

NATIONAL WALK HANDBOOK

2016 Planning Guidelines



Stephen Lewis Foundation's Grandmothers to Grandmothers Campaign



Contents

WHY ARE WE WALKING?	3
FUNDRAISING.....	4
1. PLEDGES	4
2. SPONSORSHIP	4
3. MATCHING	4
SOLIDARITY	4
AWARENESS.....	4
WALK LOGISTICS	5
DATES.....	5
PARTICIPATION	5
DISTANCE	5
REGISTRATION	5
WALK COMMITTEE.....	6
VIRTUAL WALK	7
OVERVIEW.....	7
MATERIALS.....	7
FUNDRAISING.....	7
COMMUNICATION	8
PHOTOS.....	8
STRIDE SCARF SYMBOLISM	9
INSURANCE	9
ONLINE INFORMATION	9
PLANNING GUIDELINES.....	10
JANUARY	10
FEBRUARY	11
MARCH.....	11
APRIL	12
MAY.....	12
JUNE	12
THANK YOU'S	12

WHY ARE WE WALKING?

This June, Canadian grandmothers and grandfathers from **The Stephen Lewis Foundation's Grandmothers to Grandmothers Campaign** will be walking in solidarity with the grandmothers of Africa. What started with one grandmothers group in Canmore, Alberta has blossomed into a national event, with thousands of participants and supporters across Canada. Grandmothers and grandfathers will strive and stride to:

- **Raise funds;**
- **Build solidarity;**
- **and Raise awareness** with every footstep across Canada through Stride to Turn the Tide

This is a special year for Stride as the Grandmothers to Grandmothers Campaign marks its 10 Year Anniversary! Ten years of supporting the work of community-based organizations that work with and for African grandmothers, in order to transform lives and restore hope to their communities.

Ten years of walking side-by-side in solidarity, raising funds, raising awareness and bearing witness to the expertise and resilience of African grandmothers all across sub-Saharan Africa.

Here is what Stride grandmothers in Canada understand: African grandmothers walk with a purpose. They walk to far-away clinics and markets. They walk to collect water and to deliver their grandchildren safely to school. They walk to provide urgent home-based care and to protest violations of their human rights. African grandmothers are agents of change, and they're changing the course of the pandemic in their communities!

The main Stride to Turn the Tide weekend is June 11th and 12th, 2016

You may also choose to hold your walk the weekend of June 4/5, or June 18/19. In order to be covered by the SLF's Stride insurance, your walk must occur on one of these three weekends.

This year, try taking on one of the following types of walks!

The Traditional Walk: a walk around a park, a hike in the woods, a musical trip around the mall, or a jog around the local track.

The Virtual Walk: "visit" some of the SLF's African community-based partners by recording your steps with a pedometer and log book.

The Walking Tour: turn your house or garden into a "destination" walking tour.

On this 10th Anniversary of the Grandmothers to Grandmothers Campaign, the Stephen Lewis Foundation would like to extend special thank yous to two groups: the grandmothers in Canmore, Alberta who imagined Stride into being; and the members of the Stride National Steering Committee who worked so closely with the SLF to earn the support of so many groups and community members.



FUNDRAISING

You may raise a little, you may raise a lot, but you should know that every nickel plays a role in turning the tide of AIDS. Some grandmothers feel daunted by the prospect of asking friends and family for pledges. But, you're so good at it! **Last year, on average, each walker raised an incredible \$450!** Let's continue that momentum in 2016, especially as it's the 10th Anniversary of the Grandmothers Campaign. Here are some suggestions to make fundraising easy:

1. PLEDGES

- Pledges can be made either online or by using a paper pledge form.
- We encourage you to use the **online donation process** - a successful and easy way to raise funds. Online fundraising pages can be set up and accessed at www.stridetoturnthetide.ca
- Instructions on how to set up your online fundraising page are at www.grandmotherscampaign.org/stride
- If you prefer to collect pledges using a paper pledge form, you can download it at www.grandmotherscampaign.org/stride
- Whether you go online or use paper pledge forms, we know you'll find willing donors amongst your family members, friends, classmates, co-workers, club members, neighbours, and other connections in your broader community.

2. SPONSORSHIP

- Contact local businesses, unions, and organizations to sponsor your walk by helping to defray some of the costs such as water, snacks, and printing. Sponsorship letters can be requested by contacting the Stride Coordinator.

3. MATCHING

- Ask local businesses, unions, and organizations to match what you raise or what your team raises. Contact the Stride Coordinator for tips on how to approach them!

