edmonton | Grande Prairie  
Fort McMurray | Jasper

*You can participate in this virtual event from anywhere!*

## **GOAL: \$50,000**

For complete event details,  
visit [compassionhouse.org/walkherway5k](https://compassionhouse.org/walkherway5k).

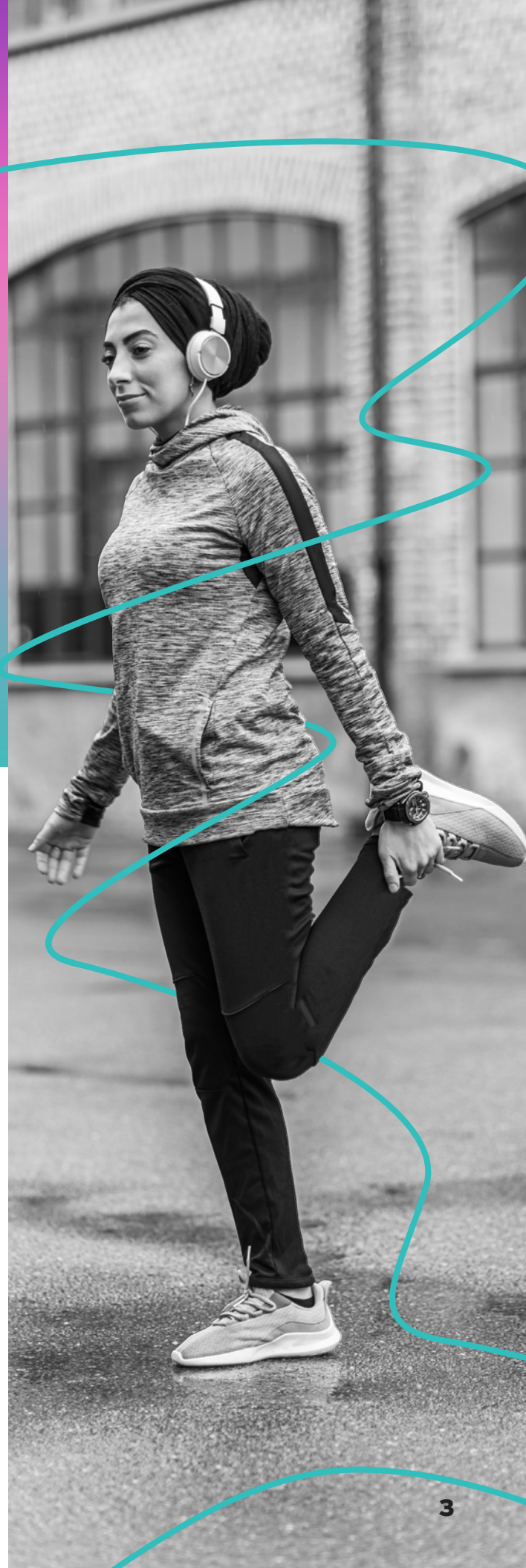
## **THE CAUSE**

Walk Her Way 5K raises critical funding for Compassion House Foundation, a non-profit, charitable organization based in Edmonton that supports women from across western Canada who must leave their homes for cancer care.

Life will never be the same for *her*—the women devastated by cancer who access our services each year. Join us as we step into her shoes and Walk Her Way in a small journey to help ease the distress of the cancer journey for women. Your support means comfort, connection, and community during a time when they need it most.

## **ABOUT COMPASSION HOUSE FOUNDATION**

Compassion House Foundation operates Sorrentino's Compassion House, a haven for women who must travel to Edmonton for cancer treatment, as well as post-treatment programs focused on continued healing. To learn more, visit [compassionhouse.org](https://compassionhouse.org).





## Need Help?

Visit [compassionhouse.org/walkherway5k](https://compassionhouse.org/walkherway5k) for step-by-step instructions on how-to:

**Register as an individual**

**Start a team**

**Join a team**

**Customize your fundraiser page**

**Donate to a fundraiser**

**Donate to the event**

## GET INVOLVED

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*It's as easy as 1, 2, 3...*

- 1** Register as an individual or a team.
- 2** Fundraise in advance.
- 3** Complete a 5 km walk or run of your choice between May 13-16, 2021.

