

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

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

Saskatoon, Kiwanis Park
Saturday, September 17th, 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:

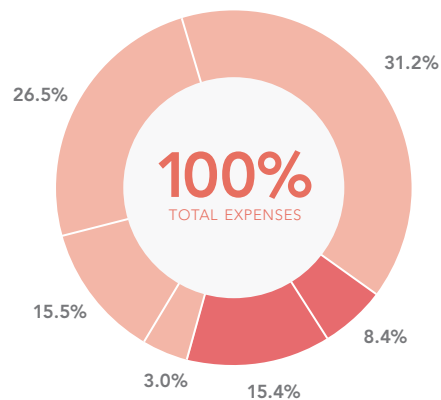
- Life saving blood cancer research
- Free educational materials and events for patients and their families
- Local programs such as Family Support Groups and First Connection; a peer-to-peer counseling program
- Comprehensive, personalized assistance through our Information Resource Center

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



Patty Stevens

My story began in the summer of 2005. I was a busy working mom with two young children – Hunter and Cameron. As a nurse in the recovery room, I worked crazy hours and lots of “on-call.”

After a few weeks of increasing fatigue and other ominous symptoms, I performed a blood test on myself and was in the ER a few hours later. I was diagnosed with a rare and aggressive combination of 2 different types of leukemia- ALL and CML. I was given the somber news that my chance for 5 year survival, even with a stem cell transplant, was only 10-15 %.

I arrived in Seattle in January 2006 with my sister Darci, who was a perfect match to be my donor. After the conditioning chemo and radiation, I received my transplant.

The worst part of my illness was not its effect on me, but the toll it took on my family. I knew that I could handle the physical pain, but it was nothing compared to the emotional pain we suffered being separated for months, and dealing with the uncertainty of the future. Five years later, I am cancer-free. Every day when my boys arrive home from school with “HI MOM!” – for that I am joyful.

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

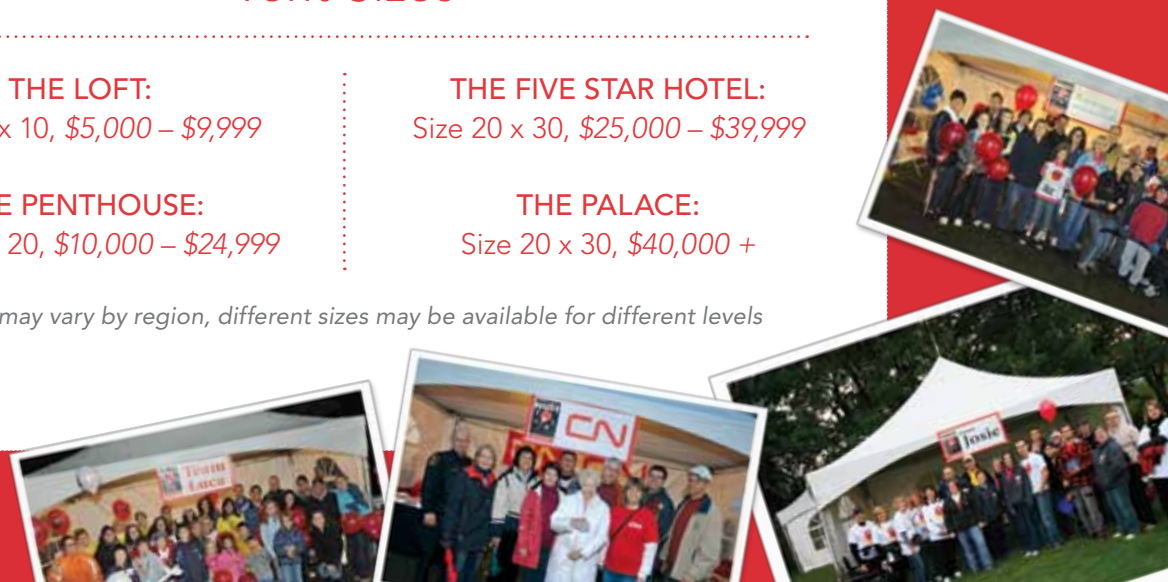
THE LOFT:
Size 10 x 10, \$5,000 – \$9,999

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:

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OR VISIT:

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