



Cultivate the Charities in our Community

We are excited to have you take part and celebrate the 11th Annual Roy Financial Mayor's Walk for Charity. This event provides your organization with an excellent opportunity to increase visibility, create awareness and raise funds.

About the Event:

- The event takes place in behind St. Albert Place – 5 St. Anne Street on Saturday June 18th, 2011.
- Registration begins at **8:00am** St. Albert Place in the foyer; the walk/run begins at 9:30am behind St. Albert Place.
- OR avoid the line ups and register early from June 15th and 16th at St. Albert Parents' Place #10A 215 Carnegie Drive by appointment only for charities with bulk registrations or drop in for individuals from 1 to 4pm
- Individuals and families will have an enjoyable day out, while supporting a cause they believe in!
- Participants will collect pledges to be donated to the Charity of their choice that is registered with the event.
- Participants are not charged a registration fee.
- Our goal this year is to raise over \$150,000 for participating charities.

Benefits to Charities Registered with the Event:

- All charities registered with the event will receive 100% of pledges raised on their behalf. (Conditions apply as stated below)
- Charity name will be promoted in newspaper ads. (*Some restrictions may apply depending on date of registration.*)
- Charity name will be promoted on the Roy Financial Mayor's Walk for Charity Website.
- Charity name will be promoted on our Facebook page; find us at Roy Financial Mayor's Walk for Charity
- Event Pledge Forms will be available on the Roy Financial Mayor's Walk for Charity Website.
- Event Posters will be provided to each Charity at the Information Session.
- Funds should be forwarded to the Charity by the end of July.

Requirements of the Charities Registered with the Event:

- Attendance at the Information Session on April 14.
- Completion of the Registration form including charitable registration number.
- Provide a minimum of 3 volunteers to assist with the event. Some positions are available prior to the event and after the event. Volunteer names **MUST** be provided at the time of registration.
- Promote the event within the community, encourage participation within your organization to maximize the number of participants and dollars raised.
- Provide charitable tax receipts to all donors who pledged \$25.00 or more.

*To register, and ensure your Charity receives all of the benefits, please submit the completed registration form by **May 27, 2011**.*

Charities that do not register with the event and/or who do not fulfill their expectations as outlined above will be charged 20% of their pledges to cover the administration costs.

Feel free to contact Heather McKinnon at 780-459-7377 ext 226 with any questions or concerns. By working together we can ensure that this event is a success and demonstrate the strength of our communities.

EVENT INFORMATION

DATE

Saturday June 18, 2011

REGISTRATION LOCATION

St. Albert Place in the Foyer
5 St. Anne Street

CHECK-IN

08:00am

LOCATION (Start and Finish)

Behind St. Albert Place
5 St. Anne Street

START TIME

09:30am

ROUTE

Along the beautiful St. Albert Red Willow Trail System

PRIZES

Prizes will be awarded to the three individuals who raise the most pledges. Each participant will have their name entered into the grand prize draw for every \$150.00 raised. Please see the eligibility criteria.

PLEDGE INFO

Charities registered with the event will receive **100%** of pledges raised on their behalf. Charities that **do not register with the event and/or who do not fulfill their expectations** as outlined will be charged 20% of their pledges to cover the administration costs. NO EXCEPTIONS

NSF cheque charges will be the responsibility of the charity. The charges will be deducted from the pledges of the Charity to which the cheque was written.

Early Registration

St. Albert Parents' Place
#10A 215 Carnegie Drive
June 15th and 16th
By appointment only for Charities
with bulk registrations
and 1pm to 4pm for individual
registrations

CHARITY EXPECTATIONS

Volunteers

Each Charity is expected to provide a minimum of **3** volunteers to assist with the event. Some positions are available prior to and after the event but most volunteers will be required the day of the event.

Event Promotion

Each Charity will be given posters at the April Information Session. It is essential that these posters are distributed to their assigned areas prior to the event. Please consider adding the event website and information to your newsletters, websites etc. The more visibility we can give the event the more we can raise collectively.

Receipts/Tax-deductible Receipts

Receipts will be issued to the participants at the time their pledge forms and pledges are submitted to verify the amount received. After the event, each Charity will receive a cheque for the total amount of pledges raised on their behalf along with copies of their pledge forms. At this point, the Charity is required to issue a tax-deductible receipt to each donor with pledges over \$25.00.

****Please mention to those raising funds on your behalf about the benefits of the Community Spirit Program****

VOLUNTEERS

Volunteer positions will be emailed to the Charity contact asking for a 1st, 2nd and 3rd choice by a specified date. Positions will be assigned on a first come first serve basis.

REGISTRATION PROCESS

Charity Registration

Charities can register in one of three ways:

- Fax Charity Registration form to 780-459-7399
- Mail Charity Registration form to #10A 215 Carnegie Dr, St. Albert, AB T8N 5B1
- Go online to the Roy Financial Mayor's Walk for Charity website at www.royfinancialmayorswalk.com and fill in the Charity Registration Form and submit. **NOTE Deadline for registration is: May 27, 2011.**

Participant Registration/Pledge Forms

Roy Financial Mayor's Walk for Charity pledge form includes both the registration and pledge form. These pledge forms are available on line at the Roy Financial Mayor's Walk for Charity website at www.royfinancialmayorswalk.com . Please call 780-459-7377 ext 226 for more information. Please feel free to photo copy the pledge form as required or to download it from the website.

Participant Registration

Completed pledge forms can be brought to St. Albert Parents' Place, #10A - 215 Carnegie Drive, St. Albert on June 15 and 16, 2011

- Charities with bulk registrations by appointment ONLY. Call 780-459-7377 ext 226 for appointment
- Individual registrations 1:00pm- 4:00pm ONLY

We will not accept registrations on June 17th.

OR

Participants may register on the day of the event by arriving promptly at 8:00am on June 18th, 2011. This is to allow enough time for processing.

PRIZE ELIGIBILITY

Grand Prize Draw

Draw Date: June 24th @ 2:00pm

Location: Roy Financial Services Ltd.

- Participants will have their name entered into the draw with each \$150 they collect in pledges.
- Sponsors, sponsors staff and immediate family members, senior staff of participating charities, City Council and senior city staff, Parents' Place staff and immediate family members **are not eligible to win the prize.**

MAYOR'S PURSE

What Charities are eligible to receive funding from "The Mayor's Purse"

1. The location of Charity operation must be in St. Albert.
2. The Charity must be registered with the Roy Financial Mayor's Walk prior to the Deadline.
3. The Charity must raise a minimum of \$1000 through their own efforts for the walk.
4. The Charity must follow through on the requirements of participation in the event

Who can contribute to "The Mayor's Purse"

1. Any individual, group or business.
2. Any fundraising or special event can donate a portion of funds raised.

WHAT'S NEW IN 2011

- New Branding
- New start time
- Charity Isle at Rona in June
- Pancake Breakfast after the walk
- New Facebook page