SOLIDARITY

This year, Stride builds on 10 years of the Grandmothers to Grandmothers Campaign to raise awareness about the AIDS pandemic, raise funds for ground-breaking grassroots programmes in sub-Saharan Africa, and provide holistic support to African grandmothers and the children in their care. Stride is a truly exceptional act of solidarity across continents and oceans!

AWARENESS

Grandmothers on virtual walks? Grandmothers in hats, scarves and t-shirts? Those are conversation starters. So, start one! Take the time to talk to donors, would-be striders, and passersby about the impact of the AIDS pandemic on African grandmothers and how community based organizations are responding. Raising awareness is particularly important these days when people talk about the end of AIDS. Let them know that AIDS is not over and millions of African grandmothers and their children struggle to get their needs met and their rights realized.

WALK LOGISTICS

DATES

The main Stride weekend is June 11th and 12th, 2016, but you may also choose to hold your walk the weekend of June 4/5, or June 18/19. In order to be covered by the SLF's Stride insurance, your walk must occur on one of these three weekends.

PARTICIPATION

Stride is open to every grandmothers group in Canada, Australia, the UK, and the US registered with the Grandmothers to Grandmothers Campaign.

Over the years, some groups have chosen to walk as a grandmothers group, while others have involved their family and friends, including grandchildren! Of course, it's up to your group. However, we do want to share one idea that we've heard works well: many grandmothers groups find it easier to work together to organize Stride walks. More hands (or feet in this case!) make lighter work!

Here are some other tried and true suggestions. Some groups have partnered with retirement communities and invited residents to walk, donate, and host a launch party. Other groups have partnered with schools, engaging teachers, children and youth in their walks. If these ideas seem appealing and doable, then please remember to recognize your partner's contribution on print materials and during any opening or closing remarks.

DISTANCE

You know best! Be sure to consult with all members of your group so that you are sure to accommodate different abilities and plan for different distances: 1 km, 5 kms, 10 kms or whatever works best. Think comfort and fun!

REGISTRATION

Each grandmothers group can determine what is required for registration. Some groups might decide not to charge a registration fee, some might charge a fee to cover their costs. ***Please note that registration fees paid by participants to cover Walks costs cannot receive a tax receipt.***

Please be sure to account for and register every participant, including those who register the day of the walk. It can get hectic that day, with many things to do – so you may want to strongly encourage advance registration.

This year, there are two registration forms. One is for individual participants, which is to be kept by the grandmothers group, and the other is a Walk Registration Form for each walk and should be sent to the SLF. ***The Walk Registration form will ensure that each Walk is accounted for and covered by the SLF's insurance. Please send your Walk Registration form to the SLF at least one week prior to your Walk!*** Both registration forms will be available at www.grandmotherscampaign.org/stride along with instructions.



WALK COMMITTEE

Again, many hands make light work – all the more reason to think about forming a Stride Committee to help with everything involved. Here's what some grandmothers groups have suggested for the committee positions:

- **Chair(s):**
Have the overall responsibility for organizing the walk. This includes sending in your walk and insurance registration forms to the SLF, approaching local officials to get permits and working with Coordinators to establish a plan to accomplish their goals. The Chairs would also be responsible for sending out thank you cards to volunteers and sponsors.
- **Event Coordinator:**
Coordinates any event that the grandmothers want to include as part of their walk. Examples include a pre-walk launch, selling goods, events for the children, baked goods, post-walk celebration, etc.
- **Marketing/Promotion Coordinator:**
Acts as liaison with local media (paper/television/radio) and coordinates outreach promotion in the community. See the PR Toolkit for more detailed information, tips, and strategies.
- **Co-Registration Coordinators:**
Responsible for securing volunteers, training volunteers on registration and making sure pledge forms are filled out completely. This also includes collecting pledge money and sending paper pledge forms and cheques to the Stephen Lewis Foundation. **At least two group members should always be involved in all transactions that involve money.** Forms will be posted at www.grandmotherscampaign.org/stride
- **Online Fundraising Coordinator:**
Responsible for learning how to use and set up online fundraising pages for the team, participants, and donors. This person can also be the liaison with the SLF around troubleshooting and working with the Registration Coordinator to coordinate online and paper pledges.
- **Route Coordinator:**
Responsible for determining the walking route and, when necessary, obtaining approval from town/city officials. Other duties might include posting distance markers, helping to manage traffic, finding out where there are toilets enroute, and handling the distribution of water to walkers.
- **Safety Coordinator:**
Coordinate any first aid requirements.
- **Photographer/Videographer:**
Responsible for taking pictures/videos.

