



Dear Friend,

Thank you for participating in The Leukemia & Lymphoma Society of Canada's (LLSC) Light The Night Walk balloon icon program. LLSC has been helping patients with blood cancer for more than 60 years by funding leading-edge research and providing services and information for patients and families. Perhaps the best way to illustrate the importance of your participation is to share a story from the mother of a patient.

*“About a year ago, we rushed our 3-year old daughter to the emergency room. Two days later, our worst fears were confirmed—our baby had leukemia. Treatment began immediately—standard chemo and steroids accompanied by fever, hair loss and emotional ups and downs. Through it all, our little girl has remained a trouper.*

*Last October, as treatment continued, our family participated in The Leukemia & Lymphoma Society of Canada's **Light The Night Walk**. Our team has collected over \$15,000! I think that's pretty awesome considering it's our first year doing it. It's amazing knowing that everyone at the Walk had the same goal—curing cancer! Everyone had a great time on Walk night, too. The live entertainment kept everyone moving and dancing, the food was plentiful, the camaraderie was amazing and the kids had a wonderful time! The whole thing gives us such hope!*

*Now there are times when things seem almost back to normal. Jessica is still in treatment but back in pre-school three mornings a week. She's taking tennis lessons, art classes and karate! We're thrilled that as hard as treatment is, there are treatments for leukemia thanks to research. For that we are profoundly grateful.”*

– Christine Milanese

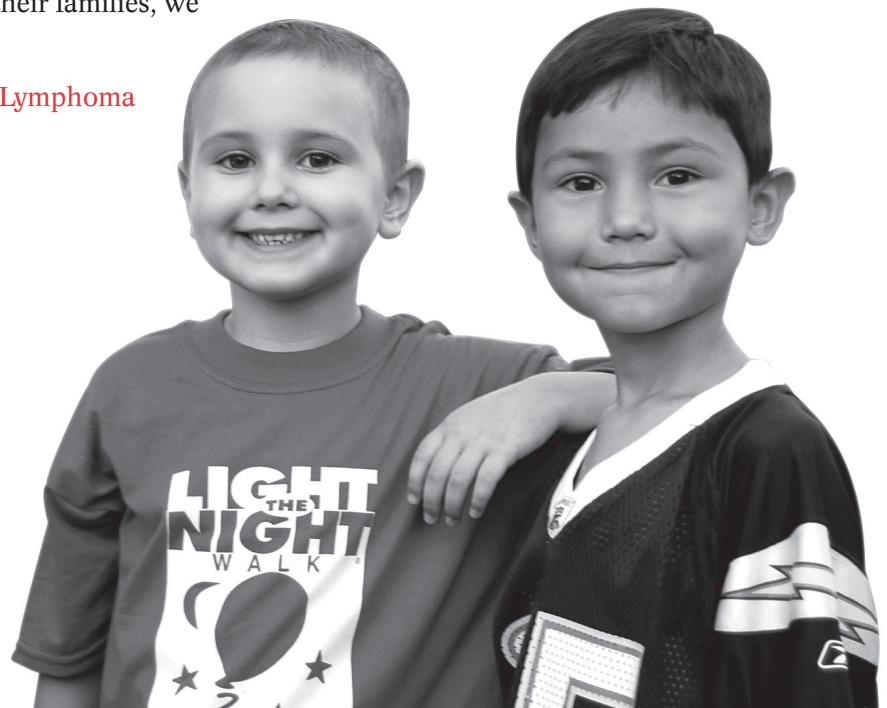
As you can see, funds raised through Light The Night Walk are critical to families like Jessica's and to all people battling cancer. We are making tremendous progress, and we couldn't do it without people like you. On behalf of patients and their families, we thank you.

For more information on The Leukemia & Lymphoma Society of Canada's Light The Night Walk, visit us at [www.lightthenight.ca](http://www.lightthenight.ca).

Sincerely,

Nancy Allen  
President  
The Leukemia & Lymphoma Society of Canada

*Jessica Milanese (L), leukemia survivor with friend, Jackson Gallegos (R). The two met when she was 8 months old and he was 10 weeks.*



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## Light The Night Paper Balloon Icon Kit

# **How-to Guide for Light The Night Walkers**

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**The Light The Night paper balloon icon kit is a great new way to kick off your fundraising efforts for the Light The Night Walk. We've developed some tips below to help you get started.**

1. Make a list of locally owned businesses and/or chain stores that you and your family support regularly. Are there local businesses where you personally know the owner or manager? Such businesses might include, hair/nail salon, grocery store, gift/home goods store, travel agency, children's clothing or toy store, mechanic, dentist or doctor's office, bakery, dry cleaner, wine/liquor store, bank, pharmacy, etc. Remember chain stores may need to seek corporate permission to sell paper balloon icons while locally owned businesses can make these decisions at the local level. Paper balloon icons can also be sold to your co-workers and displayed at your office.
2. Visit these businesses in person and ask to speak with the owner or manager. Explain your involvement with The Leukemia & Lymphoma Society of Canada (LLSC) and Light The Night Walk. If you have a personal connection to the LLSC mission, share your story. Ask the business owner/manager to support the work of LLSC by selling paper balloon icons. The recommended time period for balloon sales is three to four weeks.

