

2011  
**LIGHT THE NIGHT®**

WALKER WELCOME KIT

*The Leukemia & Lymphoma Society  
is the world's leading private organization funding  
leukemia, lymphoma and myeloma research.*

*More than 60 years of fighting blood cancers together!*  
**STEP BY STEP, WE'LL FIND A CURE!**

[WWW.LIGHTTHENIGHT.CA](http://WWW.LIGHTTHENIGHT.CA)

# What Is The Leukemia & Lymphoma Society?

*The Leukemia & Lymphoma Society (LLS) is the world's largest voluntary health organization dedicated to funding blood cancer research, education and patient services.*

***Our mission: Cure leukemia, lymphoma, Hodgkin's disease and myeloma, and improve the quality of life of patients and their families.***

*Since its founding in 1955, LLSC has awarded more than \$23 million in research funding, and now comprises of various campaigns to help fund the mission, one of which is the Light The Night Walk.*





## Why We Walk

- Almost **100,000** people are living with, or a survivor of, a blood cancer in Canada.
- Every **34** minutes someone is diagnosed with blood cancer in Canada.
- Every **72** minutes one Canadian will die from blood cancer.

## What is Light The Night?

The Leukemia & Lymphoma Society's Light The Night Walk is the nation's night to pay tribute and bring hope to all those affected by blood cancer. Each fall, teams of friends, families and coworkers gather in cities across North America to walk in twilight carrying illuminated balloons: white for survivors, red for supporters; and gold for those walking in memory of someone.

More than a walk, the evening is a chance to come together and support one another, complete with music, food, and family fun. Everyone and anyone are encouraged to register to join the event, reinforce the cause to support our vital mission.

## We Walk for Them. With Them. And to Benefit Them.

In 2010 alone, The LLS raised over \$70 million throughout North America for research and patient services, while the Light The Night Walk raised over \$38 million nation-wide.

Help us work to surpass these amounts in 2011, so we can continue to make advances in our fight to cure blood cancer!

## When We Walk

Edmonton, Victoria Park  
Saturday, September 24<sup>th</sup>, 2011

- 5:00pm – Registration: Pick up incentives and balloons\*
- 6:00pm – 7:00pm – Food, music and games. Fun for all!
- 7:00pm – The Walk Begins!

\*All balloons are to be picked up the night of the event right before the walk. Red balloons are available at the balloon tent, while white and gold balloons are available at the mission tent.



## Where Does The Money Go?

In keeping with The LLSC's mission, proceeds from Light The Night are used to help find a cure for blood cancers, and improve the quality of life of patients and their families.

### Funds raised by participants of Light The Night provide:

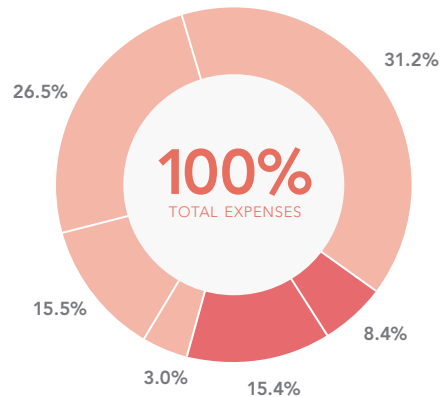
- Life saving blood cancer research
- Free educational materials and events for patients and their families
- Local programs such as Family Support Groups and First Connection; a peer-to-peer counseling program
- Comprehensive, personalized assistance through our Information Resource Center

Since its founding in 1955, The Leukemia & Lymphoma Society of Canada has invested more than **\$23 million** in leukemia, lymphoma and myeloma research.

Research grants totaling **\$8.1 million** are currently committed to Canadian scientists. This includes grants from The Leukemia & Lymphoma Society of Canada and grants from The Leukemia & Lymphoma Society based in the United States.

All money raised in Canada stays in Canada to fund patient support programs and top Canadian researchers.

### HOW YOUR DOLLARS ARE USED



- 31.2% Patient and Community Services
- 26.5% Research
- 15.5% Public Health Education
- 15.4% Fundraising
- 8.4% Management and General
- 3.0% Professional Education

- Total Program Services 76.2%
- Total Supporting Services 23.8%

Source: 2010 Annual Report



Leukemia accounts for **32%** of all childhood cancers and causes **27%** of deaths due to childhood cancers

# Meet The Heroes Of Light The Night

*Blood cancers don't discriminate*



## Brittney Tancowny

In October 2009 Brittney had been unwell for several weeks and was initially diagnosed with Crohn's disease. November of 2009 she was rushed to hospital and admitted to ICU. Following a battery of tests she began a battle that would change her life forever. She had leukemia. Chemotherapy was started immediately but the cancer had attacked her entire gastrointestinal system.

