

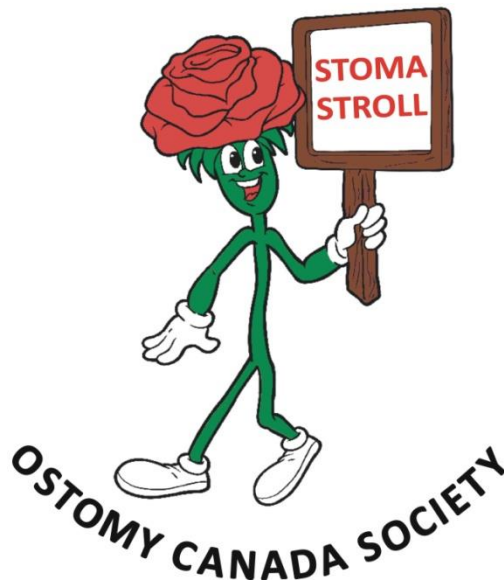
# Stoma Stroll Awareness Walk



Ostomy | Société  
Canada | Canadienne des  
Society | Personnes Stomisées

## **Ostomy Canada Society**

### **2018 Procedure Manual**



**Ostomy Canada Society Inc.**

# Stoma Stroll Awareness Walk

## **Purpose of the Manual**

This manual is designed as a general guide for those organizing a Ostomy Canada Society Stoma Stroll Awareness Walk in their city. These guidelines will need to be made specific for the particular city and circumstances in which a walk is being organized.

## **Purpose of the Walk**

Ostomy Canada Inc. is a nationally registered Canadian charity (Charitable Reg. No: 119277093RR0001). The purpose of the walk is to raise awareness and funds in support of our mission. We do not receive government funding and rely on your efforts and support from our donors to fulfill our mission. The walk will also serve to create a sense of community and support for people with an ostomy and their families in your region. In this respect, the walk is of immeasurable value.

## **Ostomy Canada Society Inc.'s Mission Statement**

Ostomy Canada Society is a non-profit volunteer organization dedicated to all people with an ostomy, and their families, helping them to live life to the fullest through support, education, collaboration and advocacy.

## **Your involvement in the STOMA STROLL supports the following National Ostomy Canada initiatives:**

- Advocacy (Disability Tax Credit, Access to NSWOC, Ostomy Navigation Program, Ostomy reimbursement in Atlantic Provinces)
- Visitor Program
- Online Community
- Parents of Children with an Ostomy & Spouses and Significant Others (SASO)
- Ostomy Canada Youth Camp
- Awards Program (NSWOC and Post-Secondary)
- National Office: Ostomy Canada Magazine
- Community Outreach Support Services (COSS) and Ostomy Support Groups
- Liaise with National and International groups (NSWOCC, UOAA, OAA, FOWC etc.)
- Liaise with industry and the Canadian medical community

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# Stoma Stroll Awareness Walk

## **Ostomy Canada will:**

- Set up the walk webpage for your city. Please send the Webmaster:  
The walk location with full address, start time and agenda for the day plus any other detail you can supply.
- Provide you with posters, waivers and other forms – your committee is responsible for local promotion. Please go to the [www.stomastroll.ca](http://www.stomastroll.ca) website to download forms and posters
- Provide you with a certificate of insurance.
- Provide any support required by your walkers and donors with regards to use of the website. We have a toll free number and email address set up for this, which will be posted, to the walk site.
- Provide you with expense claim forms for approved expenses.
- Arrange communication with the lead organizers in each city to discuss issues, provide further information and advice and respond to questions and concerns.
- Promote your walk on Ostomy Canada Social media sites.
- Acknowledge your walk and participants in Ostomy Canada magazine.
- Contact national companies for sponsorship and advertising on posters and Stoma Stroll website.

