



Event Details  
Fundraising Tips



Receipt Information  
Facts on Schizophrenia



# Dates and Location

## **CAMROSE:**

**Saturday August 27, 2016**

**Bill Fowler Information Center**

**5402-48 Avenue, Camrose Alberta**

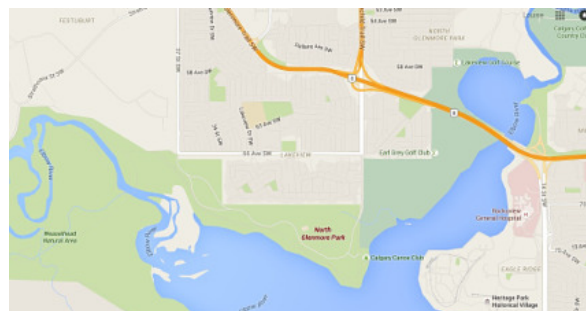


## **CALGARY:**

**Saturday August 27, 2016**

**North Glenmore Park, Calgary, Alberta**

**(Blue Jay and Meadowlark Park)**



## **EDMONTON:**

**Saturday September 24, 2016**

**Rundle Park, Family Center**

**2909-113 Avenue, Edmonton Alberta**



**SCHIZOPHRENIA SOCIETY OF ALBERTA**  
**A REASON TO HOPE. THE MEANS TO COPE.**

# Event Details

This year, all funds raised will go to support the Peer Support Programs at the branch you choose to participate.

This year, registration is free for everyone! You can register online or by completing the brochure registration form and mail or drop it off at your local branch. Raising money for SSA can be very rewarding. Depending on how much you raise you will qualify for a Walmart Gift card. OR raise a minimum of \$6000 to get a \$1000 travel voucher!

Be proud and show your support by bringing your family and friends to enjoy breakfast, lunch, silent auction and learning more about the individuals who will benefit from your support.

Make a powerful statement and create awareness by creating a team of family, friends and co-workers to proudly show support for your loved one affected by schizophrenia. At the event, you can decorate your free t-shirt at our art table and proudly walk or run to share the journey with those who live with the illness.

This year's event will be about story sharing, support and caring for those who need you!

## **WHY PARTICIPATE:**

*Peer support is essential to the recovery of those with schizophrenia and their families. By providing knowledge and building confidence, SSA's programs empower over 22,000 people affected by schizophrenia. Understanding and managing schizophrenia can be an overwhelming and confusing process. It requires guidance and support from those with lived experience, and in a safe and non-judgmental community. Peer led programs are proven to keep individuals out of hospital and open the door to live a life that is meaningful to them.*

# Registration

We'll cover your registration fees if you choose to fund raise for the event. Your fundraising efforts are greatly appreciated and will help continue our Peer Support Programs in the locations where you have chosen to participate.

Each person is required to register and fund raise as an individual, even if you are attending the event as a team. We encourage teams, however registering as an individual allows you to qualify for a prize for your fundraising efforts.

## **Online Registration**

Even though there is no fee to register we ask you complete your registration online under "Become a Fundraiser". You will find further instructions under FAQ's.

When you register online, you'll create your very own personal fundraising page to collect donations and view the status of your fundraising efforts. Do you have a personal story about why the Schizophrenia Society of Alberta is important to you? Share it on your page and let your friends and family know why you're walking or running for SSA.

When you register you won't need to indicate which race you are participating 10k 5k or 2.5k. Your race time will be shared with you leading up to the event

## **Brochure Registration**

Completing the form on the brochure and handing it into your local branch.

## **CREATE AN ONLINE FUNDRAISING PAGE**

1. Go to: [www.schizophrenia.ab.ca](http://www.schizophrenia.ab.ca)
2. Click: Open Minds Walk and Run page.
3. Click: the event location you want to join:
  - Calgary
  - Camrose
  - Edmonton
4. Click: BECOME A FUNDRAISER

Follow the prompts to create your very own personal fundraising page to collect donations and view the status of your fundraising efforts. Add your personal story of why you are fundraising for SSA. Make it personal so people know why they should support your fundraising efforts.

**Click** this video to help you set up your online donation page  
or <http://help.clickandpledge.com/customer/en/portal/articles/1593461-connect-create-fundraiser-page>

# Tax Receipts and Awards

## **TAX RECEIPTS**

Tax receipts will be issued for all donations of \$20 or more. If you make a donation online you will get an automatic receipt by email.

If you donate directly to the participant you receive your donation up to 3 weeks after the event

**Online donations** will receive automatic tax receipts by email. We strongly encourage you collect pledges online through your donation page. Anyone who pledges you online will receive an automatic tax receipt, making it easier for yourself and your donor.

**Offline donations** can be collected by hand but we must have the donors completed name and address in order to send them a tax receipt after the event.

***IMPORTANT: To qualify for a receipt, donor contact information must be complete and legible.***

## **AWARDS**

10K and 5K race medals will be awarded to both men and woman 1st, 2nd and 3rd winners  
Medals will be awarded to the individual that is the highest fundraiser

## **PRIZES**

Individual Fundraising Prizes

- \$500 - \$999 = \$50 Walmart Gift card
- \$1000 - \$3999 = \$100 Walmart Gift card
- \$4000 - \$5999 = \$200 Walmart Gift Card
- \$6000 and over will receive a \$1000 Travel Voucher!!!!

## **Team Prize**

The team that shows the Best Team Spirit will win a \$200 Gift card for Boston Pizza to celebrate your support!!!



# Teams

All fundraising prizes are awarded to individuals.

The team prize is to the team that shows the best team spirit! Winning team receives a \$200 gift card for Boston Pizza.

Call your friends and family, colleagues or classmates, and set up your own winning team. The more people you can get involved, the more awareness and funds we will be able to generate for this important cause.