Brittney survived weeks in Intensive Care and months in hospital with many challenges through her treatment journey. She fought a difficult battle determined to beat this dreadful disease.

"I am grateful to look forward to the future with my family and thank the Society for helping us through this difficult period of our lives," said Brittney Tancowny. "My struggle has difficult but I would not change a thing." She credits incredible support from family and friends, continued advancements in research and a positive attitude."

In September 2010, Brittney walked in the annual Light The Night Walk carrying an illuminated white survivor balloon.

## Corporate Walk Chair



### Ron Waldman

Ron S. Waldman assumed the position of Chairman of the Board of Directors of Great Western Brewing Company Limited, January 1, 2011. He held the position of Chief Executive Officer of Great Western

Brewing Company Limited from May 1994 – December 2010. The Great Western Brewing Company was chosen as one of "Canada's 50 Best Managed Companies" from 2004 through 2009, and was chosen as a Platinum Club Member in 2010. Great Western products have won dozens of brewing awards from around the globe.

In 2005, Mr. Waldman was chosen as one of Saskatchewan's Most Influential Business Leaders and became the recipient of the Saskatchewan Centennial Medal.

Born and raised in Moose Jaw, Saskatchewan, Mr. Waldman received Honors Degrees in Business and Philosophy from the University of Western Ontario. Mr. Waldman and his wife Shannon reside in Saskatoon raising their three teenage children, Zachary, Molly and Maxwell.

---

*Lymphoma is the most common cancer  
among those aged **15-29***

# Walk And Win

## Walker Rewards

Not only is fundraising fun and easy, but it also pays off in many ways. The satisfaction of contributing to such a worthy cause and helping fund research that saves lives is a priceless gift you can benefit from... receiving prizes for your fundraising efforts is an added bonus!

Listed below are the prizes you are eligible for at each interval of your fundraising success. From t-shirts to gift cards, you have nothing to lose! Aim high and see how far your fundraising can get you, and how many incentives you can collect.\*

LEVEL	REWARDS
\$10,000+	Light The Night Rolling Suitcase and \$500 - Visa Gift Card
\$5,000 - \$9,999	\$250 - Visa Gift Card
\$ 5,000 +	Light The Night Bathrobe
\$3,500 - \$4,999	\$175 - Visa Gift Card
\$1,500 - \$3,499	\$75 - Visa Gift Card
\$1,000 - \$1,499	\$35 - Visa Gift Card
\$1,000 +	Light The Night Hooded Sweatshirt
\$500 - \$999	Light The Night Duffle bag
\$100 - \$499	Light The Night Champion for Cures T-shirt

\*All non-gift card incentives can be picked up at Bank Night or the night of the Walk. Gift cards are non-cumulative and are to be distributed after the Walk.



## Join A Top Fundraising Club

Fundraise to become part of exclusive clubs  
and receive official Light The Night gear!

### Bright Lights

Raise \$1,000 and up individually and:

- Win a Light The Night zip-up hooded sweatshirt



### Shining Stars

Raise \$5,000 and up individually and:

- Win a Light The Night Bathrobe



### Winners Circle

Raise \$10,000 and up individually and:

- Win a Light The Night Rolling Suitcase and \$500 - Visa Gift Card
- Receive on-stage recognition the night of the event



\* All incentives are cumulative, excluding all gift cards

Since 1954, survival rates for most blood cancers have doubled or even tripled



# Team Work

## How Do I Become Part of a Team?

All you have to do is find a team to join, form your own team, and RECRUIT, RECRUIT, RECRUIT! Popular teams include groups comprised of coworkers, friends, family members or combinations of all the above.

### Follow the **5** easy steps below:

- Identify a Team Captain
- Create a Team Name and Profile on the Light The Night website
- Set a Team Goal
- Recruit team members
- Plan an event or fundraising strategy and HAVE FUN!