VIRTUAL WALK

OVERVIEW

The 'virtual' Stride is a great alternative to a traditional walk. It's an idea inspired by both the Quinte Grannies for Africa and Blooms for Africa. Here's how they did it:

Grandmothers register, buy pedometers, get pledges, and walk over a designated period of time to reach their 'destination'.

What's the same as a traditional walk? You still register as a team, still register team members, still sign up for online fundraising pages, and still collect pledges.

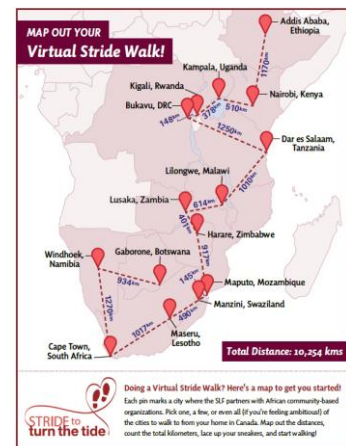
What's different? Instead of walking on one specific day, team members walk over several weeks and use pedometers to record their steps or distance. That means you can walk wherever and whenever you want. For example, why not challenge yourself or your group to 'walk' to one (or more!) of the SLF's community-based partners in sub-Saharan Africa? It sounds ambitious, but if you wear your pedometer all the time, those steps add up!

MATERIALS

We have special materials available for your virtual walk..

- A map of the cities and distances where SLF partner organizations are located. Walk the whole route if you are feeling ambitious, or choose one or two locations
- A log book to count your steps individually and then come together as a group to track your progress

Of course, feel free to use the many other materials that we have in place for traditional walks: the registration and pledge forms, the online fundraising pages (www.stridetoturnthetide.ca), this handbook, and more! To see the available materials online, please visit www.grandmotherscampaign.org/stride



FUNDRAISING

Be sure to let your friends and family members know that you have set yourself a challenge to 'walk' to SLF partner organizations in sub-Saharan Africa. They can help you reach your fundraising goal by donating to your online fundraising page, or sending a donation to you (or directly to the SLF), including your name and the name of your Stride walk.

COMMUNICATION

Let's talk media. The common "media message", for use with local media, is available in the PR Toolkit posted at www.grandmotherscampaign.org/stride along with a downloadable Stride to Turn the Tide Poster and Leaflet. This is for your use – for distribution and posting – in your communities.

The theme or message of Stride in 2016 is the perfect occasion to talk about the 10th anniversary of the Grandmothers to Grandmothers Campaign. Here is what we said earlier:

*This June, Canadian grandmothers and grandmothers from **The Stephen Lewis Foundation's Grandmothers to Grandmothers Campaign** will be walking in solidarity with the grandmothers of Africa. What started with one grandmothers group in Canmore, Alberta has blossomed into a national event, with thousands of participants and supporters across Canada. Grandmothers and grandmothers will strive and stride to:*

- **Raise funds;**
- **Build solidarity;**
- **and Raise awareness** with every footstep across Canada through Stride to Turn the Tide

This is a special year for Stride as the Grandmothers to Grandmothers Campaign marks its 10 Year Anniversary! Ten years of supporting the work of community-based organizations that work with and for African grandmothers, in order to transform lives and restore hope to their communities.

Ten years of walking side-by-side in solidarity, raising funds, raising awareness and bearing witness to the expertise and resilience of African grandmothers all across sub-Saharan Africa.

Here is what Stride grandmothers in Canada understand: African grandmothers walk with a purpose. They walk to far-away clinics and markets. They walk to collect water and to deliver their grandchildren safely to school. They walk to provide urgent home-based care and to protest violations of their human rights. African grandmothers are agents of change, and they're changing the course of the pandemic in their communities!

Your grandmothers group may want to arrange for local and regional coverage, since these media outlets are the ones most likely to know who you are and cover your Stride walk.

If your group is interested in trying for national coverage, we'll be happy to work with you on any national communication. This should be initiated much closer to the actual event.

PHOTOS

Walking, talking, having fun together in common cause: what could make for a better photo? So, please take as many photos as you can. It is a wonderful way to promote the Walk in your local media and community.