Andrea Manson – National Walk Chair – [almanson@me.com](mailto:almanson@me.com)

Peter Folk – Webmaster – [peter.folk@ostomycanada.ca](mailto:peter.folk@ostomycanada.ca)

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# Stoma Stroll Awareness Walk

## 6-month prior - Pre-Event Planning

1. Talk to your chapter or support group about participating in the Stoma Stroll. Organize a Stoma Stroll committee by inviting all chapter/peer support group members to volunteer.
2. Assign jobs to the volunteers. (For example: planning, promotions, registration, set up, clean up, registration desk etc.)
3. Choose a location for your Stroll. Look for free parking, clean washrooms (that are close by), picnic shelters, shady areas, suitable walk route (5K with 2.5K or 1K options). Map out the exact route. Have a “rain” plan in case of inclement weather.
4. Book the location and submit relevant paperwork as needed per your location. Some parks require several months’ notice and book up very quickly. Fees can be reimbursed by Ostomy Canada by submitting an expense claim form.
5. Review list of reimbursable expenses.
6. Set a goal for the number of walkers and for funds to be raised.
7. Register your team or as an individual on the Stoma Stroll website ([www.stomastroll.ca](http://www.stomastroll.ca))

## Registration and Waiver

How participants can register themselves or their team:

There is no cost to register for the walk. When the walk website is operational at [www.stomastroll.ca](http://www.stomastroll.ca), click on one of three options:

1. Join as an Individual – you will need to provide your email address and create a password.
2. Create a Team – you will need to provide your email address, create a password, and set up your team.
3. Find a Team or Person – you search for a team or person, and then join the team. You will need to provide your email address and create a password.  
Once an individual or a team page is created, the person that created that page can edit the page and put up his or her own story, photos and/or video. The page can be shared on Facebook, Twitter, and Pinterest or by email. Donations received online are accumulated on the team or individual’s page. The person who created the page will manually put offline donations on the individual’s or team’s page in order to ensure a complete record of donations for that location.

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# Stoma Stroll Awareness Walk

Every walker will be asked to agree to a liability waiver during the online registration. Children are covered under the adults who register them. If people are not registered online in advance, they will be asked to sign a printed waiver in their registration form when they arrive on walk day. The registration forms (which include the waiver) leaders are available to download [www.stomastroll.ca](http://www.stomastroll.ca).

## **4-2 months prior – Marketing Your Stoma Stroll**

1. Update and review your team or individual page on [www.stomastroll.ca](http://www.stomastroll.ca)
2. Download the registration, waivers, posters, pledge forms at [www.stomastroll.ca](http://www.stomastroll.ca). Add your chapter/ group information to the poster before distributing.
3. Brainstorm with your committee ways to promote your Stoma Stroll.
4. The [www.stomastroll.ca](http://www.stomastroll.ca) website has incredible capability to be utilized with Facebook, Twitter, and Pinterest social media feeds. Once you have registered yourself or your team you will be able to share the news, invite people to join you and/or donate using the click of a button. Just look for these share links once you set up your walk fundraising page.
5. Distribute posters throughout your area. Keep a list of places and contacts for next year. Doctors' offices, hospitals, cancer centers, community boards, ostomy supply stores, libraries, pharmacies, and cafes.
6. Arrange for free advertising in your local newspaper, radio station, and community news. Several groups have appeared as guests on their local TV.
7. Ask a local celebrity, politician, doctor, TV/ radio personality, or mayor to attend. Identify and approach these people early to book his or her time.
8. Send a message to your members to volunteer, sponsor a walker, or to attend the event.
9. Encourage corporate teams and key medical people, ostomy nurses to sign up for the walk.
10. Get donations from your support circle. Sign up your boss, family, friends, health care professionals or pharmacies to sponsor you. Encourage online friends to pledge. Have your sponsors enter the pledge online.

