

# MEAGAN'S WALK & HUG

## FREQUENTLY ASKED QUESTIONS



### ABOUT THE EVENT

#### Who can participate in Meagan's Walk & Hug?

Meagan's Walk & Hug is an inclusive, family-friendly event open and accessible to all ages and abilities.

Participants may bring strollers for the youngsters. Since the walk route takes us through the streets of Toronto, for safety reasons, no bicycles, in line skates or skateboards please!

#### Can I participate on my own?

Yes, you can! Simply register as an individual. If you decide you'd like to fundraise and walk with a team, you can always create a team later on.

#### What if it rains during the event?

Rain won't stop us. Remember to check the weather before the event and bring appropriate protective clothing so you still have fun.

#### Can a company form a team?

Yes! Participating in Meagan's Walk & Hug as a team is a great way to build morale and foster caring and cooperative relationships in the workplace. To register, follow the same process as a standard team, and then work to market your efforts together inside your company:

- Nominate an energetic team member as your Team Captain
- Personalize your Team page with stories and photos
- Set a fundraising goal and plan, as a team, how you will reach the goal!
- Ask your manager if the company is able to sponsor the team or provide a matching gift
- Share fundraising ideas in meetings and emails
- Plan fun fundraising activities together
- Create a distinctive Team "uniform." These can be great ways to identify your team and promote your corporate brand

### REGISTRATION

#### How can I register for Meagan's Walk & Hug?

We encourage participants to register online for the event. It's secure and easy! Also, take advantage of the early bird registration fees by April 9th.

You can also register the morning of the event at Fort York.

#### Is there a registration fee?

Yes, there is. Your registration fee helps cover the necessary costs of running the event (such as policing costs, City of Toronto permits, Fort York fees, printing and signage, audio-visual services, etc). All of the money you raise is directed to support brain tumour research at SickKids.

Meagan's Walk is a volunteer-driven organization, and every effort is made to keep the expenses for the event down.

#### What if I prefer not to use the online registration?

If you prefer to register offline, download a pledge form, fill it out and bring the completed form and funds with you the day of the event.

Alternatively, you can email [info@meaganswalk.com](mailto:info@meaganswalk.com) and ask for a pledge form to be mailed to you.

#### Why do I provide contact information and how is it used?

Your contact information helps Meagan's Walk organizers understand who is participating in the Walk & Hug. It also helps us count the number of participants at the event.

Your contact information remains confidential and will be shared with SickKids Foundation for receipting purposes. Meagan's Walk keeps your personal information in strict confidence. For more information, we recommend that you review the SickKids Foundation Privacy Policy.

# YOUR PARTICIPANT CENTRE

## What is a Participant Centre?

This is where the fundraising magic happens! Once you register, you'll automatically be given access to your Participant Centre. From there you can:

- Update your registration information
- Customize your personal fundraising page and team page (if you are team captain)
- Send fundraising, recruitment and thank-you emails to donors and teammates
- Set your personal and team fundraising goals and track and manage your progress
- Easily share your personal page on social media
- Add offline donations to your online total
- Quickly access fundraising and participant resources

If you need any technical help, contact [meaganswalk@sickkidsfoundation.com](mailto:meaganswalk@sickkidsfoundation.com)

## What if I forgot my password?

You can request a new password using the fundraising website or email [meaganswalk@sickkidsfoundation.com](mailto:meaganswalk@sickkidsfoundation.com) and we can reset your password for you.

## How can I change my team's name, goal, or page content?

The Team Captain controls your team name, goals and message and will need to log in to the Participant Centre, click the 'Team' tab on the left to update the team goal and message.

## How can I see who is on my team?

Login to the Meagan's Walk fundraising site and visit your Participant Centre. Click on the 'Team' tab on the left side of your page to view Team Progress and the amounts you've collectively raised.



Above: Members of team One Tough Cookie at Meagan's Walk & Hug

# FUNDRAISING & DONATIONS

## I want to participate in Meagan's Walk but I'm not sure how to fundraise.

That's okay! Meagan's Walk will provide you with all of the necessary tools you require to jumpstart your fundraising and reach your goal.

Upon registering, you will receive an email with a link to your personal fundraising page to share with your network as well as your login details for the Participant Centre.

We encourage you to personalize your page with photos and a message about why you are inspired to walk and hug.

Also, read through the Team Captain Guide for ideas.

## What do I do if I receive a cash or cheque donation?

Please do not mail the cash to Meagan's Walk! If you have collected cash or cheques payable to Meagan's Walk, make sure you add these to your participant page. Simply log in to your page, and find the 'Fundraising' tab and click "Manage Cash and Cheques". Make sure you have permission from your supporters to list their name and donation on your participant page as some donors prefer to be anonymous.

Be sure to enter the donor's information on a Meagan's Walk pledge form and bring the form and funds with you on Walk & Hug day.

## What if I receive a donation after the event?

Your supporters can continue to donate to your participant page following the Walk & Hug.

If you receive cash or cheques, or if you receive a credit card number for donation, use the pledge form to fill in the donor's information. This information is essential for ensuring your supporters receive their charitable donation tax receipt, which will be issued for donations \$20 or higher.

Please do not mail cash, but rather write a cheque payable to Meagan's Walk for the cash donations. Include other cheques payable to Meagan's Walk from your supporters, and mail these with your pledge form(s) to:

Meagan's Walk  
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