



HEELS & WHEELS 5K Run/Walk, 1K Walk/Roll

SUNDAY, JUNE 2, 2013

INFORMATION PACKAGE

- Venue:** Bingemans, Kitchener ON
- Time:** 9:00 am - Check-In
10:00 am - 5K Run
11:00 am - 1K Walk/Run
- Fee:** \$35 for runners/walkers in 5K
\$25 Walkers/Rollers in 1K
Children under 12 free
Note if you raise the funds above in pledges you can participate free

NO bicycles or skate/long boards. Persons in wheelchairs or using walkers are encouraged to participate.

**Registration Day/Pledge Drop Off
at the
Brain Injury Association of
Waterloo-Wellington
May 23, 2013 10:00 a.m. - 6:30 p.m.**



Brain Injury
Association
of Waterloo - Wellington

**For more information or
to register contact:**

Robin Harrington
(P) 519.579.5300
(E) biaww2@bellnet.ca

**On-line registration & E-form are
also available at:
www.biaww.com**





Acquired Brain Injury (ABI)

An ABI means that the brain has been damaged as a result of an accident, illness or operation. There are two types of ABI: traumatic brain injury and non-traumatic brain injury and both occur after birth.

Of all types of injury-brain injury is the most likely to result in permanent disability or death. The brain is the centre of the nervous system and the complex organ. the brain is the boss of our body; it runs the show and controls everything we do, even while asleep. The annual incidence of ABI is greater than that of Multiple Sclerosis, spinal cord injury, Alzheimer, HIV/AIDS and Breast Cancer combined.

Brain injuries can happen to anyone at anytime. They occur suddenly and without warning and in an instant life is changed forever. Every day we participate in activities that produce endless risks for sustaining a brain injury. They can happen while driving a car, riding a bike, playing sports or walking down the street. Many things can damage the brain; a blow to the head, brain tumors, lack of oxygen, brain infections, strokes and aneurysms can all cause brain injuries.

The Brain Injury Association of Waterloo-Wellington (BIAWW)

The BIAWW is a registered not-for-profit charity that provides support, advocacy and programs to survivors of ABI and educational programs to the children and youth in our community. Our charitable number is 89114 6862 RR0001

- We provide information on how to access community resources such as legal, rehabilitation, health care, work re-entry, school re-entry and community services. We make information on concussion and acquired brain injury available to survivors and their caregivers.
- We offer a day program called the “Opportunity Centre”, in partnership with Traverse Independence, where members can come 8:30 to 3:30 p.m. Monday to Friday to participate in various social and leisure programs.
- We offer a community prevention and education program called “Lidz on Kidz” which allows us to visit area schools and minor sport leagues to promote wearing the gear and playing safe with the proper helmet.
- We provide a caregivers support group called “Care to Share” where caregivers can speak with their peers to gain support and develop friendships.

Our Mission:

Provide support, hope and answers to survivors of acquired brain injury.

Our Values:

Be recognized as pioneers in meeting the needs of survivors and their caregivers and setting the standard for innovative program delivery, education and prevention of ABI.



HEELS & WHEELS 2013

Heels & Wheels is a 5K Run/Walk and a 1K Walk/Roll which has been developed to promote brain injury awareness and raise funds for the programming of the BIAWW. Last year we provided resources to approximately 28,655 people and provided programming to 9569 this included the Opportunity Centre, Lidz on Kidz and the Care to Share program. We reach a lot of people within the year but we can not do this alone and that is where you come in. By participating in Heels & Wheels you will be able to provide awareness to those you approach for sponsorship by telling your story or talking about acquired brain injury and also to raise funds.

Heels & Wheels will be held on **June 2, 2013** at Bingemans as a kick off to Brain Injury Awareness Month. Brain Injury Awareness month is a national month throughout Canada to promote public awareness of on the causes, consequences, treatment and prevention of acquired brain injury. The major causes of brain injury in Canada are: Car Accidents (30%), Sports (20%), Biking (15%), Medical (10%), Violence (10%), Industrial (10%) and Diving (5%).

1 K Walk/Roll: Join survivors of acquired brain injury, their families and our valued community partners to walk or roll while enjoying the spring weather walking/rolling along the Walter Bean Trail at beautiful Bingemans. No bicycles, skateboards or long boards. Participants in wheelchairs or using walkers are encouraged to participate.

5K Run/Walk: Join seasoned runners/walkers and also the first timers for our 1st annual 5K Run/Walk along the beautiful Walter Bean Trail at Bingemans. This fun trail will inspire you to beat your best time or create a new time.

What are the goals?

