



Ostomy
Canada
Society

Société
Canadienne des
Personnes Stomisées

EVENT PLANNING MANUAL 2023

[STEPUPFOROSTOMY.CA](https://stepupforostomy.ca)

STEP UP FOR OSTOMY

TABLE OF CONTENTS

Purpose of the Manual.....	3
Purpose of the Event.....	3
How Will Ostomy Canada Support Your Event?.....	4
Initial Planning steps – 3 To 4 Months.....	4
Fundraising & The Just Giving Platform.....	5
Marketing Your Event – 2 To 4 Months Before.....	5
Event Day Operations – 1 To 3 Weeks Out	6
Post-Event Activities	7
National Sponsors – Managed By Ostomy Canada.....	8
Local Sponsors – Contacted Locally Or In Partnership	8
Chapter And Peer Support Group Sponsorship.....	8
Allowable Expenses For Step Up For Ostomy Events.....	9
Resources – Links, Media, Forms.....	9
Step Up For Ostomy Event Planning Checklist.....	10

STEP UP FOR OSTOMY

PURPOSE OF THE MANUAL

This manual is designed as a general guide and resource for those organizing an Ostomy Canada Society (Ostomy Canada) Step Up for Ostomy event in their area. These guidelines will need to be adapted specifically for a particular area and circumstances (including health regulations) in which an event is being organized.

The Step Up for Ostomy Program (SUFO) is now in its third year and replaces the Stoma Stroll event. This year we are encouraging those to **walk, run, bike, hike or do whatever you like!** In 2023 we are enhancing and expanding participation within Chapters and Support Groups through improved communications, tools and support. Funds help our mission and develop new programs which ultimately support local initiatives. In 2022 sponsors, individuals, Teams, Appeals helped raise over \$100 000.

PURPOSE OF THE EVENT

Ostomy Canada Society is a nationally registered Canadian charity (Charitable Reg. No: 119277093RR0001). The purpose of the event is to raise awareness and funds in support of our mission. We do not receive government funding and rely on your efforts and support from our donors to fulfill our mission. The event will serve to create a sense of community and support for people with an ostomy and their families in your region, and also serve to benefit your Chapter or Peer Support Group.

Ostomy Canada Society Inc's Mission Statement

Ostomy Canada Society is a non-profit volunteer organization dedicated to all people with an ostomy, and their circles of support, helping them live life to the fullest through advocacy, awareness, collaboration and support.

Your involvement in the STEP UP FOR OSTOMY event supports the following Ostomy Canada initiatives:

- Advocacy (e.g. Disability Tax Credit, access to a Nurse Specialized in Wound, Ostomy and Continence (NSWOC), Ostomy tax reimbursements and support (by Provinces);
- Supporting local Chapter and PSGs through Relationship Framework and Shared Services
- Visitor Program – for outreach and support and advances in placing materials online
- Enhance our online support and Facebook, Twitter, Instagram and other social programs in Canada.
- The ongoing development of an innovative and user friendly website
- Facilitation of quarterly Educational Webinars
- Ostomy Canada Youth Camp in Alberta
- Financial Awards Program (WOC-EP and Post-Secondary)
- Ostomy Canada Awards - Chair's Award, Maple Leaf Award, NSWOC & Unsung Hero
- Ostomy Canada Magazine and brochures (DTC, Youth Camp, Visitors Training and Here to help).
- Ostomy Canada Connects Quarterly Newsletter
- Enhanced support to FOWC
- Liaise with other National and International Ostomy groups (NSWOCC, UOAA, IOA, FOWC, etc.)
- Liaise with industry and the Canadian medical community, and other like minded agencies

STEP UP FOR OSTOMY

HOW WILL OSTOMY CANADA SUPPORT YOUR EVENT?