# Stoma Stroll Awareness Walk

11. Liability Insurance: Ostomy Canada has event liability insurance for all Society sponsored events across Canada. Requests for Certificate of Insurance can be directed to the Stoma Stroll Awareness Walk Leader and Ostomy Canada or directly to our insurance agent, AP Insurance Brokers (lisap@apont.ca). The following information is needed by the agent to issue the Certificate of Insurance:
  - Name and Address of entity requesting confirmation of insurance and if they would require us to add them as additional insured
  - Event Date and Start and End Time
  - Where the event is being held
  - Approximate Number of attendees, participants
  - Are food and drinks being servedNote: Ostomy Canada will not sanction this event if alcohol is being served.
12. Confirm event day agenda
13. Registration- organize as needed tents, tables, chairs, sound system etc.
14. Obtain refreshments for participants- Check to see if a permit is required if serving food. Grocery stores or local service clubs may help or offer a donation. Some fast food restaurants may offer free refreshments. Ostomy Canada will reimburse a reasonable claim. (There are strict requirements from CRA for the issuance of charitable tax receipts for donated items, Ostomy Canada will not issue tax receipts for donated items and refreshments)
15. Design and obtain team or group T-shirts if wanted. Ostomy Canada will reimburse a reasonable claim.
16. Organize directional and event day signage.

# Stoma Stroll Awareness Walk

## **2-4 weeks prior and Event Day Operations**

1. Organize pick up and set up of tents, tables, chairs, sound system etc.
2. Obtain and pick up refreshments for participants. Water, cake, plates, garbage cans etc.
3. Ensure volunteers are in place
4. Set- up registration. Have copies of the waivers and pledge forms on hand, map of the route and a place for bags and coats if needed. Have Ostomy Canada brochures and information on hand to give out.
5. Place signage as needed. Have a start/ finish line ribbon. Determine if someone will cut the ribbon to start the Stoma Stroll.
6. Arrange for someone to take photos of the event and participants if permitted by participants. Suggest group, team and candid photos and photos of any sponsors or celebrities.
7. Have a first aid kit/ person at the walk as needed.

# Stoma Stroll Awareness Walk

## Post Events Activities

1. Event leader to submit a short paragraph about the highlights of the event, acknowledgment of fundraisers along with photos for publication in Ostomy Canada magazine to National Walk chair.
2. Send thank you notes to sponsors and donors and participants.
3. Event leader collects all the pledge sheets, cash and cheques. Ensure that all the pledge sheets have the donor's correct name, address (including postal code), phone number and email address. The dollar amount of cheques, which should be made out to Ostomy Canada Society, or cash donated should be entered and whether a tax receipt is desired.  
**NB: Tax receipts are only issued for donations of \$25 or more as they must be prepared manually and mailed to donors.** Completed pledge sheets are sent into Ostomy Canada Society national office along with cheques. Do not send cash through the mail. Team leaders have the option to deposit currency into their personal bank account and writing a cheque to Ostomy Canada or paying by personal credit card. The Ostomy Canada Society treasurer receives and deposits the funds and accesses the Stoma Stroll website to verify each donation sent in.
4. Submit expense form with receipts to Ostomy Canada Society National office for reimbursement.
5. Team leaders should retain waiver forms for 12 months following the event in case they need to refer to.



# Stoma Stroll Awareness Walk

## Information about sponsors and advertising

Ostomy Canada Society will contact major national sponsors such as manufacturers for the national walk sponsorship and advertising. They can have their logos and links to their website placed on the main event webpage and on the poster. Local sponsors (over \$300) can provide promotional items including signage (by agreement of your walk committee and the sponsor) and get their logos and links to their website placed on the local chapter webpage.

It is important to note that sponsors who receive any promotion (such as display of logo or a booth) are NOT entitled to a charitable tax receipt, as Revenue Canada does not allow this. We can create an Ostomy Canada invoice for sponsors should they require it and sponsors can claim it as a marketing expense. Please email the Ostomy Canada office to inquire.

