

Société de leucémie & lymphome du Canada
 Nous luttons contre les cancers du sang

MARCHE ★
ILLUMINE ★
 LA **NUIT**
 ★ **LIGHT**
 THE **NIGHT**
 ★ **WALK**


The Leukemia & Lymphoma Society of Canada
 Fighting Blood Cancers



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

Saturday, October 22, 2011
at Festival Plaza (Ottawa City Hall)

5:30 PM– 7:00 PM – Night of Registration*, Donation Drop Off and Balloon Pick Up

5:30 PM– 7:00 PM – Food, Music and Games

6:00 PM – 6:30 PM – Remembrance Ceremony

7:15 PM – The Walk Begins!

8:00 PM – 9:00 PM – Post Walk Activities

*If you have already registered online and/or you do not have money to turn in, you do not need to check in at registration.



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:

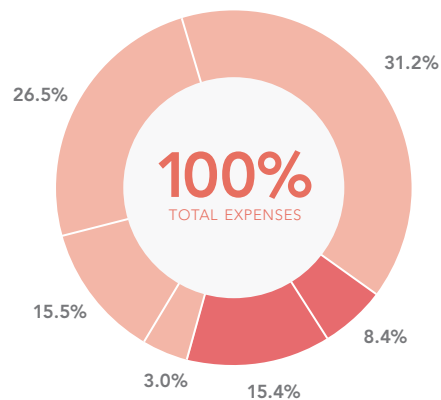
- Life saving blood cancer research
- Free educational materials and events for patients and their families
- Local programs such as Family Support Groups and First Connection; a peer-to-peer counseling program
- Comprehensive, personalized assistance through our Information Resource Center

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



Bill Watson

In 2001, a bone marrow biopsy confirmed that Bill had Myeloid Dysplastic Syndrome (MDS). In late 2008, he was diagnosed with Acute Myeloid Leukemia (AML). Bill entered into a drug study that year which showed great promise, but by month ten, a bone marrow biopsy confirmed that the drug had stopped working. In October of 2009, he began treatment on a new drug and the results have been most encouraging.



Emma Beaudion

In March of 2009, at age 2, Emma had been sick with what her doctor thought was a virus. She was then diagnosed with Acute Lymphoblastic Leukemia (ALL). The news was devastating, since her father had passed away just four months earlier. Emma has been in treatment for two years. She has been hospitalized many times, but she is a trooper and has an amazing understanding of her illness for her young age.

Please join us on October 22nd at the Light The Night Walk.

Corporate Walk Chair



Craig Peleshok

Craig Peleshok grew up in Oshawa but has made Ottawa his home for the last 15 years. Through hard work and dedication he created

his own path representing Honda for the last 12 years and is the General Sales Manager of Hunt Club Honda.

In September of 2008 he was faced with his toughest challenge when he was diagnosed with Acute Promyelocytic Leukemia.

Craig encourages the local business community to support The Leukemia & Lymphoma Society of Canada's mission by registering a corporate team or becoming a sponsor. Light The Night is an excellent opportunity for companies to increase their community involvement.

The return on investment is immeasurable with the goal of more patients like Craig being told they are cancer free.

*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:

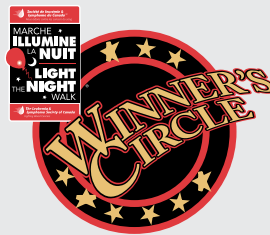
- Win a Light The Night Bathrobe



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*

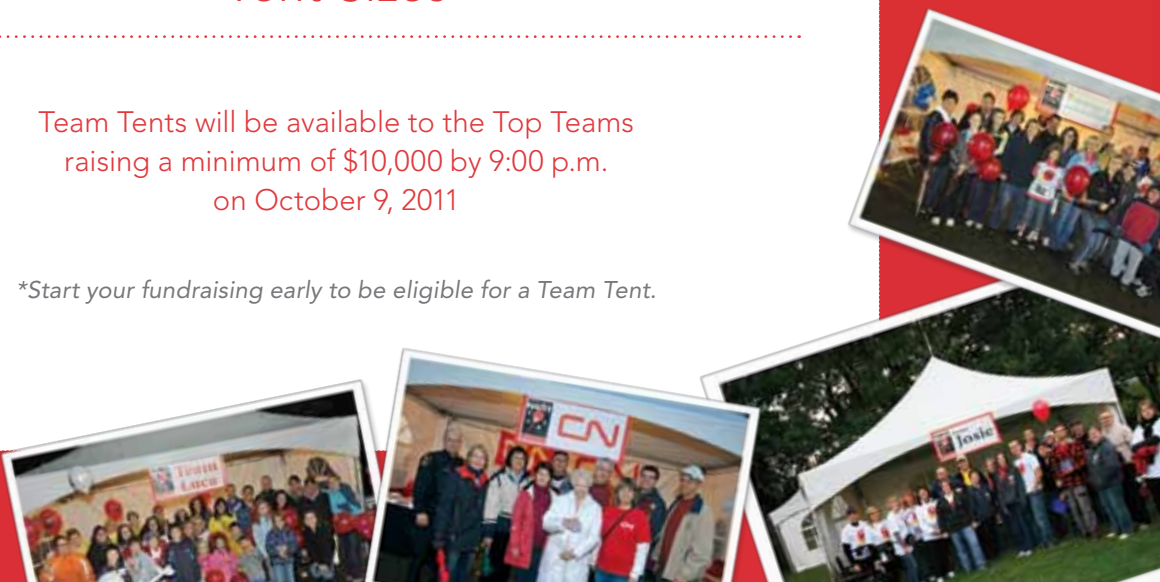
Benefits to having a team tent:

- 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

Team Tents will be available to the Top Teams raising a minimum of \$10,000 by 9:00 p.m. on October 9, 2011

**Start your fundraising early to be eligible for a Team Tent.*



Light The Night Merchandise*

A great way to raise money for your campaign is to sell merchandise to family, friends and co-workers. Light The Night has various promotional items available for you to purchase, mark-up and sell to your donors; all the profit from the sales will go directly towards your fundraising!

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



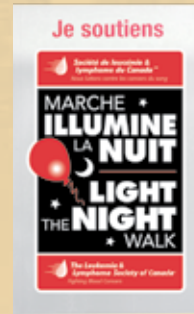
Light The Night Bear



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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701-116 Albert Street
Ottawa, ON K1P 3G5

1-866-585-2873

WWW.LIGHTTHENIGHT.CA/ON

Visit the website to see other walks across Canada