We are aiming for 100% participation of the Opportunity Centre clients / care-givers and participation of 100 community members (politicians, members of the media, ABI Professionals and legal/insurance professionals). It is encouraged that participants using walkers or in wheelchairs to participate and join your peers in a fun non-competitive environment. To achieve our goal of \$10,000 we are asking participants to raise at least \$75. All donations will help us reach our goal! Charitable receipts will be issued after Heels & Wheels to donations over \$20. We will use the money raised to fund new program materials, some of the food for the lunch program, training materials for Lidz on Kidz and resource materials such as the printing of our Resource Guide for Acquired Brain Injury and the Caregiver Resource Guide. We have included in your package a registration/donation form.

All must be registered and donations submitted on or by registration day/pledge drop off day May 23, 2013. *(We need as many participants as possible to attend registration day so the day of the event runs as smoothly as possible, we understand that people who live or work out of our area will not be able to make it, but please advise Robin at biaww2@bellnet.ca that you are participating so we have your name on the check in sheets at the event.)*

Registration Fees:

5K Run/Walk: \$35 per runner/walker

1K Run/Roll: \$25

Children under 12: Free

Note: If you raise the amount of your registration fee by donations you participate for free.

Prizes

- Top 3 Male/Female in 5K Run/Walk
- Top Fundraiser
- Top # of pledges
- Draw Prizes for all participants

Schedule

Volunteer Check In: 8:00 am

Runner/Walker/Roller Check In: 9:00 am

Flag Off for 5K Run/Walk: 10:00 am

Flag Off for 1K Walk/Roll: 11:00 am

Immediately following: Prizes, light snack and entertainment



DONATIONS

How do I register?

When you make your decision to participate please fill out the form which is included in this package and give it to Robin, Patti or Kelly Easton or register on-line at www.biaww.com and clicking "Heels and Wheels" under Upcoming Events.

How Do I get my donations?

You can ask friends, neighbours, co-workers, non-participating OC members and relatives to give a donation to sponsor you in "Heels & Wheels". DO NOT ask staff members or volunteers of the OC or Beginnings to sponsor you. This cash or cheque donation should be collected when they sign your donation sheet and put in the envelope provided to you.

Cheques should be made payable to Brain Injury Association of Waterloo-Wellington. Your donors can also sponsor you and pay directly on-line at www.biaww.com by clicking "Heels and Wheels" under Upcoming Events. If cheques are made out to you, please deposit to your bank account and make a cheque payable to the Brain Injury Association of Waterloo-Wellington. *Note: credit card donations in your name will be credited to you even if it is not recorded on your donation sheet.*

Have fun looking for donors! Here are some ways to get donations:

1. Send an email to your friends and family in-town or out-of-town. A example letter is included in this package. Have them go to our website to make a donation in your name OR have them give you cash or a cheque. Make sure you record their name, contact information and donation amount on your sheet. Ensure that all information is included as charitable tax receipts are issued for \$20 or more and **can not** be issued unless we have this information.
2. Post it on your Facebook wall and encourage your friends to go to our website and make a donation. An example of the post is in this package.
3. Join the Heels & Wheels Facebook Page www.facebook.com/BIAWW.Heels.Wheels and get involved and share your successes in fundraising and the event day. Invite your friends to the page and encourage them to be involved. For example you could post "Just raised \$50 for Heels & Wheels." This will encourage other participants to beat you.
4. You can visit/call your neighbours, friends and relatives. Tell them about Heels & Wheels and about the Brain Injury Association of Waterloo-Wellington, tell them about why you are participating. This will spread the awareness of acquired brain injury and help promote Brain Injury Awareness Month.
5. Ask your family or caregiver to take the donation form to work. Many people will help their co-workers with your cause.



FUNDRAISING TIPS

If you type “fundraising tips” into any search engine you will find literally millions of links work of ideas on how to raise money. We’ve saved you the time by providing you with this list of fundraising tips that work - follow the tips and you will raise plenty money for your cause. “Heels & Wheels”

SET A GOAL (but make it realistic)

Everyone needs a goal to accomplish. It’s okay to stretch it a bit, but be reasonable. For example: an average donor in events like this will give \$5-\$50 dollars. If you make a goal for \$200 you only need 4-40 people to donate. Every little bit helps.

GIVE TO YOURSELF FIRST (if you don’t then why should your donor?)

This is basic. “If you don’t have the conviction to sponsor yourself and the programs of the Brain Injury Association - then why are you asking me to support you? Give to yourself first. Give it for the right reasons, but don’t give it anonymously - it helps when people you ask see that you have dropped some coin too. Note: it doesn’t matter how much you give generally (as long as you do). Did you know that research has shown that when you give back to others and feel grateful, you are less likely to be depressed, anxious or get sick. Functional MRI studies found that people who volunteer and give money have a release of feel-good endorphins in the brain similar to those who won money, also known as the “helpers high”.

