



YOUR 2023 GUIDE TO

STEP
UP
FOR OSTOMY



Sept
23
2023

For Chapters & Peer Support Groups

What is Step Up For Ostomy?

Step Up For Ostomy (SUFO), formerly known as the Stoma Stroll (rebranded in 2021), is an annual fundraising and awareness event that unites Canadians living with an ostomy to raise awareness and funds for Ostomy Canada Society (Ostomy Canada). We believe that every person with an ostomy has the right to live life to the fullest. The participation of your Chapter or Peer Support Group (PSG) can help us accomplish our goals through the following:

- **Engage** our network of **Chapters and PSGs** through outreach and collaborative programs such as **Shared Services**.
- **Advocacy** - Disability Tax Credit, access to a Nurse Specialized in Wound, Ostomy, and Continence (NSWOC), Ostomy financial reimbursements by Provinces, etc.
- **Visitor Program** for outreach and support and advances in online services.
- **Social media enhancement** for our online support and Facebook, Twitter, and other programs in Canada.
- Facilitation of quarterly **Webinars**.
- **Ostomycanada.ca** - The continuing development of an innovative, and user-friendly website.
- **Ostomy Canada Youth Camp** in Alberta and a pilot program in 2023 for Brigadoon Village, Nova Scotia.
- **Financial Awards Program** - WOC-EP and Post-Secondary.
- **Ostomy Canada Awards** - Chair's Award, Maple Leaf Award, NSWOC & Unsung Hero.
- **Publications** including the Ostomy Canada Magazine, Connects Newsletter, and brochures (Disability Tax Credit, Ostomy Youth Camp, Ostomy Visitor Program, and Here to Help).
- Support to **Friends of Ostomates Worldwide Canada (FOWC)**.
- Liaise with **National and International Ostomy groups** (NSWOCC, UOAA, IOA, etc.).
- Liaise with **industry supporters** and the Canadian **medical community**.



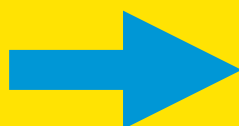
What Are The Benefits Of Participating?

Is hosting an event like SUFO worthwhile? The groups who participated in 2022 would say so! Here are some of the fantastic benefits they experienced:

- Many new people attended these events, which led to **new members** and increased engagement.
- More **young adults** were in attendance, which inspired the YA group in Calgary to reboot in 2022.
- Increased participation from **local vendors and ostomy manufacturers**.
- **Increased awareness** was brought to both Ostomy Canada and the local groups.
- Participating groups received a **rebate of 10%** of all of their fundraising efforts for Ostomy Canada.



**IMPORTANT
UPDATE**



In respect of Thanksgiving and National Day for Truth & Reconciliation, Step Up For Ostomy will be held on **Saturday, September 23, 2023**.

How Did Canada Get Involved In 2022?

Chapters and peer support groups have found some awesome ways to participate in the annual Step Up For Ostomy fundraiser. Some examples across Canada in 2022 included:

Big Steps To Success

Calgary Ostomy held the largest event with 75 in attendance, almost double what they typically see at their quarterly meetings. Considerable time was spent planning, especially during the first year of SUFO, but the second year was far less complicated. Some important aspects that led to the successful turnout included:

- An **awareness walk**, which offered members a way to bring public attention to ostomies.
- Use of all **SUFO brand assets**, an extensive **social media marketing campaign** and **free t-shirts**. A professional photographer, also a member, captured the big day.
- **Ostomy Youth Campers** volunteered as part of their camp sponsorship agreement. They truly added to the excitement and energy that day.
- A **community hall** was rented in case of adverse weather, which also created a more **inclusive event** as it remained open during the walk, allowing those with more severe health issues to socialize over coffee.
- An **Ostomy Expo** was open for participants to engage with local **ostomy vendors and manufacturers**, with many attending specifically for this feature. This format will replace their traditional Spring Vendor Fair as it doubled the exposure. This also led to a local vendor sponsoring the cost of the hall rental.