- **NEW!** The first point of support begins with the **Chapter & PSG Participant Form**. Please submit your forms ASAP, but no later than September 13. This form will simplify some administrative processes in planning, such as:
 - Certificate of Liability Insurance (if required)
 - Online event registration and social media marketing
- Provide you with posters, waivers and other forms – your committee is responsible for local promotion. Please go to the www.stepupforostomy.ca website to download forms and posters. Contact Carole Pew for printed copies.
- Provide Chapter and PSG rebates (10% of what your Chapter/PSG raises and reconciled through the National Office) for you to use funds raised in any way you wish. Rebates will be sent back in November following full reconciliation.
- Provide you with expense reimbursements for approved expenses up to a maximum of \$400 based on advance approvals and receipts. (see page 9).
- Acknowledge your event and participants in Ostomy Canada Magazine. (Post Event).
- Contact national companies for sponsorship and Step Up for Ostomy website, and also provide you with a printable PDF poster of national sponsors to post at your event site. Available after September 1, 2023.
- Create a generic poster and social media templates to use and customize locally.
- Support your local Chapter/PSG to secure local sponsorship and community support through the development of correspondence. All local sponsorship funds will be allocated back to the closest Chapter/PSG. See pages 8.
- **Questions?** Please connect with:
 - Dana Ypma - Step Up for Ostomy Committee Leader - dana.ypma@ostomycanada.ca
 - Yaser Nadeem - Webmaster - yaser.nadeem@ostomycanada.ca
 - Tiffany Shorson - Graphic Design (posters, t-shirts, etc) - tiffany.shorson@ostomycanada.ca
 - Carole Pew - Office support & printed materials - info1@ostomycanada.ca or call 1-888-969-9698

INITIAL PLANNING STEPS – 3 TO 4 MONTHS

- Talk to your Chapter/Peer Support Group (PSG) about participating in the Step Up for Ostomy event. Organize a committee by inviting members to volunteer. Make this your big event for 2023!
- Assign jobs to the volunteers. (For example: planning, local sponsorships, promotions, fundraising captain, registration, set up, clean up, registration desk etc. for a physical event).
- Choose a location for your event as appropriate. If an outdoor event, look for free parking, clean washrooms (that are close by), picnic shelters, shady areas, suitable walk route (5 km with 2.5 km or 1 km options). Map out the exact route. Have a “rain” plan just in case. If the event is virtual - encourage people to promote what they are doing through their Chapter/PSG and on social media.
- Book the location and submit relevant paperwork as needed per your location. Some parks require several months’ notice and book up very quickly. Fees can be reimbursed by Ostomy Canada by submitting an expense claim form. Review list of reimbursable expenses on page 9.
- Set a goal for the number of participants and for funds to be raised. Encourage people to try and raise as much as they can – every dollar will help advance our work.
- Register your team or join a team on the Just Giving website, (see page 5).

STEP UP FOR OSTOMY

FUNDRAISING & THE JUST GIVING PLATFORM

Step Up For Ostomy uses a fundraising platform called **Just Giving**. Donations can be made through this website via credit or debit card, with an instant tax receipt issued via email. A member of your SUFO planning committee will need to be assigned to create a team for your Chapter or PSG on the Just Giving website, following these steps:

- 1. Locate The SUFO 2023 Campaign** - On stepupforostomy.ca, click the “Locate Our Campaign” button. This will direct you to our fundraising platform, <https://www.justgiving.com/campaign/step-up-for-ostomy-2023>.
- 2. Create a Fundraising Page** - In the top right corner of the Just Giving website, click “Sign Up”. You will need to provide your name, email address, and password. This process will create an individual **Fundraising Page**. You can list your chapter name rather than personal if you wish. Click “Edit Your Page” for more options, including offline donations. Please note that donations can only be made to a Fundraising Page, not a team.
- 3. Create A Team** - On your fundraising page, click Create A Team (under the cover photo). You can add details about your event, list your fundraising goal, and add pictures and videos. A customizable Local Event Banner is available on the SUFO website for this purpose. Otherwise, the Team has limited functionality - it is merely a page to display the collective total of donations raised by your Team Members.
- 4. Share The Campaign** - Click the Share button to obtain the link to your Team to promote via email and social media. Your chapter or PSG members have two options to get involved:
 - a. Join The Team** - members who wish to fundraise should join the Team you created in step 3.
 - b. Donate to your Team** - those who do not fundraise but donate will require the link to your Fundraising Page created in step 2. Donations can also be made to the main SUFO campaign homepage. However, they will not be reflected in your fundraising goal. Please see Calgary Ostomy’s Just Giving Team for an example.