The event is taking place across Alberta, particularly Edmonton, Grande Prairie, Fort McMurray, and Jasper. That said, this is a virtual event, so anyone, anywhere at any fitness level is welcome and encouraged to participate.

We ask that participants fundraise a minimum of \$100. If you do so by April 27, you'll receive a commemorative event item and SWAG bag.

## WALK FOR HER

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Walk Her Way 5K is about stepping into *her* shoes in a symbolic show of solidarity. Dedicate your run or walk fundraiser to a woman in your life affected by cancer, wherever she is in her cancer journey, or in memory of a loved one who has since passed.

## UNABLE TO PARTICIPATE IN THE EVENT?

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You can still offer your support with a donation.

- 1** Donate towards the fundraiser of any participant or team you know.
- 2** Make a general event donation towards our \$50,000 goal.



## SOCIAL MEDIA

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Ready to Walk Her Way? Share the event on social media from:

### Compassion House Foundation

YOU CAN FIND US AT:

Facebook: **/yegchf**

Instagram: **@yegchf**

Twitter: **@yegchf**

LinkedIn: **Compassion House Foundation**

### Your own channels

We made it easy with **Sample Language** and **Downloadable Graphics** to help you get started. Have some fun too with special Story Filters and Stickers on Instagram, and Profile Photo Frames on Facebook—simply search “Walk Her Way 5K.”

Remember: Tag **Compassion House Foundation at @yegchf** and use the event hashtag **#walkherway5k**.

## KEY MESSAGES

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- The first annual Walk Her Way 5K is a virtual run/walk fundraiser in support of Compassion House Foundation.
- Compassion House Foundation is an Edmonton-based charity that supports women from across western Canada who must leave their homes for cancer care.
- Step into her shoes and Walk Her Way in a small journey to help ease the distress of the cancer journey for women.
- Register as an individual or a team, fundraise in advance, and complete a 5 km walk or run of your choice between May 13-16, 2021.
- Anyone, anywhere at any fitness level is welcome and encouraged to participate.
- Your support helps women battling cancer find comfort, connection, and community during a time when they need it most.
- Learn more, register, and donate at **[compassionhouse.org/walkherway5k](https://compassionhouse.org/walkherway5k)**.

# FAQS

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## General Event

### I'M IN! HOW DO I GET INVOLVED?

Register as an individual or a team, fundraise in advance, then complete a 5 km walk or run of your choice between May 13-16, 2021. It's as easy as that! There's no registration fee, but we ask that participants fundraise a minimum of \$100. If you're unable to participate in the event, you can still offer your support with a donation. You can donate towards the fundraiser of any participant or team you know or make a general event donation towards our \$50,000 goal.

### WHERE IS THE EVENT?

The event is taking place across Alberta, particularly Edmonton, Grande Prairie, Fort McMurray, and Jasper. That said, this is a virtual event, so you can participate from any location!

### WHO CAN PARTICIPATE IN THE EVENT?

You don't have to be an athlete, or even a regular walker or runner, to participate. Anyone, anywhere at any fitness level is welcome and encouraged to participate.

### IS IT A RACE WITH WINNERS?

This is meant to be a fun, non-competitive event with no official rankings or prizes. We're more concerned about bringing together the community in a collective cause: supporting women battling cancer. Anyone who commits to step up and Walk Her Way is a winner to us!

## Fundraising

### DO I HAVE TO FUNDRAISE A CERTAIN AMOUNT?

We ask that participants fundraise a minimum of \$100. If you do so by April 2021, you'll receive a commemorative event item and SWAG bag.

### HOW DO I ASK SOMEONE FOR A DONATION?

You should tailor your ask based on the person and the nature of your relationship. Always make sure to highlight your personal connection to the cause and send them the direct link to your fundraising page. Check out our Sample Language to help you get started.

### WHAT DO I DO WHEN SOMEONE DONATES TO MY FUNDRAISER?

Say thank you! Check out our Sample Language to help you get started. We take care of the rest.

## Activity & Tracking

### WHERE DO I COMPLETE MY WALK OR RUN?

It's up to you! Since this is a virtual event taking place across different days and locations, there is no official event route. Choose your favourite trail or, if you don't have one, we have some suggestions for Edmonton, Grande Prairie, Fort McMurray, and Jasper. Maps are available at [compassionhouse.org/walkherway5k](https://compassionhouse.org/walkherway5k).

