



KidneyMarch
2022

UNITED
NO MATTER WHAT

CREW



**FUNDRAISING
AND PREPARING FOR AN
UNFORGETTABLE JOURNEY.**



For all those who need us in the fight against kidney disease and for organ donation.

IMPORTANT DATES

Submit outstanding donations:
Thursday, September 8, 2022

Day Zero Official Check-in
Thursday, September 8, 2022

Opening Ceremony/Departure
Friday, September 9, 2022

Victory March/Closing Ceremony
Sunday, September 11, 2022

KIDNEYMARCH.CA

**KIDNEY FOUNDATION OFFICE &
KIDNEY MARCH TEAM**

6007 1A Street SW
Calgary, AB T2H 0G5

403-255-6139
1-866-956-2724
info@kidneymarch.ca

KidneyMarch.ca
Facebook.com/kidneymarch
Twitter.com/kidneymarch
Instagram: @kidneymarch

OFFICE HOURS:

Monday to Friday 9:00am-5:00pm

Manager, Kidney March & Signature Events

Laura Fleming

Phone

587-333-6235

Email

laura.fleming@kidney.ca



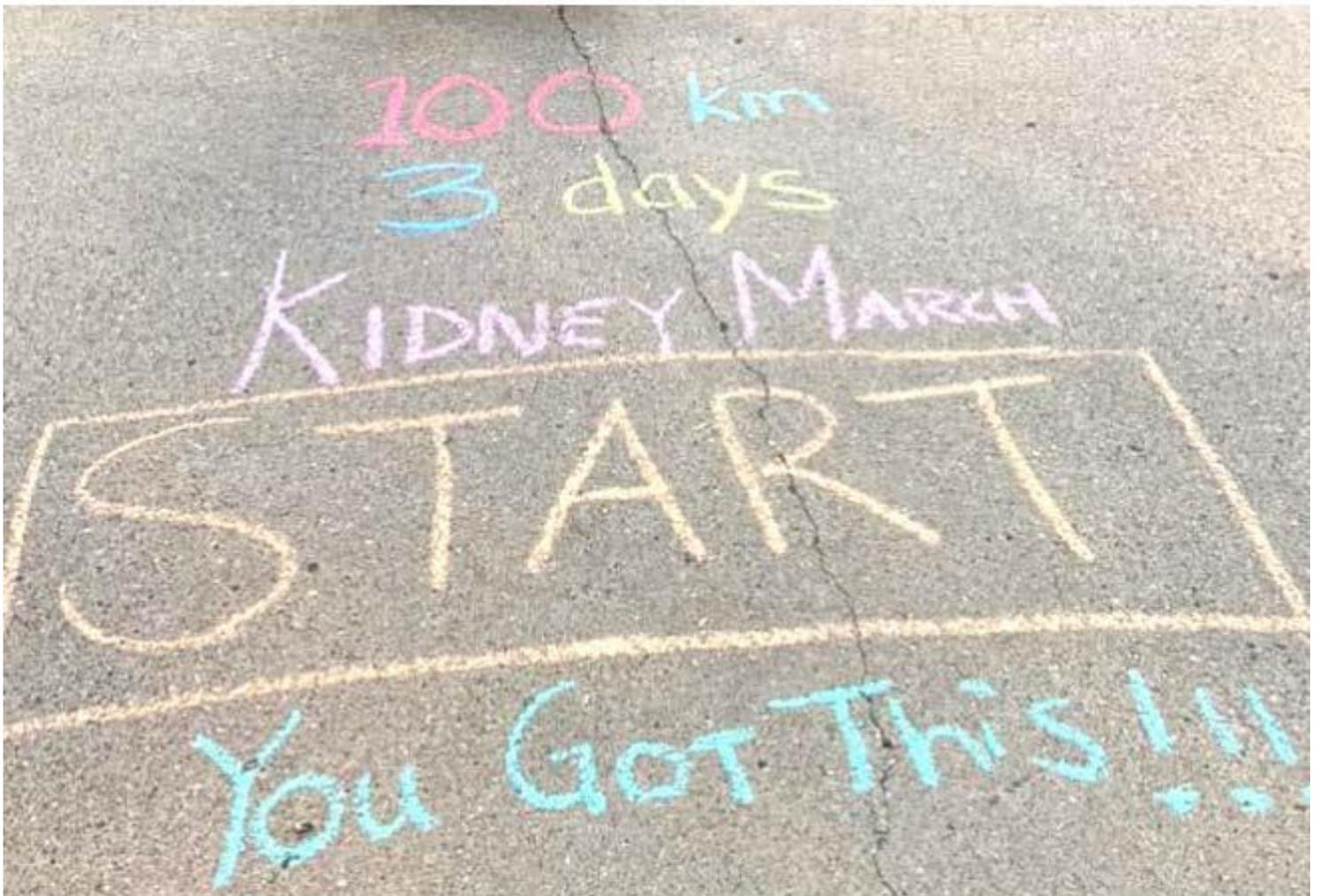
KidneyMarch

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YOUR JOURNEY

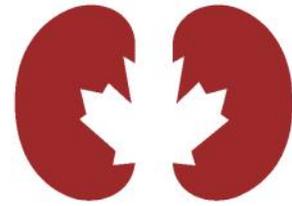
STARTS HERE



WE CREW

**UNITED
NO MATTER WHAT**

WELCOME TO THE FRONTIER OF HEROISM



Welcome to your opportunity to do the most you can do in the fight against kidney disease and the appeal for organ donation.

Let the wave of Kidney March and all the people who make up this great community embrace you in making the biggest difference you have ever made. You can do this.

