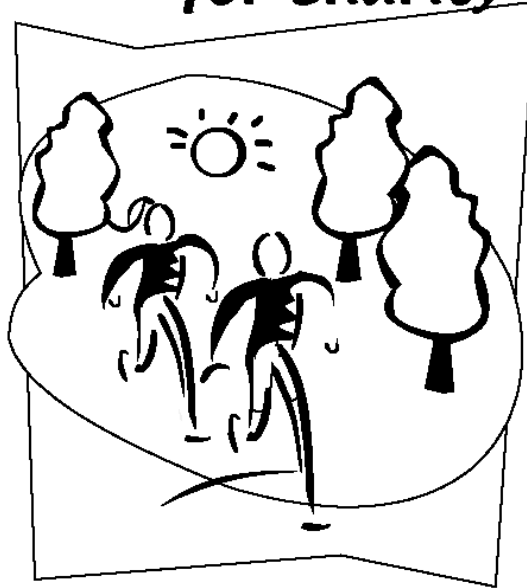
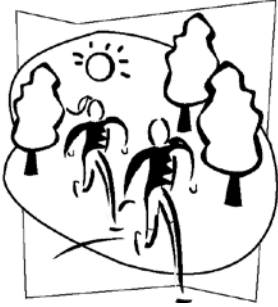


*Roy Financial*  
**Mayor's Walk**  
*for Charity*



***Charity***  
***Information Package***  
***2009***

# Roy Financial Mayor's Walk for Charity



#10A- 215 Carnegie Dr.  
St. Albert, AB  
T8N 5B1

Ph: 780.459.7377  
Fax: 780.459.7399

Website: [www.royfinancialmayorswalk.com](http://www.royfinancialmayorswalk.com)

We are happy to invite you to take part in the 9th Annual Roy Financial Mayor's Walk for Charity. This event provides your organization with an excellent opportunity to increase visibility, raise awareness and raise funds.

## About the Event:

- The event takes place in Lions Park on June 20th , 2009
- Registration is at 9:00am at the St. Albert Senior Citizens Club; the walk/run begins at 10:00am at Lions Park.
- OR Avoid the line ups and register early on June 15<sup>th</sup> to 18<sup>th</sup> at St. Albert Parents' Place from 1pm 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 \$100,000 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 Web Site.
- 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 7.
- 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.
- Volunteers helping with the event **must** attend the Volunteer Orientation session scheduled approximately 2 weeks prior to the event.
- 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 29, 2009**.*

**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.**

## ***Event Information***

### **Date**

Saturday June 20th, 2009

### **Registration Location**

St. Albert Senior Citizens' Club  
7 Tache Street

### **Early Registration Location**

St. Albert Parents' Place  
# 10A 215 Carnegie Drive  
June 15<sup>th</sup> – 18<sup>th</sup> 1pm – 4pm

### **Check-in**

09:00 a.m.

### **Location (start and finish)**

Lions Park – St. Albert

### **Start Time**

10:00 a.m.

### **Route**

Along the beautiful St. Albert Red Willow Trail System.

### **Prizes**

1. Prizes will be awarded to the three individuals who raise the most pledges.
2. 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.

## ***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 web-site and information to your newsletters, web-sites 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\*\*\*

## ***Volunteer Orientation***

There will be a volunteer orientation evening Wednesday June 3, 2009 for those working the day of the event or just prior to or after the event. Volunteer role descriptions will be distributed at this meeting. We require all charity volunteers to attend to ensure they are comfortable with the tasks assigned.

## ***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 on line to the Roy Financial Mayor's Walk for Charity website at [www.royfinancialmayorswalk.com](http://www.royfinancialmayorswalk.com) and fill in the Charity Registration Form and submit.

**NOTE Deadline for registration is: May 29, 2009.**

### **Participant Registration/Pledge Forms**

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

## Registration Location

Completed registration forms and pledges can be dropped off at St. Alberta Parents' Place, #10A - 215 Carnegie Drive, St. Albert between 1pm. and 4pm from June 15<sup>th</sup> to June 18<sup>th</sup>. **We will not accept registrations on June 19th.**

OR

Participants may register on the day of the event by arriving promptly at 9:00 a.m. on June 20th, 2009. This is to allow enough time for processing.

## *Prize Eligibility*

### **Grand Prize Draw**

**Draw Date: June 26th @ 2:00 p.m.**

**Location: Roy Financial Services Ltd.**

1. Participants will have their name entered into the draw with each \$150 they collect in pledges.
2. 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.**

## *New in 2009*

- Registration Deadline – May 29, 2009
- 3 volunteers are required 1 for pre-event/post event; 2 for day of event
- No frills event – no race packages, no balloons for children
- Barbeque tickets can be purchased in advance for the Charities and participants for a reduced cost by May 29 or for a higher cost on the day of the event.
- Introduction of Mayor's Purse to St. Albert Charities
- Route change for the Walkers