### **How the Paper Balloon Icon Campaign works:**

Store clerks ask each customer at point-of-purchase to "buy a balloon" for \$1 to \$5 to help support people battling cancer. The customer signs his/her name on the paper balloon icon, and they are placed throughout the store.

3. If the owner/manager agrees to support our fundraising efforts by conducting a paper balloon icon campaign provide them with the following materials found in this kit
  - A poster
  - 3 paper balloon pads
  - Copy of the retail partner "How-to Guide" found on following pages
- Visit the store regularly to thank the staff and see how the sales are progressing and if more supplies are needed.
- At the end of the campaign, return to the store to pick up the donation for the total sales. Thank the management and employees for their support!
- Turn your funds raised into your local LLSC chapter.
- If you need additional supplies contact your local LLSC chapter office.  
To locate the LLSC chapter in your area visit [www.lightthenight.ca](http://www.lightthenight.ca) and enter your postal code.

***Thank you for Supporting The Leukemia & Lymphoma Society of Canada!***

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# The Leukemia & Lymphoma Society

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## **Retail Partner How-to Guide**

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### **Overview:**

The Leukemia & Lymphoma Society of Canada (LLSC) is the world's largest voluntary health organization dedicated to funding blood cancer research, education and patient services. Founded in 1949, we are relentless in pursuit of our mission: Cure leukemia, lymphoma, Hodgkin's disease and myeloma, and improve the quality of life of patients and their families.

Light The Night Walk is the nation's night to pay tribute and bring hope to people battling cancer. Walks take place in communities throughout the United States and Canada, typically in the fall. Participants raise funds for vital, lifesaving research and patient services. On Walk nights, they come together, holding illuminated balloons, and walk as a community of caring.

We are recruiting retail partners to support their customers' commitment to Light The Night Walk by offering "turn-key" programs for customer engagement. Your customers will see first hand your commitment to your community. Icons and support materials are included in the kit.

### **Paper Balloon Program Concept:**

Paper balloon sales are a great way to build excitement about the Walk while raising critical dollars to support LLSC's mission. Store clerks ask each customer at point-of-purchase to "buy a balloon" for \$1 to \$5 to help the store support patients battling cancer, through LLSC. The customer signs his/her name on the paper balloon icon, and they are placed throughout the store. Vendors are encouraged to run the program for three to four weeks. We encourage you to start the program by displaying paper balloons with the names of all employees.



### **Keys to success:**

- Share your excitement about the program with your employees
- Display LLSC-provided materials
- Run program for a specific period of time
- Ask every customer

***Thank you for your support of The Leukemia & Lymphoma Society of Canada!***

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# Frequently Asked Questions

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**How much should I sell the paper icons for?** A minimum donation of \$1 to \$5 is the suggested amount. Customers may decide to donate more and any donation to LLSC is welcome.

**How do I ask my customers to donate?** Every cashier should ask every customer! Simply say “Would you like to support our efforts in finding cures for cancer?” Or “Would you like to support families in our community battling cancer?” If appropriate, explain how your company got involved or share a mission connection to the cause.

**How do I account for the dollars raised?** Each paper icon has a sku number to enter into your register system if necessary. You can also designate a particular register key code to balloon sales. Collection envelopes can be placed at each register to tally daily results.

**What supplies do I need to run the program?** A tool kit containing the following supplies is provided:

- poster to display in store
- paper balloon pads
- retail partner how-to guide and frequently asked questions document

Additional supplies are available at anytime. If you need more supplies contact the LLSC volunteer who

provided you with the materials: Name \_\_\_\_\_ Phone \_\_\_\_\_

**How much do I need to raise?** Any amount raised is greatly appreciated by LLSC! The amount of customer traffic will impact the total dollars raised. The key to a successful program is to **ASK EVERY CUSTOMER to donate!**

**How often do I turn in the money collected?** It is recommended that you issue one check at the conclusion of the fundraising effort and mail that check to the LLSC volunteer or ask the volunteer to come pick up the check at the conclusion of the program.

**Who do I contact if I have questions or need additional supplies?** The LLSC volunteer or our local LLSC chapter can assist you. LLSC Volunteer Name and phone is listed above. To locate the LLSC chapter in your area visit [www.lightthenight.ca](http://www.lightthenight.ca) and enter your postal code.

**Can we also participate on the night of the Walk?** Many of our retail partners form walk teams consisting of their staff and customers. The Walk is a wonderful community experience and we encourage you to consider forming a walk team. If interested, your local LLSC staff will be delighted to work with you on starting your team. Please contact LLSC at 866.600.0567 or visit our Web site.

**Are there any marketing benefits available for my company?** If you are interested in additional involvement in our campaign, the local staff will gladly review marketing opportunities with you.

**How can my customers learn more about LLSC and the Light The Night Walk?**

Visit our website at [www.lls.org/canada](http://www.lls.org/canada) or [www.lightthenight.ca](http://www.lightthenight.ca)

*Thank you for supporting The Leukemia & Lymphoma Society of Canada!*

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