### HOW DO I KNOW IF I'VE GONE 5 KM?

All of our trail suggestions are 5 km in length. If you follow your own route, you can use popular apps such as Strava, Runkeeper, or Map My Run to keep track of your distance.

### DO I HAVE TO WALK OR RUN THE FULL 5 KM?

It should be your goal to complete the event as it was designed—a 5 km walk or run—but it's not a requirement. You can participate through another activity or distance. What's most important is that you commit to the cause and do your best to fundraise and move your body.

### CAN I WALK OR RUN WITH OTHER PEOPLE?

Yes! You can sign up and fundraise as a team, and physically complete your walk or run during the event period separately or together. If you're together, be sure to follow all COVID-19 restrictions for your area to prevent the spread and keep everyone healthy and safe.

## Donations

### HOW ARE THE FUNDS RAISED USED?

Proceeds from the event will directly support Compassion House Foundation in its mission to ease the distress of the cancer journey for women. Funds may be allocated towards Sorrentino's Compassion House, post-treatment programs or services, and/or general operations—whatever is the greatest area of need at the time.

### WILL I RECEIVE A TAX RECEIPT?

All donations of \$25 or more will receive a tax receipt.

If you have a question that you don't see answered here, visit [compassionhouse.org/walkherway5k](https://compassionhouse.org/walkherway5k) for more FAQs or contact us directly at [info@compassionhouse.org](mailto:info@compassionhouse.org).

## SAMPLE LANGUAGE: GENERAL

### Event Awareness & Participation

Hey, [family, friends, colleagues]! I have some exciting news.

I've decided to participate in Compassion House Foundation's Walk Her Way 5K, a virtual run/walk fundraiser to support women battling cancer.

Between May 13-16, I'm going to step into her shoes and Walk Her Way in a small journey to help ease the distress of the cancer journey for women. I'm participating because [personal reason].

The goal is to raise \$50,000 for Compassion House Foundation, an Edmonton-based charity that supports women from across western Canada who must leave their homes for cancer care.

Will you support me? You can:

- 1** Pledge to support me by donating at [fundraising page URL].
- 2** Join me on a team, so we can fundraise and participate together!
- 3** Make a general event donation at [compassionhouse.org/walkherway5k](https://compassionhouse.org/walkherway5k).

Any gift of \$25 or more will receive a tax receipt. Every little bit helps!

To learn more, register, or donate, visit [compassionhouse.org/walkherway5k](https://compassionhouse.org/walkherway5k).

Thank you for the support!

### Thank You for the Donation

Hi, [recipient]! Thank you for donating to my fundraiser as part of Compassion House Foundation's Walk Her Way 5K.

Do you know what kind of difference your generosity makes?

Life will never be the same for her—the hundreds of women devastated by cancer who access Compassion House Foundation each year. Thanks to you, women battling cancer can find comfort, connection, and community during a time when they need it most.

Thank you for the support!

## SAMPLE LANGUAGE: SOCIAL MEDIA

### Facebook, Instagram or LinkedIn

Exciting news, friends!

@yegchf is hosting the first annual Walk Her Way 5K, a virtual run/walk fundraiser from May 13-16 to support women battling cancer. I'm participating because [personal reason].

Please support me as I step into her shoes and Walk Her Way in a small journey to help ease the distress of the cancer journey for women. You can donate to my fundraiser at [fundraising page URL] or join me on a team. The goal is to raise \$50,000.

To learn more, register, or donate, visit [compassionhouse.org/walkherway5k](https://compassionhouse.org/walkherway5k).

Thank you for helping women battling cancer find comfort, connection, and community during a time when they need it most. **#walkherway5k**

### Twitter

Will you help? I'm participating in Walk Her Way 5K, a virtual run/walk fundraiser from May 13-16 to support @yegchf. You can donate to my fundraiser at [link] or join me on a team! The goal is to raise \$50,000. Thanks for the support! **#walkherway5k**





[COMPASSIONHOUSE.ORG/WALKHERWAY5K](https://compassionhouse.org/walkherway5k)