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WALK HER WAY 5K

VIRTUAL RUN / WALK

EVENT GUIDE

**MAY
12-15
2022**

ABOUT THE EVENT

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About the Event

The second 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 2022

Event period: May 12-15, 2022

Locations:

EDMONTON | GRANDE PRAIRIE | FORT MCMURRAY | ANYWHERE!

Since this is a virtual event, you are welcome to participate from any location. We have recommended trail maps for the locations above at compassionhouse.org/walkherway5k.

GOAL: \$150,000

For complete event details, visit compassionhouse.org/walkherway5k.

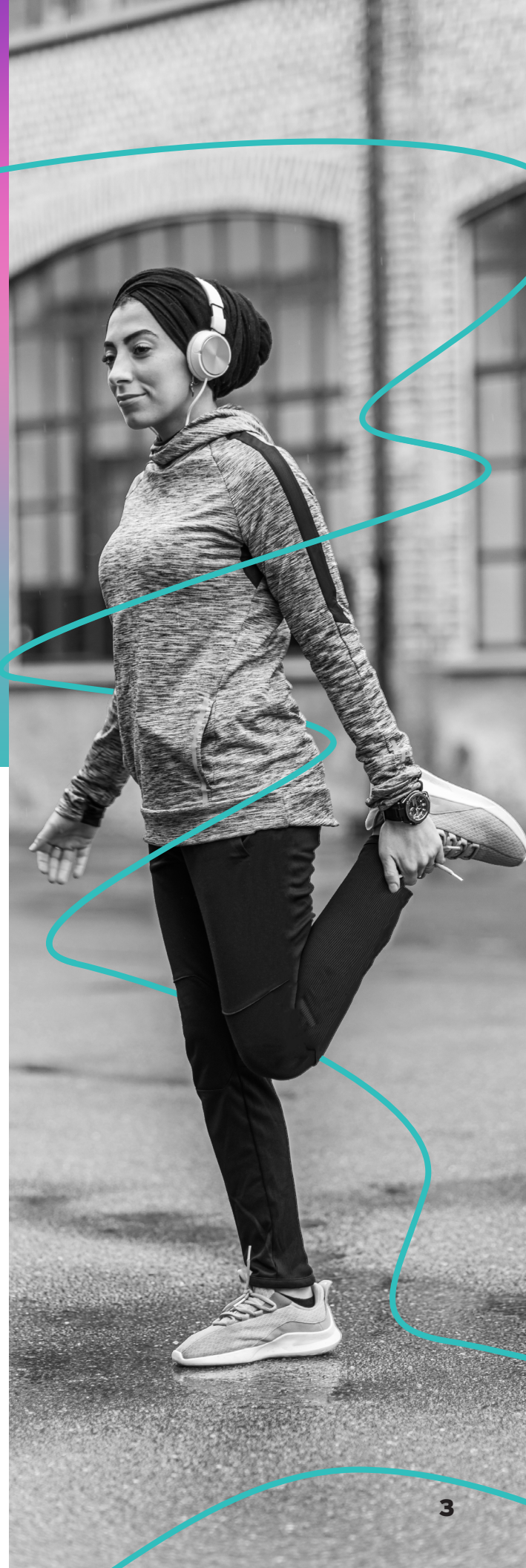
THE CAUSE

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.



GET INVOLVED

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 12-15, 2022.

The event is taking place across Alberta, particularly Edmonton, Grande Prairie, and Fort McMurray. 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 29th, you'll receive a commemorative swag bag.

WALK FOR HER

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?

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 \$150,000 goal.

Need Help?

Visit 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



SOCIAL MEDIA

Ready to Walk Her Way? Share the experience on social media!

Compassion House Foundation

CONNECT WITH US:

Facebook: **/yegchf**

Instagram: **@yegchf**

Twitter: **@yegchf**

LinkedIn: **Compassion House Foundation**

Your own channels

Use our **Sample Language** and **Downloadable Graphics** to get started. Search "Walk Her Way 5K" on Instagram Story for event stickers, and on Facebook for a profile photo frame.

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

KEY MESSAGES

- The second 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 12-15, 2022.
- 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**.

FAQS

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 12-15, 2022.

You can donate towards the fundraiser of any participant or team you know or make a general event donation towards our \$150,000 goal.

WHERE IS THE EVENT?

The event will take place across Alberta, particularly Edmonton, Grande Prairie, and Fort McMurray. 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 29th, you'll receive a commemorative swag bag.

HOW DO I ASK SOMEONE FOR A DONATION?

Start by highlighting your personal connection to the cause, then provide 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?

Thank them for donating! Check out our Sample Language for help.

Activity & Tracking

WHERE DO I COMPLETE MY 5 KM WALK OR RUN?

Since this is a virtual event, participants from any location are welcome. Our suggestions for 5 km trails in Edmonton, Grande Prairie, and Fort McMurray are available at compassionhouse.org/walkherway5k.

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

You can track your distance using an app such as Strava, Runkeeper, or Map My Walk.

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

It's the goal of the event, but not a requirement. What's most important is that you commit to the cause, do your best to fundraise, and move your body.

CAN I WALK OR RUN WITH OTHER PEOPLE?

Yes! If you register and fundraise as a team, you can physically complete your walk or run either separately or together during the event period.

Donations

HOW ARE THE EVENT PROCEEDS USED?

The event raises critical funding for Compassion House Foundation, helping to ease the distress of the cancer journey for women. Proceeds will be allocated towards the greatest area of need at the time; general operations, financial support, post-treatment programs and services, etc.

WILL I RECEIVE A TAX RECEIPT?

Yes – online donations with a valid email will receive a charitable receipt within minutes of your donation. Offline donations (cash or cheque) will receive a charitable receipt from Compassion House Foundation following the event.

CAN I MAKE AN OFFLINE DONATION?

Absolutely! Please make cheques payable to Compassion House Foundation and write the name of the individual or team you are supporting on the memo line. If you have cash, please include a note with the name of the individual or team you are supporting.

Sorrentino's Compassion House
10909 76 Ave NW, Edmonton, AB, T6G 0J6

Visit compassionhouse.org/walkherway5k or contact our Manager, Partnerships and Engagement at amber@compassionhouse.org for more information.

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 12-15, 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 \$150,0000 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.

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.

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 second annual Walk Her Way 5K, a virtual run/walk fundraiser from May 12-15 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, or join my team here [insert URL]. The goal is to raise \$150,000.

To learn more, register, or donate, visit 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

I need your help, friends! I'm participating in Walk Her Way 5K, a virtual run/walk fundraiser from May 12-15 to support **@yegchf**. You can donate to my fundraiser, or join my team here [insert URL]. The goal is to raise \$150,000. Thanks for the support! **#walkherway5k**





compassion
house FOUNDATION

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