A Brisk Walk

Vancouver and Regina Ostomy both had about 35 people in attendance. Vancouver hosted an **awareness walk** in a city park and provided **free t-shirts** to members thanks to a sponsor. Regina held their event in a community hall featuring an **awareness walk** and **seated yoga session**, another great way to have an **inclusive event**.



A Stroll In The Park

Smaller groups like Moncton and Ottawa Ostomy held **simple but effective events**. They had a successful turnout while raising funds for Ostomy Canada.



Stepping Off The Beaten Path

Ostomy Toronto organized a **motorcycle ride** with a local motorcycle club. Their event included a ride through a scenic part of Ontario and finished with a group BBQ.

What are the first steps to get started? It's easy!

1. Assemble a small planning committee – 4 - 6 people who are doers and want to support your group

- Begin this in the spring so there is less to do in September after everyone returns from a summer break.
- Use the SUFO Planning Manual to create a to-do list.
- Assign duties to volunteers - site, fundraising, food, signage, awareness, etc.
- Consider recruiting extra volunteers than your usual executive committee.



2. Plan your event

- What will be the main activity?
- Where will you hold your event? Community hall, city park, etc.
- Is your event inclusive for persons with mobility issues?

3. Create some goals

- How many people would you like to see in attendance?
- What is the fundraising goal for your group?
- What is the budget for the event?
- Which local vendors and manufacturers will you ask to help sponsor the event? Every little bit helps.

4. Attract attention to your event

- Consider providing T-shirts.
- How will you market your event?

EVENT IDEAS

You can follow the standard format of an awareness walk, or do something completely different! Ideas could include:

- | | |
|---|---------------------|
| ▶ golf | ▶ trivia night |
| ▶ exercise lessons (yoga, tennis, etc.) | ▶ pancake breakfast |
| ▶ bake sale | ▶ casino |
| ▶ game night | ▶ garage sale |
| ▶ car wash | ▶ potluck |
| ▶ karaoke party | ▶ 50/50 raffle |
| ▶ photo contest | ▶ craft fair |
| ▶ silent auction | ▶ ice cream social |
| | ▶ BBQ cook-off |

Make it fun!



What are the next steps?

- Visit stepupforostomy.ca to find all the resource we have created for this event.
- See the **Planning Manual** for further instructions.
- Send your **Chapter & PSG Participation Form** to info1@ostomycanada.ca as soon as you book your event!

Contact info1@ostomycanada.ca or call 1-888-969-9698 to get assistance with printed materials such as Pledge Forms, Participant Waiver forms, Planning Manual, etc.

How Can Ostomy Canada Help?

Ostomy Canada can assist your chapter or peer support group with the following:

- Provide a **Certificate of Liability Insurance** if required.
- Create an **online event list** to track RSVPs.
- Create a **marketing campaign** to promote your event online via Social Media.
- Receive **reimbursement for up to \$400** for your event costs.
- Provide a **10% rebate** from all funds raised in your area.
- Provide various **forms** for local sponsorship, waivers, pledge forms, etc.
- **Brand templates** for posters, social media posts, and t-shirts.
Note – please use the national brand only.
- **Acknowledgment** of your event in the Ostomy Canada Magazine and Connects Newsletter.



Q: Why are there two websites?

A: Stepupforostomy.ca is the primary website for the event. On the home page, you will find a section entitled Step Up Today, which provides links to justgiving.ca. It is used primarily for fundraising and online payments.

Visit Stepupforostomy.ca to find:

- ▶ General Information about SUFO
- ▶ Planning Manual and how-to's
- ▶ Event listings
- ▶ Logos, posters and marketing media
- ▶ Pledge and Participant Waiver forms
- ▶ Sponsorship Packages
- ▶ Expense Reimbursement form

Visit Justgiving.com to:

- ▶ Create a **fundraising team** for your Chapter or PSG
- ▶ Have your members and executive committee sign up under this team to **fundraise**.
- ▶ **Donate** to a team, individual page or general 2023 campaign

Questions?

Contact Dana Ypma, Executive Director of Ostomy Canada:

☎ (250) 538-7876

✉ Dana.Ypma@ostomycanada.ca

or speak to your Regional Administer.

We look forward to your participation in 2023!