It is best to follow these steps to avoid confusion or “unlinked pages”! For more information, please see the “How-To” tab at stepupforostomy.ca.

Offline Donations

There are two forms which can be used for recording offline donations:

- 1. Pledge Form** - this can be used by your planning committee to track donations made via cash & cheque, or for any members who wish to fundraise but are uncomfortable with Just Giving. All cheques should be made payable to Ostomy Canada Society Inc. Please see the form for details instructions.
- 2. Participant Waiver and Donation Form** - to be printed and used on event day.

List offline donations on your Just Giving Fundraising Page - login to your Fundraising Page, click Edit Your Page in the top left, and click the Donations tab. You can input the total of your offline donations made by cash or cheque here. (*Note: this function only exists on your Fundraising Page, not the Team Page.*)

MARKETING YOUR EVENT – 2 TO 4 MONTHS BEFORE

- Update and review your team or individual page on Just Giving.
- Download the registration, waivers, posters, pledge forms at www.stepupforostomy.ca.
- Brainstorm with your committee ways to promote your event.
- The Just Giving website has incredible capability to be utilized with Facebook, Twitter, and Pinterest feeds. Once you have registered your team you will be able to share the news, invite people to join you and/or donate using the click of a button. Just look for these share links once you set up your walk fundraising page.
- If appropriate - distribute posters throughout your area. Keep a list of places and contacts for next year. Doctors’

STEP UP FOR OSTOMY

offices, hospitals, cancer centres, community boards, ostomy supply stores, libraries, pharmacies, and cafes. Many businesses may support your event financially - don't be afraid to ask.

- Arrange for free advertising in your local newspaper, radio station, and community news. Several groups have appeared as guests on their local TV. Submit a local news stories about someone in your community - many local papers will use these pieces.
- Ask a local celebrity, politician, doctor, TV/ radio personality, or mayor to attend. Identify and approach these people early to book their time.
- Encourage corporate teams and key medical people, NSWOCs to sign up for the walk.
- Get donations from your support circle. Sign up your boss, family, friends, health care professionals or pharmacies to sponsor you. Encourage online friends to pledge. Have your sponsors enter the pledge online.
- We encourage you to use the **Local sponsorship and Acceptance Letter and Forms**. Local sponsors who invest \$100 or more and send their money to Ostomy Canada Society Inc. (and use the local Acceptance Form) will appear on the national website for one year following this year's program. Contact info1@ostomycanada.ca for local sponsorship information. You get 100% of the \$100 back to your group after Ostomy Canada reconciles the event. We have drafted a template letter for you to use. This is an easy way to generate funds from organizations who you do business.
- **Liability Insurance:** Ostomy Canada Society has event liability insurance for all Society sponsored physically attended events across Canada. You can opt in via **the Chapter & PSG Participant Form**. **Note:** Ostomy Canada Society **will not** sanction this event if alcohol is being served.
- Create an event day agenda, outlining all activities, door prizes, group photo, etc.
- **Registration:** organize as needed tents, donation boxes, name tags, paper, blank waiver forms, pledge sheets, tables, chairs, t-shirts (if applicable), sound system etc. for an event such as a walk.
- **T-shirts:** please use the official Step Up for Ostomy logo/brand and do not put any sponsors on t-shirts. Need a logo – its online (FR and EN) or connect with info1@ostomycanada.ca
- **Refreshments** - Check to see if a permit is required if serving food. Grocery stores or local service clubs may help or offer a donation. Some fast food restaurants may offer free refreshments. Ostomy Canada Society will reimburse a reasonable claim. (see page 9). **NOTE:** There are strict requirements from CRA for the issuance of charitable tax receipts for donated items, Ostomy Canada Society will not issue tax receipts for donated items, refreshments or in-kind materials, unless there is an exchange of cash (i.e. Goods and services are paid for with funds donated by a sponsor. Questions – please connect with steve.maybee@ostomycanada.ca).
- Organize directional and event day signage.