## Team Benefits

- Team Captain Hat
- Team Banners for teams who raise over \$1,000
- Team Tents for teams who raise over \$10,000\*

### Benefits to having a team tent:

- A guaranteed location for team members to meet and congregate
- Refreshments, food and incentives delivered directly to the team
- An assigned volunteer to assist the team throughout the evening
- Shelter from the unpredictable elements

## Tent Sizes

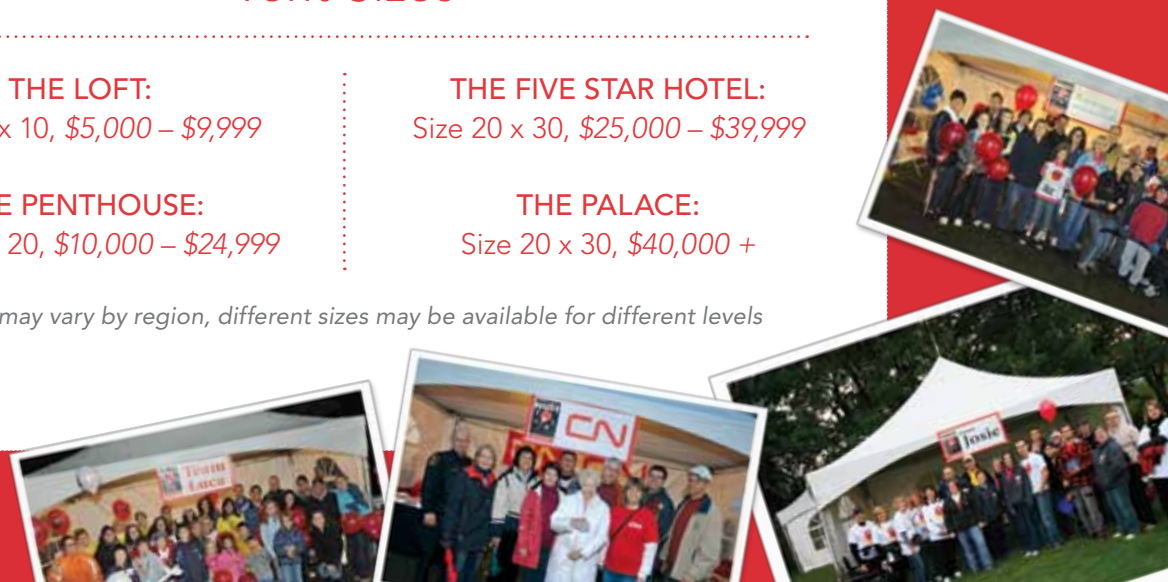
**THE LOFT:**  
Size 10 x 10, \$5,000 – \$9,999

**THE PENTHOUSE:**  
Size: 10 x 20, \$10,000 – \$24,999

**THE FIVE STAR HOTEL:**  
Size 20 x 30, \$25,000 – \$39,999

**THE PALACE:**  
Size 20 x 30, \$40,000 +

*\*Sizes may vary by region, different sizes may be available for different levels*



## Light The Night Merchandise\*

A great way to raise money for your campaign is to offer your family, friends, and co-workers gifts for a donation. Light The Night has various promotional items available for you! All proceeds from these items will go directly towards your fundraising!

*Contact your Light The Night staff to get all the details!*



Light The Night Bear



LLSC Bracelet



Donation cans



Light The Night Decal



Light The Night Magnet

Every **34** minutes one Canadian is diagnosed with a blood cancer

\* may vary by region



## HOW TO GET STARTED:

1

**STEP ONE:***Personalize your Fundraising Webpage*

- Login and update your profile picture, fundraising goal and personalize your motivation

2

**STEP TWO:***Schedule a chat with your Light The Night Staff*

- Contact your local staff for a one-on-one brainstorming meeting

3

**STEP THREE:***Raise Funds Online*

- Login and view your "Get Sponsors" page to send a personalized email

4

**STEP FOUR:***Raise funds the good ol' fashion way*

- Visit the Light The Night website for some quick tips on fundraising events you can plan or items you can sell to benefit your fundraising goal!
- To mail in any cash/check donations follow the steps on the pledge form

5

**STEP FIVE:***Thank your Donors!*

- Login and view the "Thank Sponsors" page to send a personalized email to your donors

NEED  
HELP?

*Contact your local staff to assist you in setting up your fundraising page.*





**The Leukemia &  
Lymphoma Society of Canada®**  
*Fighting Blood Cancers*

FOR MORE INFORMATION PLEASE CONTACT:

<b>Lisa Bayliss</b>	⋮	<b>Mary Ann Sanderson</b>
(403) 263-5300	⋮	(403) 263-5300
Lisa.Bayliss@lls.org	⋮	MaryAnn.Sanderson@lls.org

OR VISIT:

[www.facebook.com/ltmprairies](http://www.facebook.com/ltmprairies)  
[www.twitter.com/ltmprairies](http://www.twitter.com/ltmprairies)

**WWW.LIGHTTHENIGHT.CA**

