

PRESENTED BY



630 | CHED

92.5
THE CHUCK

CISN 103.9
COUNTRY

Global
EDMONTON
EXCLUSIVE TELEVISION SPONSOR

Syncrude
Operated by Suncor



WALK HER WAY 5K

VIRTUAL RUN/WALK ANYWHERE

MAY 11-14

IN-PERSON RUN/WALK

ONLY IN FORT MCMURRAY & GRANDE PRAIRIE

SUNDAY, MAY 14

PARTICIPANT
GUIDE

MAY
11-14
2023

ABOUT THE EVENT

THE CAUSE

GET INVOLVED

SPREAD THE WORD

FAQS

SAMPLE LANGUAGE



About the Event

This year marks the third annual Walk Her Way 5K virtual fundraiser in support of Compassion House Foundation, and the first ever in-person walk/run, only in Fort McMurray and Grande Prairie. Register as a team or an individual, fundraise in advance, then complete a 5 km walk or run of your choice to support women battling cancer.

Registration Opens: March 2023

Event Period:

Virtual - Participate anywhere between May 11-14, 2023

In-Person - Only in Fort McMurray and Grande Prairie on Sunday, May 14, 2023

Locations:

Bob Lamb Bandstand, Borealis Park, Fort McMurray, AB

Muskoseepi Park Amphitheatre, Grande Prairie, AB

Trail routes at compassionhouse.org/walkherway5k

Event Details:

10:00 - 10:20 a.m. Welcome and warm-up

10:20 a.m. Run/walk. Rain or shine!

11:20 a.m. - 1:00 p.m. Music by Local DJ | Water and snacks | Yard games. Childcare is not provided.

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 at a location of your choice during the virtual event period of May 11-14, 2023 or in-person on Sunday, May 14, 2023 in Fort McMurray or Grande Prairie.

Anyone, anywhere, at any fitness level is welcome and encouraged to participate.

The first 150 people to raise at least \$100 by April 21st will 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.

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

KEY MESSAGES

- The third annual Walk Her Way 5K is a virtual fundraiser in support of Compassion House Foundation.
- The first ever in-person Walk Her Way 5K, only in Fort McMurray and Grande Prairie, is a walk/run 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 the virtual event period of May 11-14, 2023.
- Register as an individual or a team, fundraise in advance and participate in the in-person walk/run in Fort McMurray or Grande Prairie on Sunday, May 14, 2023.
- 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 at a location of your choice between May 11-14, 2023 or participate in the in-person walk/run in Fort McMurray and Grande Prairie on Sunday, May 14, 2023.

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 AND WHEN IS THE EVENT?

The virtual event will take place across Alberta at a location of your choice, between May 11-14, 2023. **The in-person Walk Her Way 5K events start at the Bob Lamb Bandstand in Borealis Park, Fort McMurray and the Amphitheatre in Muskoseepi Park, Grande Prairie, both at 10:00 a.m. on Sunday, May 14, 2023.** Rain or shine! Trail maps for the in-person events are available at: compassionhouse.org/walkherway5k

WHAT CAN I EXPECT AT THE EVENT?

A short program will begin at 10:00 a.m., including a warm-up led by a local fitness professional. Snacks and water will be provided. Enjoy music by a local DJ and yard games following the walk/run. Childcare is not provided.

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

HOW MUCH MONEY SHOULD I RAISE?

Set a high target. Fundraising is easy when you ask your family, friends, co-workers and neighbors to contribute to a cause that is important to you. Set your goal at a minimum of \$100 but challenge yourself to raise \$400 or more! The needs of the women at Compassion House are great. For every \$100 you raise, you have provided a woman with a one night stay at Compassion House.

HOW DO I GET MY SWAG BAG?

Fort McMurray and Grande Prairie in-person event participants who fundraise a minimum of \$100 by April 21 may pick up their swag bags at the registration table on Sunday, May 14 between 9:30 and 10:00 a.m. Virtual event participants in Edmonton can arrange to pick up their swag bag at Sorrentino's Compassion House. Please call prior to arriving. Swag bags will be mailed to virtual event

participants elsewhere in Alberta.

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

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 for the virtual event, you can physically complete your walk or run either separately or together during the event period. Experience the connection and camaraderie of other participants at the in-person events in Fort McMurray and Grande Prairie.

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 Event Coordinator nancy@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] or [an in-person run/walk fundraiser to support women battling cancer] in [Fort McMurray] or [Grande Prairie].

[Between May 11-14] or [On May 14], 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 \$150,000 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.

Any gift 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 [third annual virtual Walk Her Way 5K, a run/walk fundraiser from May 11-14,] or [first-ever in-person Walk Her Way 5K, a run/walk fundraiser in Fort McMurray on Sunday, May 14,] or [first-ever in-person Walk Her Way 5K, a run/walk fundraiser in Grande Prairie on Sunday, May 14,], 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 11-14] or [an in-person run/walk fundraiser on Sunday, May 14] in [Fort McMurray] or [Grande Prairie] 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)