

## Pledges and Prizes

<b>Top Early Bird:</b> Awarded to the walker with the most money pledged before September 1, 2009	<b>Top Walker:</b> Awarded to the walker who raises the most money.	<b>Top Child:</b> Awarded to the child aged 5 to 12 who raises the most money	<b>Top Youth:</b> Awarded to the youth aged 13 to 17 who raises the most money
<b>Top Corporate Team:</b> Awarded to the corporate team that raises the most money	<b>Top Non-corporate Team:</b> Awarded to the non-corporate team (family, friends, not-for-profits) that raises the most money	<b>Top Dog:</b> Awarded to the dog that raises the most money	<b>Individual Incentives:</b> Additionally, any individual raising more than \$250 is guaranteed a prize. Raise more and get an even bigger reward.

### Individual Incentive Levels

Level	\$250-349	\$350-499	\$500-749	\$750-999	\$1,000	\$2,500	\$5000 +
Prize	\$25 Gift Cert.	\$35 Gift Cert.	\$50 Gift Cert.	\$75 Gift Cert.	\$100 Gift Cert.	\$250 Gift Cert.	\$500 Gift Cert.

Prize may be substituted but will remain the approximate retail value.

## Pledge and Team Member Solicitations

Sample e-mail or memo

To: All [Company or Organization Employees or Members]  
 From: [Team Captain or Member]  
 Date: [Date Sent]

Re: 2009 Scotiabank AIDS Walk for Life

This year, [Company or Organization] has committed to playing an active role in the fight against AIDS. On Sunday, September 20, my 2009 Scotiabank AIDS Walk for Life team and I will represent [Company or Organization] as we join with hundreds of other Edmontonians to raise money to fight HIV and AIDS. We hope you'll join us.

The Scotiabank AIDS Walk for Life benefits HIV Edmonton, a local charitable organization committed to reducing the harm associated with HIV and AIDS for all individuals and communities in the Edmonton region. There are an estimated 2,000 Edmontonians currently living with HIV/AIDS, and countless families and friends are affected. This disease does not discriminate—it can infect anyone regardless of age, gender or race. At this time, infection rates continue to rise among all populations including youth, women, and Aboriginal communities.

AIDS is still 100% fatal, but it is also preventable. It is crucial that we talk about this disease and reach into our community with life-saving education and support. The 2009 Scotiabank AIDS Walk for Life aims to raise money and awareness for this tragic and preventable disease.

Our team captain for the 2009 Scotiabank AIDS Walk for Life is [Team Captain's name]. Please feel free to contact [Team Captain's name] or me if you have any questions, if you would like to join our team, or if you are interested in forming your own AIDS Walk team. Friends and family are welcome!

If you are unable to join the Walk, you may also support our team by donating a pledge. Please feel free to contact me, [Team Captain's name], or visit [www.hivedmonton.com](http://www.hivedmonton.com) to make a donation. HIV Edmonton will automatically send a tax receipt to you for donations of \$25 or more.

I hope you will consider supporting our team with a pledge or by walking with us on September 20. The event promises to be a great time with lots of food and fun for the whole family! But most importantly, you will be supporting a worthy cause and making a difference in our city.

# TEAM CAPTAIN HANDBOOK

## 2009 Scotiabank AIDS Walk for Life

September 20, 2009 - 11am to 4pm  
 Sir Winston Churchill Square, Edmonton

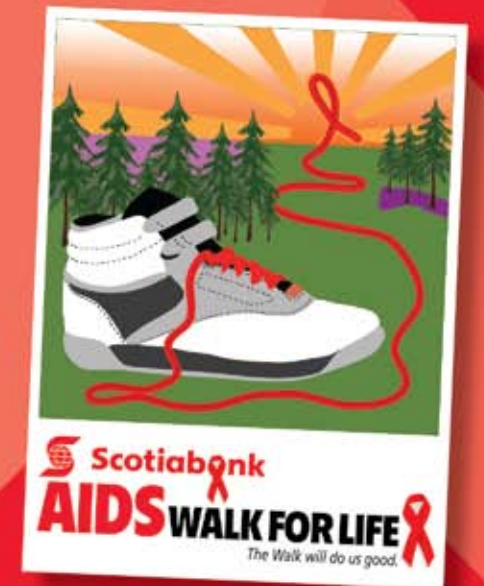


**HIV**  
**EDMONTON**

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Charitable Registration Number: 130392020



# ABOUT HIV EDMONTON

**HIV Edmonton** is a charitable non-profit organization incorporated in 1986 and founded in 1984 by a group of concerned, proactive friends, families and allies of people with HIV. Since our humble beginnings around a kitchen table, HIV Edmonton has grown from a completely volunteer-driven organization into a regional support system of core staff and more than 170 members, volunteers, partners, sponsors and donors dedicated to supporting each other, educating the public, raising funds for research and advocating for better services for people with HIV.