We want to see those photos too! Please send the Grandmothers Campaign Team your five best. Pictures should include information on where the shot was taken (Name of Grandmothers Group and city/town) and by whom. For whatever purpose, whether media or web page, all walkers should have signed the waiver for photos on their registration form. Photos you send to us may be used by the SLF for promotional purposes and may be posted online on the Grandmothers to Grandmothers Campaign Facebook page at <https://www.facebook.com/slfgrandmothers>



STRIDE SCARF SYMBOLISM

Here's an easy way to highlight your participation in Stride: Wear the 'Stride scarf' made by women in South Africa. The scarves are triangular, in brightly coloured cotton, with the wording 'Grandmothers to Grandmothers in Solidarity' in French and English.



The order form for scarf purchases is posted at www.grandmotherscampaign.org/stride

INSURANCE

Stride is now covered under SLF's insurance provider on the first three weekends in June. In order to be covered under the SLF's insurance with Intact, grandmothers groups must send us the Walk Registration Form (one per Walk) at least one week prior to the event. Prior to your Walk, the SLF will send you the policy number. If you need a Proof of Insurance to book a venue before the policy number is available, we have a Proof of Insurance Letter available on the website.

To access the Walk Registration Form and the Proof of Insurance Letter, go to: www.grandmotherscampaign.org/stride

ONLINE INFORMATION

All documents and information are located on our website at <http://www.grandmotherscampaign.org/stride>

We encourage you to visit the website frequently to get updates and answers to questions that may arise.

All online fundraising pages are available at www.stridetoturnthetide.ca

“For Canadian grandmothers, Stride is a wonderful moment to stand – and walk – in solidarity with African grandmothers. Every step we take honours their courage and their extraordinary resolve in the face of the AIDS pandemic. My grandmothers group does a lot of creative fundraising, but Stride brings us together in a unique way – we feel deeply connected to our African sisters and to one another.” – Elizabeth, Toronto

PLANNING GUIDELINES

7 Stride years in, here is the planning calendar you've told us works so well:

JANUARY

- **Date:** Decide on what date you will walk.
- **Permits:** Once a date and route have been finalized, you should meet with your town/ city officials to see what is needed for the walk. For example, you may be required to obtain a walk permit and provide city officials with your route.
- **Invitees:** You may want to invite some city officials, politicians and sponsors to participate in your walk. It's a great way to attract the media and raise awareness – and a great cause for politicians and sponsors. Early invitations are best. .
- **Potential Costs:** Determine how to cover potential costs (such as permits) for your walk. You may want to raise money by charging a registration fee, holding a sale, or selling the Walk scarves for a small profit.
- **Sponsorship:** Sponsors can help you reduce your costs. For instance, you may know a print shop that will do your printing for free, or somebody who will supply free water for participants. You may even have businesses and union locals who want to make a donation to your walk! You probably have some experience with this kind of request and so you'll know what works best: sending out a letter or knocking on doors. If you do the latter, think about leaving some print information about Stride and your Grandmothers Group with the sponsor. **Please note that sponsorship gifts in-kind (goods or services) are not eligible for a tax receipt.** Sponsors who make a donation will not receive a tax receipt, but may write off the donation as a business expense with an acknowledgement letter from the SLF.
- **Communication/Marketing Plan:** Ask yourself the question "*How will people know that we are striding in solidarity with Africa's grandmothers? And that the Grandmothers Campaign is marking 10 years of sisterhood and action?*" You can get the message out by word of mouth, distributing flyers/bulletins, or attending meetings of other local organizations to tell them about the walk. Local coverage could include newspapers, local TV and radio stations, local magazines, posters or flyers. Posters and flyers can be put up in public buildings such as libraries, YWCAs, universities and colleges, but you may need to get permission first.
- **Walk Logistics:** Depending on the size of your group, and city/town regulations, here are some essential decisions that will need to be made as early as possible:
 - **Location & Route:** Plan the route and map out the distance. Be sure that the route chosen can handle the number of walkers who will be participating. Your Route Coordinator should map out your route and ensure distance and direction markers are clearly in place on the day of the walk. Markers can be indicated by posting a sign with the distance labelled on it, or even having a person hold a small banner stating the distance...and cheering you on!
 - **Port-O-Potties:** You may need to rent portable toilets if you anticipate a large number of participants on a route with no toilets close at hand.
 - **Police:** Some towns/cities require on-duty officers to help direct people, traffic or parking. Decide on the walking area and confirm if a police officer or city permit is required.
 - **Garbage/Recycle:** Check whether your town or city has garbage and recycle bins on your route and, if not, have a few volunteers to collect the garbage along the way.
 - **Parking:** If your parking requirements exceed what is available, then look to other locations (e.g. local schools, businesses, office buildings and/or churches) and see if they'll give you permission to use their parking spaces. Work with local police if need be to direct traffic.
 - **Marshals:** If you have a large number of walkers, you may want to consider having marshals along the route to ensure walkers know which path to follow.
 - **Safety Plan:** Some areas require a Safety Plan to deal with any emergencies that might arise. This could involve personnel from the local fire department or St. John Ambulance paramedics to deal with minor injuries.

