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What is Light The Night Walk?

The Leukemia & Lymphoma Society of Canada's Light The Night Walk funds lifesaving research and support for people battling cancer. Friends, families and co-workers form fundraising teams. These efforts culminate in inspirational, memorable evening walks in communities each fall across Canada.

Can I host my own Light The Night Walk?

Individuals in cities across Canada can choose to host a Light The Night Walk in their own backyard. Other than the 11 national LLSC – hosted Walks, Community Walks or School Walks, are held in multiple cities across Canada. Visit our Community/School Walk FAQs [here](#).

What do the lantern colours mean?

During the Walk, walkers carry illuminated lanterns in three colours: white lanterns are carried by patients and survivors; red lanterns by supporters; gold ones are carried by walkers who are walking in memory of a loved one.

Can my school host its own Light The Night Walk?

Yes! Schools can host their own Light the Night walk during the day by walking inside with the lights dimmed, or in the evening by walking outside on the school grounds or designated route. Click [here](#) for more information.

How can I become a Champion for Cures by raising \$100 or more?

Raising \$100 is easy! Send your online fundraising webpage to 20 or more people and ask each person for a donation of \$10 or more. Even if only half of the people donate \$10 or more, you will have raised \$100 and most likely more.

Are patients and survivors expected to fundraise?

Just like our other walkers, patients and survivors have an opportunity to raise funds. Many of our highest individual fundraisers are patients and survivors.

Patients/survivors who do not raise funds and want to attend the walk are encouraged to attend and participate as guests of LLSC. Patients and survivors receive all benefits (t-shirt, lantern, food) regardless of the fundraising level achieved. This applies to patients only, not their family members or team members.

How does my fundraising make a difference?

- Fund breakthrough therapies for blood cancer patients
- Provides free educational materials, support programs and events for patients and families
- Provides local programs such as our First Connection, a peer-to-peer counselling program
- Comprehensive, personalized assistance through our Information Resource Centre
- Educational information sessions for healthcare professionals and non-patient groups



How long is the route?

Actual distances vary by route and city. [Contact your local office](#) for the exact distance. A leisurely pace is the norm on this walk, which takes under an hour to complete and is generally under 3-5 KM.

Does every walker get a lantern?

Every walker who raises \$100 or more is a member of the Champion For Cures club and will receive an illuminated lantern, a Light The Night t-shirt, in addition to other regional [benefits at the Walk](#).

Walkers who raise less than \$100 are welcome to join us for an inspirational evening including music, sights, sounds and camaraderie but do not qualify for an illuminated lantern, or a Light The Night t-shirt. However, patients and survivors receive these benefits regardless of their fundraising level.

Is there food at the walk?

Most Walks offer snacks and beverages the evening of the event. Full meals should not be expected however. To find out more about your local Walk, [contact your local staff](#).

How can my company participate?

Companies participate by identifying a team captain, and organizing teams of employees, including their friends, neighbours and family members, to raise money and walk in the event.

How difficult is it to organize a team?

It's not hard at all! Once you appoint a team captain to act as a liaison between LLSC and your organization, we will provide materials and guidelines to help you build a successful Light The Night team.

How many people do we need to form a team?

We recommend that a team consist of at least 10 people, raising a minimum of \$2,000, which is an average of \$200 per person. You can have a team with fewer than 10 walkers, but most teams have many more. The more walkers on a team, the more fun it is!

Is team membership limited to employees of the company?

No. Team participation is encouraged among employees' families, friends and neighbours. The magical and uplifting setting of Light The Night creates a fun, wholesome event that brings co-workers and their families together outside the office for the purpose of helping others.

Does having a team require some kind of corporate donation?

Corporate donations are encouraged but not required. The majority of contributions will be generated by your individual team members. However, corporate matching gifts can enhance employee fundraising efforts.

Can we have more than one team captain?

Yes, your team can have multiple team captains. Your company can create a friendly competition among departments or branch sites by recruiting a team captain from each department or floor. It is a great way to generate enthusiasm and friendly competition for a worthy cause.



What if some of our walkers want to participate at one walk site and some other walkers at another?

No problem. We suggest appointing a team captain to lead a team at one Walk site and another team captain for the other Walk site.

What can senior management at my company do to facilitate building a Light The Night walk team?

Management can encourage team participation in a number of ways:

- Sign up for the team
- Draft and distribute a company-wide memo or email endorsing the Light The Night Walk
- Authorize/host company-wide recruitment, information meetings and an internal kickoff
- Purchase T-shirts or other incentives to promote their company's commitment to Light The Night Walk
- Solicit company vendors for contributions toward the team

How are the funds raised by a Light The Night team?

Individual team members are responsible for setting goals and raising funds from co-workers, friends, neighbours and family members who wish to support the team and cause. Each walker automatically receives an online fundraising page upon registration. You can use this page to solicit donors and have them support you via online donations. Teams can also conduct special events to raise funds. [Contact your local staff contacts](#) to get some tips and tricks on how to raise funds!

How is the money collected?

Each team member is responsible for collecting funds from supporters and giving them to the team captain, who forwards them to LLSC. Funds raised online are automatically credited to the walker and distributed to the appropriate LLSC office.

When do we have to register?

The sooner you get started with your recruitment efforts and fundraising activities, the better. Our Walks aren't until the fall, but the earlier you get started, the more you can raise to help fund our mission: Cure leukemia, lymphoma, Hodgkin's disease and myeloma, and improve the quality of life of patients and their families.

Where are fundraising tips and ideas?

When you register, we will receive your own e-fundraising page. You are encouraged to add your own photos and messaging, then, email your contacts a link to your site and watch the dollars start coming in! It's fun and simple to do. There are also tips, and [tools](#) available to you – or [contact your local staff](#) for some coaching!

How is the money used?

Proceeds from Light The Night Walk help advance our mission: Cure leukemia, lymphoma, Hodgkin's lymphoma and myeloma, and improve the quality of life of patients and their families. This mission is



carried out through funding extensive research for treatments, cures, patient support programs, community outreach and education programs.

Are pets, strollers, bicycles and inline skaters allowed at the Walk?

Please check with your [local staff](#) for their policy on pets. Strollers and wheelchairs are welcome. However, for everyone's safety, bicycles, inline skates, wheelie footwear, skateboards and scooters are not allowed.

What happens if it rains?

The Walk is held rain or shine! In the rare event of a local phenomenon which would prohibit the Walk taking place, local staff will contact registered participants.

Can someone talk to our team about Light The Night?

Yes! [LLSC has staff members](#) who would be more than happy to meet with you and your team to talk about the Light The Night Walk. In addition, we have a [Light The Night video](#) that highlights personal stories and shows footage from previous Light The Night Walk events. Contact your local office to arrange a visit.

Please [contact your local LLSC office](#) with questions about the Light The Night Walk!