EVENT DAY OPERATIONS – 1 TO 3 WEEKS OUT

- Organize pick up and set up of tents, tables, chairs, sound system etc.
- Obtain and pick up refreshments and food for participants.
- Ensure volunteers are in place for all tasks.
- Set-up registration. Have copies of the Participant Waiver and Donation Form on hand, a map of the route and a place for bags and coats if needed. Have Ostomy Canada Society brochures and information on hand. Great way to promote Youth Camp, DTC, your own newsletter, etc.
- Place signage as needed. Have a start/ finish line ribbon. Determine if someone will cut the ribbon to start the event. Take a Picture!
- Arrange for someone to take photos and videos of the event and participants (all participants should sign a waiver

STEP UP FOR OSTOMY

to release media rights to Ostomy Canada). Suggest group, team and candid photos and photos of any sponsors or celebrities. **WE NEED YOUR PICTURES & VIDEO FOOTAGE FOR CONNECTS NEWSLETTER, OSTOMY CANADA MAGAZINE, YOUTUBE RECAP VIDEO, & PROMOTIONAL MATERIALS!**

- Have a first aid kit/ person at the event as needed.
- Make sure you have two people who are responsible for any cash or cheque collections. The Participant Waiver & Donation Form can be used to record offline donations. **All cheques must be payable to Ostomy Canada Society Inc.** Two people are needed for audit and double checking. It's a safe thing to do.

Waiver, Consent, Offline Donations - Every participant of a physical activity (such as a walk) will be asked to agree to a liability waiver during the online registration. Children under the age of 18 are covered under the adults who register them. Please see the **Participant Waiver and Donation Form** for offline registration and waivers. The tool allows us to use their picture or video for future use; will enable them to “participate, waive and release any and all claims” against Ostomy Canada Society; and finally, if they choose, provide a donation. You may also use the form to gain consent to collect email addresses. Please have copies available at your registration desk on the day of the event. Both the Pledge form (collecting multiple offline donations) and Participant Waiver & Donation Form (individual waiver and/or donation) include a waiver. Participants may bring one or the other to the event. Forms are available for team leaders to download at www.stepupforostomy.ca. Please keep these forms with your Chapter/Support leadership for a period of one year.

POST-EVENT ACTIVITIES

- Event leader to submit a short paragraph about the highlights of the event, acknowledgment of fundraisers along with photos for possible publication in Ostomy Canada magazine. Send photos, videos and short news items to the national office to info1@ostomycanada.ca or dana.ypma@ostomycanada.ca by October 6, 2023.
- Send thank you notes to local sponsors, donors and participants. Ostomy Canada Society includes a letter with all official tax receipts.
- Encourage your members to support local sponsors.
- Event leader collects all the pledge sheets, cash and cheques. Ensure that all the pledge sheets have the donor's correct name, address (including postal code), phone number and email address clearly listed. The dollar amount of cheques, which should be made out to Ostomy Canada Society, or cash donated should be entered and whether a tax receipt is desired. **Note: Tax receipts are only issued for donations of \$25 or more as they must be prepared manually and emailed or mailed to donors.** Completed pledge sheets are sent into Ostomy Canada Society national office along with cheques. Do not send cash through the mail. Team leaders have the option to deposit currency into their personal bank account and write a cheque to Ostomy Canada Society Inc., or send an e-transfer (to steve.maybee@ostomycanada.ca) or pay by personal credit card. The Ostomy Canada Society Treasurer receives and deposits the funds and accesses the Step Up for Ostomy website to reconcile each donation sent in.
- **SPECIAL NOTE** – Please communicate to those that give online that they should **check their “junk mail” for their tax receipt** – we have had several people inquire and most were in their junk emails.
- Submit expense form with receipts to Ostomy Canada Society National office for reimbursement. Please submit all expenses at once within one month following the event. See listing on page 9 of acceptable expenses.
- Team leaders please retain waiver forms for 12 months following the event in case they need to refer to them. Keep them with your Chapter files.
- National Office will send out Certificates to all sponsors to thank them as they “Stepped Up for Ostomy” and people living with an ostomy in their community.

STEP UP FOR OSTOMY

- We will also keep donors and sponsors informed throughout the year about how we are investing in programs through the funds raised in 2023.