## National Sponsors

1. \$600.00 for a link and a logo, placed at the bottom of the main home page and at the bottom of each individual chapter stoma stroll website. No rotation or random placement.
2. Logo size at least 400 px high x 400 px wide, jpeg or png format.
3. Logo placed on poster

## Local Sponsors

1. \$300.00 for a link and logo placed at the bottom of the local team webpage. Logo size at least 400 px high x 400 px wide, jpeg or png format.
2. Advertisers who wish to supply goods in lieu of monetary donations, such as water bottles, free radio or TV ads, or T-shirts shall be deemed to be a local advertiser for the chapter/team that receives the goods and shall be granted a logo and link on the local chapter/ team page

All web ads to be prepaid, through the national office.

Graphics to be emailed to Ostomy Canada Society Stoma Stroll webmaster in jpeg or png format.

Peter Folk – Webmaster – [peter.folk@ostomycanada.ca](mailto:peter.folk@ostomycanada.ca)

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# Stoma Stroll Awareness Walk

## **Allowable Expenses for Ostomy Canada Society Stoma Stroll:**

- T-shirts
- Printing of waivers, posters, etc.
- Table, chairs, tents
- Permits (insurance obtained through Ostomy Canada Society)
- First aid attendants (if required)
- Water and light snacks for participants (if not donated)
- Signage for route and start/finish line.

Please submit the following expense form along with receipts to the national office within one month of the Stoma Stroll. Expenses claimed after one month will not be accepted and reimbursed.

Any expenses not listed, cannot be claimed unless there was prior written approval by the Leader of the Stoma Stroll Committee and submitted along with the expense form.

# Stoma Stroll Awareness Walk

## Expense Reimbursement Form

Payee: \_\_\_\_\_

Address: \_\_\_\_\_  
 \_\_\_\_\_

Account/Committee: \_\_\_\_\_

Date	Description Of Expenditure	Amount Including Tax	GST/HST (Memo only)
	<b>TOTAL INCLUDING GST / HST</b>		

Attach receipts or bill where available and for each expenditure where GST / HST is included.

**I CERTIFY THAT THESE EXPENSES WERE INCURRED ON BEHALF OF OSTOMY CANADA SOCIETY AND WERE NOT REIMBURSED BY ANY OTHER PERSON OR ORGANIZATION.**

**SIGNED:** \_\_\_\_\_ **DATE:** \_\_\_\_\_  
 PAYEE

**SIGNED:** \_\_\_\_\_ **DATE:** \_\_\_\_\_  
 COMMITTEE CHAIR

**SIGNED:** \_\_\_\_\_ **DATE:** \_\_\_\_\_  
 SIGNING OFFICER

**CHEQUE NO.** \_\_\_\_\_ **PREPARED BY:** \_\_\_\_\_  
 Ostomy Canada Society Inc.

# Stoma Stroll Awareness Walk

## Ideas to Host a Successful Stoma Stroll

Prizes! Get prizes donated from local businesses. One group had prizes and gift cards from Home hardware, Chapters, a local pizza place, M & M meats, and local ostomy retailers.

T-shirts and water bottles! A group had their groups name printed on them and water bottles made up for all participants.

Search online for t-shirt design ideas.

Music! Made for a festival type atmosphere.

Decorations! Decorate the venue with lots of balloons, a banner (from Instaprint) streamers and tablecloths. Also had signs to carry while walking to promote awareness. Anything to make ourselves visible and attract people's attention.

Games for before or after the walk.

Chalk and toys for little ones.

Offer sponsors a table along the route or at the start/finish line to promote their business or products

Speak with local businesses and have them donate food, drinks, remembrance items, coupons, gift certificates - or even a financial contribution (Note: There are very strict requirements from the Canada Revenue Agency for the issuance of a charitable tax receipt for donated items and in-kind gifts, therefore Ostomy Canada will not issue tax receipts at this time.)

Consider having literature from Ostomy Canada Society & your chapters at the registration area.

Would you like to have activities organized for the children?

Are there creative ways to involve and thank your sponsors and event donors? Could they be part of the ribbon cutting or opening/closing ceremonies? Could you create a program to hand out or have appropriate signage to recognize them? Could they provide an information booth?