## About the Walk for Life

The 2009 Scotiabank AIDS Walk for Life is HIV Edmonton's largest fundraiser. Money raised allows us to continue helping those living with HIV/AIDS through outreach and practical support while working toward stopping the transmission of this incurable illness.

**When:** September 20, 2009, from 11am to 4pm

**Where:** The 5km event begins at Churchill Square, winds through Edmonton's downtown core to the Legislature building, and returns to the start.

**Who:** 500 concerned, motivated and committed participants will collect pledges between now and event day.

**What:** On event day, participants will turn in their pledges, walk the 5km course, and return to the start for free food, live music and entertainment for the whole family.

All funds raised from the event stay here in Alberta and are used for HIV/AIDS prevention, education, support and outreach programs in the Edmonton metropolitan area.

## The Least You Need to Know

- One person in Canada is infected with HIV/AIDS approximately every two hours.
- Almost 28% of new adult diagnoses in Canada are women and 30% of all new HIV infections in Alberta in 2007 were among women. Heterosexual sexual transmission is responsible for 73% of these cases, while 19% are attributed to injection drug use.
- Estimates indicate that 27% of people in Canada with HIV don't know they are infected.
- An estimated 4,000 Albertans are currently living with HIV/AIDS, including an estimated 2,000 within the Edmonton area.

## What is a Team Captain?

Thank you for your interest in becoming a team captain for the 2009 Scotiabank AIDS Walk for Life! Team captains are the drivers behind a successful Walk. Your role, should you choose to accept it, involves:

- recruiting a team of up to eight (8) walkers
- motivating your team to collect at least \$2,000 in pledges
- organizing your team on the day of the Walk
- enjoying the 2009 Scotiabank AIDS Walk for Life

As team captain, you will play an **integral role** in helping HIV Edmonton build a successful awareness and fundraising event. This handbook provides you with information and tips to **help you achieve your team goals**. For more information, please contact Lindsay Bradbury at 780.488.5742 or via email at [Lindsay.b@hivedmonton.com](mailto:Lindsay.b@hivedmonton.com).



## Hints and Tips for Leading your Team

### 1 Recruit and register strong team members.

- Wear your Walk for Life pin to promote the event and invite conversation.
- Remember that people have different motivations to walk. These include:
  - › a personal connection to HIV/AIDS
  - › a desire to bring awareness to a worthy cause
  - › a free day ready to fill with exercise, fun and friends
- Get personal and talk about why you're involved.
- Keep pledge and registration sheets on hand so you have them when you need them.
- Make announcements at meetings and contact everyone you know by phone, email, or facebook and other networking opportunities. Make all contact as personal as possible.
- Include Walk for Life information in newsletters and company mailboxes.
- Hang posters around your school or office.
- Host a party or team kickoff event.
- Ask one person a week to join your team and three people a week to make a pledge.

### 2 Motivate team members to raise pledges.

- Set goals with your team members.
- Divide your large team into two and challenge each other. Winners buy the losers lunch!
- Send your team members weekly updates with the progress of your goals, success stories among team members, and facts on HIV/AIDS.
- Dangle the team and individual prizes posted on the website as carrots.
- Use our online fundraising system accessible at [www.hivedmonton.com](http://www.hivedmonton.com) and encourage team members to do the same. Call us if you have questions or need help.
- Make sure all team members get pledge sheets (available online and in hard copy) and ensure all cheques are made out to HIV Edmonton.
- Ask your employer to match donations made by employees and double the amount you raise.

### 3 Drop off your pledges.

- Turn in your team's pledge sheets and money at the HIV Edmonton office **before September 18th, 2009**.

### 4 Organize team members on Walk day.

- Sign your team in at the registration booth.
- Coordinate team T-shirts/costumes and banners to carry during the Walk.
- Have fun!