We encourage team participation; however each team member must register as an individual to allow each member to qualify for a prize.

## **EVENT SCHEDULE**

9:00am-10:00 am – sign in, pledge drop off, t-shirt, continental breakfast

9:30 am – 11:00 am – T-shirt Art station, Silent Auction

10am-10:45am – Program; Welcome, Dignitaries, client speaker

10:45am: Race warm up

11:00am: 10k race start

11:15am: 5k race start

11:30am: 2.5K Walk starts

12:00pm: Lunch

12:30pm: Silent auction close, SSA speaks, Medal Presentation, silent auction winners announced

## **SPONSORSHIP**

Anyone is welcome to sponsor the Open Minds Walk and Run.

A sponsorship package is developed and available on request. Please contact Louise  
ldaviduck@schizophrenia.ab.ca or 780-803-4661

# Fundraising Tips

## FUNDRAISING TIPS

When you register online, a personal page will automatically be set up for you. Make sure to customize it with your photo and story. By using a personal page, you will be able to:

- Be the first person to make a donation towards your fundraising goal
- Be sure to tell your donors why you are fundraising for SSA
- Use the Schizophrenia Stats to help increase awareness and pledges
- Manage your personal fundraising goals
- Customize our email templates to send out messages to your friends, family, colleagues and Neighbors
- Track your fundraising success
- Link to your personal blogs, Facebook and/or Twitter accounts to help promote your participation

## WAYS TO FUNDRAISE

- Corporate Matching – find out if your employer has a matching gift program
- Email Tagline – add a tagline to your email letting people know that you are participating in the Open Minds Walk and Run. Include a link to your fundraising page
- Garage Sale – ask your friends, family and neighbors to participate by donating items. Make a sign to let people know that all proceeds will go to the Schizophrenia Society of Alberta
- Bake Sale - sell your baked goodies to your colleagues and friends. Everyone loves a bake sale!
- Change Jar – have a change jar at reception at work, or in your classroom at school
- Casual Friday – ask your employer if you can host a “Casual Friday” at your place of work. Employees make a donation to dress casually
- Birthday – in lieu of gifts ask your friends to make a donation to your fundraising goal

# Frequently Asked Questions

## **When do I hand in my pledges?**

Event Day! 9am-10am you will come to the event location and drop off your pledges and get your t-shirt and race time. Your prize level is determined on the amount you hand in the day of the event. So bring it all. Within two weeks after the event you will be contacted to pick up your gift card at your local branch.

## **When does the online registration close?**

Online Registration Close: Camrose and Calgary- August 26, 2016 / Edmonton September 23, 2016

Online Pledges Close: Camrose and Calgary- August 30, 2016 / Edmonton September 30, 2016

***Remember- only the funds raised by event day are considered for the level prizes.***

## **What is the fundraising minimum?**

There is no minimum fundraising requirement but we ask you do your best! All funds you raise will help keep the peer support programs available to all Albertans at no cost!

## **Are baby strollers allowed on the Run Walk route?**

Registered walkers are welcome to have a baby stroller. People with baby strollers will begin at the back to ensure the safety of participants.

## **Can I bring my dog to the event?**

Well-behaved dogs are welcome! We ask that people running or walking with dogs begin at the back of the participants. Don't forget the poop bags!

## **If I am registering as a family, do I need to register each family member separately?**

Yes each family member needs to be registered separately so they can create a fundraising page and be eligible to for the fundraising level prizes. Remember there is no cost to register this year!

## **Can I rollerblade, skate or bike in the event?**

No, due to safety concerns rollerblades, skates and bikes are not allowed on the route.



# Facts

1 in 100 people are affected by Schizophrenia

Over 34,000 Albertans are affected by schizophrenia

Schizophrenia is ten times more common than AIDS, sudden infant death syndrome (SIDS), and melanoma combined

SSA provided supportive employment to over 200 people living with schizophrenia. 78% of those provide peer support

2014-2015 year SSA provided Community Education presentations to over 352 community education institutions, front line public professionals and other community organizations

SSA's programs help reduce the number of hospitals stays for those living with schizophrenia.

SSA's supportive employment provides 200+ jobs to people living with schizophrenia.

It is estimated that less than 20% of people with schizophrenia are employed in the competitive market place.

And our Community Education Programs bust myths and reduce stigmas. After our high school and university presentations, we often have young people come forward and ask for help.

Attending community peer support programs like those offered by SSA reduces hospital visits: SSA housing and support programs cost one quarter of the price of a day in hospital.

1 in 10 people with schizophrenia end their own lives – often because they are isolated and don't receive the help and support they need.

# More Facts

Schizophrenia strikes men and women equally, and affects people of all racial, ethnic, class and economic backgrounds.

Schizophrenia generally strikes young people in the prime of their lives, in their late teens and early adult years.

Families are greatly disrupted by schizophrenia. Families are usually the primary care providers of people with schizophrenia. They must cope with the unpredictability of the individual affected, the side effects of medication, and with the frustration and worry about their loved one's future.

Schizophrenia has a profound impact on a person's development and ability to function in all aspects of life including self-care, family and social relationships, education, employment and housing

Schizophrenia is ranked the third most disabling condition in the world.

Substance use/abuse is common among people with schizophrenia. Up to 80% of people with schizophrenia will abuse substances in their lifetime.

Schizophrenia is NOT caused by bad parenting or personal weakness

Relapse is associated with negative personal views and self-blame

Schizophrenia is NOT a "split brain" or "multiple personality disorder"

Approximately 70% of individuals with schizophrenia have positive outcomes with the appropriate treatment

As many as 96% of individuals with schizophrenia experience discrimination



## EVENT CONTACT

Louise Daviduck

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780-803-4661