# Stoma Stroll Awareness Walk

## Pledge sheet and links



2018PledgeForm.pdf

<https://www.ostomycanada.ca/wp-content/uploads/2018/03/2018PledgeForm.pdf>

Please see the Ostomy Canada Society Forms page for all forms in pdf format:

<https://www.ostomycanada.ca/forms/>

- Stoma Stroll National Fundraiser Bulletin – updated for 2018
- Stoma Stroll 2018 Pledge Form
- Stoma Stroll 2018 Chapter Ad
- Stoma Stroll Awareness Walk Waiver – 2018
- Stoma Stroll Advertising Information – 2018
- Stoma Stroll Advertising Details – 2018
- Stoma Stroll Event Planning Timeline

### Waiver of Liability

In signing this release, I understand that I am participating at my own risk and waive all claims of any nature against the organizers, officials, sponsors, cooperating organizations and any other parties connected with this event in any way, singly or collectively, from and against any blame and liability, for any injury, misadventure, harm, loss, inconvenience, or damage hereby suffered or sustained as a result of participating in the Ostomy Canada Society's Stoma Stroll Awareness Walk.

Date: \_\_\_\_\_ Parent/Guardian Signature \_\_\_\_\_

(If under 18 years)

Signature: \_\_\_\_\_

**Ostomy Canada Society Inc.**

# Stoma Stroll Awareness Walk

## Stoma Stroll Event Planning Check List

### 6-month prior - Pre-Event Planning

1. Advise Ostomy Canada (1-888-969-9698) of intent to organize a local Stoma Stroll and sign up on StomaStroll.ca
2. Determine Date & Location – look for free parking, washrooms, picnic shelters (1/2.5/5K)
3. Map out exact route
4. Get the necessary permits from the city (if required)
5. Review list reimbursable expenses
6. Organize volunteers: Set committee meetings + Determine volunteers needed, Set goal for number of walkers
7. Determine Registration Logistics
  - i. How will people pre-register? What information do we need to gather?
  - iii. Signed Liability Waiver Approval –done on website when registering or printed for event day registrants
8. Determine event day agenda and set-up.

### 4 -2 months prior – Marketing your local event

1. Update and review your team page on StomaStroll.ca
2. Download resources – Stoma Stroll Manual, Poster, Pledge Form
3. Send a message inviting all of your chapter members to volunteer, sponsor a walker, or attend the event.
4. Distribute Stoma Stroll Posters to places of interest (see Stoma Stroll Manual pg.5)
5. Seek free event advertising with Radio/TV Station/ community news
6. Use Social Media to share StomaStroll.ca pledge page
7. Confirm Event Day Agenda
8. Communicate with all walkers at regular intervals
9. Design your team t-shirt - organize printing on shirts
10. Apply for Liability Insurance - Ostomy Canada (See Stoma Stroll Manual pg.6)

### Ongoing - Fundraising

1. Gather list of potential donors – sign up friends, family, co-workers - encourage corporate teams!
2. Send online link from StomaStroll.ca via email or social media
3. Determine how money will be collected and donations input into StomaStroll.ca website, receipts distributed and funds forwarded to Ostomy Canada
4. Event leaders to collect all Pledge Sheets, cash and cheques; enter all donations from pledge forms on StomaStroll.ca for immediate tax receipt (see Stoma Stroll Manual pg.4)

### 2-4 weeks prior - Race Day Operations

1. Organize tents, tables, sound system, power generators, portable toilets
2. Obtain refreshments for the walkers (permits may be required)
3. Directional and Event day signage
4. Set-up
  - i. Registration
  - ii. Signage and Starting line
  - iii. Assign event day jobs: Water Stations/ Volunteers in place
5. Arrange for Photos.

### Post Event

1. Event Leader to submit short paragraph about the highlights of the events, acknowledgement of fundraisers and photos to Stoma Stroll Committee Lead (Andy Manson [almanson@me.com](mailto:almanson@me.com))
2. Submit expenses and receipts to national office (See Stoma Stroll manual pg. 10 and 11)

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