INFORMATION ABOUT SPONSORSHIP

Ostomy Canada Society will contact major national sponsors such as manufacturers and distributors for the national event sponsorship. If you wish to see the national benefits and matrix please contact dana.ypma@ostomycanada.ca.

We strongly encourage Chapters/PSGs to list those supporters in their newsletters and on site during the event. See <https://www.stepupforostomy.ca/important-resources/> for “DRAFT” sample letter and “Local Sponsorship Acceptance & Submission Pledge Form”. Ostomy Canada will supply a poster of logos for local printing.

It is important to note that sponsors who receive any promotion (such as display of logo or a booth) are **NOT entitled to a charitable tax receipt**, as Revenue Canada does not allow this. We can create an Ostomy Canada Society invoice for sponsors should they require and sponsors can claim it as a marketing expense. Please email the Ostomy Canada Society office to inquire at info1@ostomycanada.ca attention Carole Pew.

NATIONAL SPONSORS – MANAGED BY OSTOMY CANADA

- In 2023, sponsorship ranges from \$3,000.00 to \$250.00 (Diamond, Platinum, Gold, Silver and Bronze). Please connect with dana.ypma@ostomycanada.ca for levels, benefits and placement information.
- Deadlines and payment for logo placement on print and event materials is August 25, 2023
- Logo must be in JPG format with at least 1080p quality for online purposes.
- Logo placed on poster format in Vector EPS or highest resolution (300 dpi) PDF or JPG.

LOCAL SPONSORS – CONTACTED LOCALLY OR IN PARTNERSHIP

- A minimum sponsorship of \$100.00 will entitle the business to have their name, street, town and province listed for approximately one year on the Step Up for Ostomy website (www.stepupforostomy.ca). Ostomy Canada Society will also send 100% of the local sponsorship funds back to the closest Chapter or Peer Support Group (by postal code default) to enable local groups to continue to do their work within their communities.
- Advertisers who wish to supply goods in lieu of monetary donations, such as water bottles, free radio or TV ads, or T-shirts shall be deemed to be a local sponsor for the chapter. Such “in-kind” gifts will not be listed on the national website but may be recognized by the local Chapter/PSG.
- Cut off for local sponsorships to be listed is September 15, 2023.
- All sponsorships must be prepaid through the national office. If required, we will send the sponsor an invoice. Please contact Carole Pew at info1@ostomycanada.ca.

CHAPTER AND PEER SUPPORT GROUP SPONSORSHIP

- Chapters and PSGs, particularly those groups who are not hosting events, are encouraged to consider participating through national event sponsorship. Last year, we had a special contribution for the 60th Anniversary, however, this year we have added a Bronze level of \$250. Regional Administrators will follow-up with each group. Deadline to be listed is August 25, 2023.

STEP UP FOR OSTOMY

ALLOWABLE EXPENSES FOR STEP UP FOR OSTOMY EVENTS

- Claim up to \$400 maximum.
- Printing of waivers, posters, etc.
- T-shirts if you use the national Step Up brand – try to get them donated or sponsored locally
- Table, chairs, tents
- Permits (liability insurance can be obtained through Ostomy Canada Society)
- Water and light snacks for participants (Try to get them donated or sponsored)

Please submit an **Event Reimbursement Form** along with receipts to the national office within one month of the Step Up for Ostomy event. Expenses must be claimed by **November 15, 2023**, late claims will not be reimbursed.

Any expenses not listed, cannot be claimed unless there was prior written approval by the Leader of the Step Up for Ostomy Committee and submitted along with the expense form. Please connect with dana.ypma@ostomycanada.ca.

RESOURCES – LINKS, MEDIA, FORMS

Step Up Website

(Get started, launch & share program.)

<https://stepupforostomy.ca/>

Just Giving Website

(Fundraising, team building, donation platform.)

<https://justgiving.com/campaign/step-up-for-ostomy-2023>

Forms, Posters, Pledge Cards, etc.