BEGIN NOW (starting is half the battle)

Don’t wait to be in the mood to ask people for money. That mood isn’t likely going to hit you anytime soon! Begin now; Draft your ask letter using the templates in this package; identify your 5-40 (if your goal is \$200) prospects that you want to hit up, send a test email to yourself to be sure everything is working good and just begin. Do not send bulk email when you ask, you will get a better response if they are personally addressed to the recipient of the email. Start by sending 4 emails, ask a friend out for the afternoon to

catch up with his/her life and then hit them up. Next day send an email out to your family - that will boost your morale? Got it? Make it a daily campaign and you’ll do great - enjoy the process of catching up with family, friends and neighbours while fundraising: but whatever you do, begin now, don’t wait until the night before as you want to enjoy the day and celebrate your accomplishments.

BE BOLD (but never pushy)

People don’t mind being asked, but don’t be pushy. Stalking and 4 am calls: bad idea. If you are connected personally and made it easy for them to give and follow-up, then give it a rest! People don’t usually forget. They are busy, bothered, burdened or distracted just like you. So ask, remind them once and then send everyone one more email 1 week before “Heels & Wheels” to remind them once more to sponsor you online at www.biaww.com

SHARE YOUR STORY (because people give to people)

Recently with all the news about concussion and acquired brain injury people know about the issue. So don’t flood them with endless data and statistics. That won’t help. The best thing you can do is share your story and the accomplishments you have made and why this is important to you. Be authentic and transparent-they’ll find it refreshing and attractive. Share your story and let them respond to you, because in the end people give to people.

SAY THANK YOU (and follow-up)

Yes your mother was right. Good manners go a long way in life. We need to say thank you, especially to your donors. So make sure that you do personally-say thank you and follow-up with a short/fun report on how Heels & Wheels went and how your campaign ended. This closes the loop appropriately in your donor’s eye and set you up nicely to connect again next year. *“Note a formal letter will be sent to all donors from BIAWW, but it is nice for you to also thank them”*



PRIZES

For every \$50 that a participant raises, his/her name is entered into a draw. If you raise \$100 then your name will be entered into the draw twice. All participants are eligible for this draw and you will be notified one week after Heels & Wheels.

Other Prizes will be awarded for the following:

- Top fundraiser (the participant that raises the most funds)
- Top # of pledges earned (the participant that has the most pledges)
- Top 3 in Male and Female in 5 K Walk/Run
- T-Shirt for all runners and for walkers if you pay or raise the fee amounts
- Race kit for all participants

SAMPLES OF SOCIAL MEDIA POSTINGS

YOUR FACEBOOK WALL:

I am participating in Heels & Wheels a 5K Run/Walk & 1K Walk/Roll on June 2, 2013 to promote Brain Injury Awareness and raise funds for the Brain Injury Association of Waterloo-Wellington. Join me in participating or make a donation in my name at www.biaww.com.

**HEELS & WHEELS FACEBOOK PAGE WWW.FACEBOOK.COM/BIAWW.HEELS.WHEELS
OR BRAIN INJURY ASSOCIATION'S FACEBOOK PAGE WWW.FACEBOOK.COM/BIAWW**

I have raised \$_____ for Heels & Wheels so far. Join me in participating or by donating to the Brain Injury Association's Heels & Wheels by following this link. www.biaww.com

LINKEDIN MESSAGE TO YOUR CONTACTS

Use the email template on next page. Ensure that you are not sending to both your email contacts and your LinkedIn contacts, you may have these contacts on both your lists.



SAMPLE EMAIL LETTER

Suggested Subject Line: Please support me by promoting and supporting Brain Injury Awareness

Dear _____:

On June 2, 2013, I am going to run/walk or wheel in Heels & Wheels to raise awareness of acquired brain injury and raise funds for the programs of the Brain Injury Association of Waterloo-Wellington (BIAWW).

I am emailing you to ask you to consider supporting me in my effort. Here's why....

"I work with acquired brain injury survivors and see them accomplish a lot in their rehabilitation process. In my work, I've gotten to know the ins and outs about the programs that are offered through the Brain Injury Association of Waterloo-Wellington, and happy to refer many of my clients to them. One of the programs that the BIAWW offers is the Lidz on Kidz program that provides education on concussion, the brain and the proper fitting of helmets. This program also offers free helmets to low-income children so they can enjoy riding their bicycles safely. This program reaches close to 10,000 children and youth in our community per year. Another program in partnership with Traverse Independence is their Day Program which is called the Opportunity Centre (OC). The OC offers leisure programs, lunch, food hampers and support to survivors of acquired brain injury. This program currently sees 200 clients a week."

Survivors/Caregivers: Tell your story and the way the OC has helped you in recovery.

So will you sponsor me?

The easiest way to support me is to give online at www.biaww.com and click on Heels & Wheels under Upcoming Events. Once there, click on Sponsor a Participant and choose my name. You will receive your charitable income tax receipt within 4 weeks after Heels & Wheels.

Thanks for your warm support and helping to promote Brain Injury Awareness month.

Love,
(Your Name)

P.S. BIAWW does not share their mailing lists to any organizations or people. Outside of issuing you your income tax receipt and formal letter of thanks you will not be contacted unless you opt into being added to their mailing lists.