FEBRUARY

This is the month when you may now want to consider what follow-up work needs to be done:

- **Pledges:** The overarching goal of Stride is to raise much-needed funds for the African grandmothers and the children in their care. In past walks, people donated more money using the **online fundraising pages**. You can create a fundraising page at www.stridetoturnthetide.ca. Paper pledge forms are also available at www.grandmotherscampaign.org/stride
- **Food:** If this is something you would like to include at the start or end of your walk, check to see if you need a food permit in your walk area. And remember to have tables and chairs available.
- **Walk Participants:** Would you like to get others involved? Groups have told us that students from schools or colleges/ universities are a great addition and are keen to participate.
- **Music:** Music is always a great addition whether live or recorded. Are there local singers, drummers, or African musicians who would love to contribute this way? Will this work if it rains? Will you need to rent sound equipment and set up a stage?
- **Inclement Weather:** Hope for a glorious day, but just in case, consider your options and make plans for the possibility of rain.
- **Volunteers:** By now you can see that there are many tasks at hand— so get some sign-up sheets ready and start recruiting volunteers!
- **Scarves:** A sign of solidarity is wearing the Stride scarf made by grandmothers in South Africa. The scarf order form is available at www.grandmotherscampaign.org/stride
- **Extras:** Do you want to spread the word? Think about having an SLF table with a knowledgeable person to answer questions, complete with signage to identify your group.

MARCH

You should be well on your way to knowing if:

- The number of volunteers you have recruited and the number you still need.
- The permits are in place/on their way.
- Contact has been made with police, safety personnel, etc. to discuss needs and what they can provide.
- Sponsors have been identified and contacted.
- You are close to achieving your fundraising goal, and if not, how to get there.
- Your first communication has gone out to the local media.
- You've heard back from local celebrities about their participation.
- Posters and flyers are being prepared and distributed.
- A team page for your walk has been set up on www.stridetoturnthetide.ca and team members have joined.
- A schedule with roles, tasks and timelines is defined to avoid confusion around responsibilities and deadlines.

APRIL

A lot of things should be coming into place now. For instance:

- The route should be mapped and available for distribution.
- Any donated items should be confirmed.
- Volunteers should know what is required of them on the walk day, such as their start time and location.
- Local schools, businesses, churches, and/or offices should have confirmed whether or not you can use additional parking on their property, and what rules should be followed if you do.
- You've done the outreach you need to involve more participants.
- Local media have been contacted.
- Flyers and posters have been distributed.
- Key organizers should have a walk through at the site to ensure nothing has been overlooked.

MAY

Nearly done:

- Do you need a final fundraising push?
- Have you sent out a final press notice?
- Do you know which celebrities, if any, are attending?
- Do you know which outside groups/schools/organizations will be participating?
- Do you have enough confirmed volunteers for the day?

JUNE

The time has come!

- Key organizers should arrive on-site early on the day of the Walk with their checklists, to ensure everything is ready to go, volunteers lined up, and last minute details covered.

THANK YOU

It is important to thank everybody who has helped to make your walk happen. And of course, we want to take this opportunity to thank every one of you who continue to make Stride a success!

... And then the main event. Your Stride begins! You exemplify a unique model of global citizenship. You honour and mark 10 years of the Grandmothers Campaign. You raise awareness in your community about the pandemic. You raise much needed funds for the grassroots organizations that support resilient grandmothers in their communities. You walk in solidarity with the grandmothers of Africa.

If you have questions or need assistance, any member of the Grandmothers Campaign Team would be happy to help you! You can reach them at their individual email addresses, or by contacting the Stride Coordinator at stride@stephenlewisfoundation.org or via phone toll-free at 1 (888) 203-9990 ext. 302.

GOOD LUCK AND HAPPY STRIDING!



*For assistance, please contact us
stride@stephenlewisfoundation.org
1 (888) 203-9990 ext. 302*