Find the following downloadable documents here: <https://www.stepupforostomy.ca/important-resources/>

- **NEW! Chapter & PSG Participant Form** - required to register your event with Ostomy Canada.
- **Pledge Form** - participants can use this for collecting multiple offline donations. Includes event waiver.
- **Participant Waiver & Donation Form** - use for participant registration, individual offline donations, and event waiver.
- **National Sponsorship Matrix** - promote Step Up For Ostomy to National Sponsors.
- **National Sponsorship Acceptance Form** - event sponsors should complete this form to proceed with payment.
- **2023 Step Up Logo - T-shirts** - This .EPS file is to be provided to a t-shirt design company. Choose Yellow or Navy in English or French.
- **2023 Step Up Logo - on-screen use** - .PNG file to use in letters, media, etc. Choose English or French.
- **2023 Poster** - Customizable 8.5 x 11" - open this file in Adobe Acrobat Reader to add local event info. Users can press Control + E (Command + E on Mac) to access Rich Text Formatting. Save as a .PDF, .JPG, etc.
- **2023 Half Page Ad** - Customizable - 8.5 x 5.5" - open this file in Adobe Acrobat Reader to add local event info. Users can press Control + E (Command + E on Mac) to access Rich Text Formatting. Save as .PDF, .JPG, etc.
- **Event Reimbursement Form** - event organizers can request reimbursement for expenses. (See above).
- **NEW! Social Media Templates** - ready to be customized and shared to your Facebook page or Instagram.

NOTE: All forms work best in Adobe Acrobat Reader.

STEP UP FOR OSTOMY

STEP UP FOR OSTOMY EVENT PLANNING CHECKLIST

Initial Planning

1. Review information and download resources on www.stepupforostomy.ca, including promotional materials and forms.
2. Create a Team for your Chapter or PSG on the Just Giving website: www.justgiving.com/campaign/step-up-for-ostomy-2023
3. Advise both our National Office and your Regional Administrator of intent to organize a local event via the **Chapter & PSG Participation Form**. Ostomy Canada will begin the process of creating your online event registration and liability insurance.
4. If hosting a group activity, determine Date & Location – look for free parking, washrooms, picnic shelters
5. Map out the exact route – if applicable
6. Get the necessary permits from the city (if required)
7. Review list reimbursable expenses
8. Organize volunteers: Set committee meetings, determine volunteers needed, set goal for number of participants
9. Determine event day agenda and set-up.

Marketing Your Local Event

1. Share with your members via email and social media.
2. Send a message inviting members to volunteer, sponsor a participant, or attend the event.
3. Seek free event advertising with Radio/TV Station/ community news
4. Visit Ostomy Canada's Facebook page to share our posts to your local group or page.
5. Confirm Event Day Agenda
6. Communicate with all participants at regular intervals
7. Use the national T-shirt logo. Acquire local sponsorships to cover or sell

Ongoing – Fundraising

1. Gather list of potential donors – sign up friends, family, co-workers - encourage corporate teams!
2. Ask.... ask again and ask once more!
3. Send online link from Just Giving via email or social media
4. Determine how money will be collected and donations input into the Just Giving website, and funds forwarded to Ostomy Canada Society

STEP UP FOR OSTOMY

Event Day Operations

1. Organize tents, tables, sound system, power generators, extra pledge cards, donation box, portable toilets
2. Obtain refreshments for the participants (permits may be required)
3. Directional and Event day signage
4. Set-up:
 - Registration, Participant Waiver & Donation Forms
 - Signage and Starting line
 - Assign event day jobs: Water Stations/ Volunteers in place
5. Arrange for Photos and be sure to send them back to Ostomy Canada.

Post Event

1. Event Leader to submit short paragraph about the highlights of the events, acknowledgment of fundraisers and photos to Dana Ypma at dana.ypma@ostomycanada.ca or Carole Pew at info1@ostomycanada.ca by October 6.
2. Submit expenses and receipts to national office by November 15 – not to exceed \$400.00. (See Step Up for Ostomy Manual pg. 10 and 11)
3. Send all funds to Ostomy Canada. (See page 7).
4. Send an Excel spreadsheet of all who consented to receive email from Ostomy Canada to Carole Pew. You can also email or snail mail the Participation & Waiver Forms of all who consented. (See page 7)