Kidney March is not just a fundraiser or awareness event. It's an experience. An experience in which you move beyond all pre-conceived limits. You walk farther than you have walked before. You raise more money than you may have raised before. What allows you to achieve this is an inner journey past those uncomfortable and perhaps frightening obstacles that have stopped you before. Once you move beyond them, they can never stop you again.

All of this occurs inside a context of tremendous kindness, support, and yes, love. This is an experience removed from competition. This isn't about finishing first. So let go of the anxiety of being left behind and welcome to a world where other people are supporting you and you experience the rush that comes from supporting other people.

For people living with chronic illness, family, friends, and medical staff, Kidney March is an outlet to make a difference on par with the level of frustration, anger, and despair from the burden of illness. It is also about hope. Not only for early detection and a cure for kidney disease but also groundbreaking advancements in research to improve patient outcomes and advance organ donation.

Welcome to the world of Kidney March!

WHY WE CREW

We are asking you to do the most you can possibly do – crew the hardest you’ve ever crewed, raise the most money you’ve ever raised, and commit to truly making a difference. For our marchers, walking 100 km over 3 days is an intimidating feat. However, we will not be intimidated. We are strong and ready to be brave for this cause, and we know you are too.



Why Crew? Why Now?

Kidney disease is a leading cause of death in Canada. It’s called the silent killer for a reason. By the time you know you have it, it’s often too late.

The time to break the silence is now.

One in 10 Canadians has kidney disease. Daily, 15 people are diagnosed with kidney failure. This diagnosis means the kidneys, which usually filter 144 litres of blood a day, no longer work well enough to keep the person alive. There is no cure. Without treatment (dialysis or transplant), kidney disease is fatal.

While dialysis sustains life, it isn’t the solution. This treatment can put great physical strain on the body, especially the heart, and take a psychological and financial toll on the person. Dialysis is needed three to four times a week. Each session takes three to five hours. It’s a regiment and a job in and of itself. Additionally, as toxins build up in the blood between sessions, patients often feel fatigued and run down.

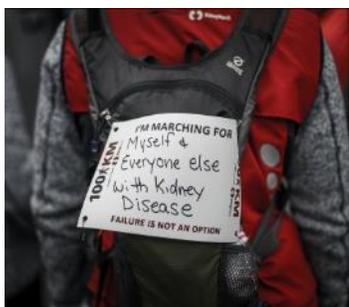
For those who are eligible for a kidney transplant, it is often the preferred treatment. Allowing for more freedom, kidney transplants typically last 10 – 20 years. This means a second and third transplant is often needed. Waiting for a kidney is tough. Right now, over 3,200 Canadians are on the kidney transplant waitlist. For some, the wait will be too long.



The Kidney Foundation of Canada

Kidney March benefits The Kidney Foundation of Canada. The Foundation is the national volunteer organization committed to reducing the burden of kidney disease. Since its creation in 1964, it has helped millions of Canadians suffering from kidney failure and related disorders such as hypertension, diabetes, urinary tract infections, kidney cancer, and kidney stones. Our fundraising campaigns allow us to contribute millions of dollars to research, organ donation and transplant programs, and critical services for those with chronic kidney disease.

In Southern Alberta, The Kidney Foundation has a reputation for making things happen. To truly make a difference, we have to aim high. That is what Kidney March is all about.



HOW WILL I BE MAKING A DIFFERENCE?

Funds raised by Kidney March support three main areas:

1. Funding New Research:

Each year, promising research projects, evaluated through an extensive review process and recommended for funding, are left undone. Kidney March is changing that. Our goal is for an unprecedented expansion of kidney research in Canada, to double our annual research funding to \$8 million within 5 years. We are putting the greatest scientific minds in Canada to work, fighting back against this disease.

[Watch Dr. Justin Chun explain how Kidney March funds valuable research for a cure by clicking here](#)

2. Kidney Disease Prevention & Support:

Kidney March tackles kidney disease head-on by emphasizing early detection. Canadians who don't know they are at risk MUST be identified for early treatment. Kidney March has supported The Kidney Foundation in doing just that by providing a variety of kidney education resources to patients, hospitals, and the general public at no cost. The Kidney Connect Peer Support Program allows patients and families to talk to others with similar life experiences about what to expect when learning to live with kidney disease. In addition to the emotional and physical strain, patients also bear a financial burden. The Foundation provides short-term financial assistance for patients and advocates to remove barriers that create financial hardships. Vital programs like these require ongoing funding to meet the needs of the growing kidney population.

3. Growing the Organ Donation Pool:

Over 77% of the people on the transplant waiting list are waiting for a kidney. The list is getting longer, and so are the wait times. We are developing new comprehensive organ donation awareness and education programs. We want people talking about organ donation and moving to act on their desire to become donors. We are putting organ donation in the hearts and minds of Canadians and health policy makers like never before.

Your Commitment

It started here, in Southern Alberta. **It is the only walk of its kind in the world.** No one else walks this far, for this long, for this cause. You are making a difference by participating in this movement. You are standing up in front of your family, friends, and community, to say that kidney disease and organ donation are important and worth doing something about. It is a powerful commitment, and we're thankful that you're joining us on this journey.



For more information on The Kidney Foundation of Canada, please visit our website at www.kidney.ca



GETTING STARTED

1. Contact the Kidney March team to talk about your Kidney March. Get all of your questions answered, learn how to use your fundraising page, establish your training and fundraising goals, get materials to promote your fundraisers, and alleviate any concerns you might have.

2. Get to know the Kidney March website “KidneyMarch.ca” This bustling hub is your spot for all Kidney March happenings. Information and news pertinent to the Kidney March community are continuously updated here.

3. Join our Social Media Community! Follow **@kidneymarch** on Facebook, Twitter, and Instagram. These pages are a thriving community of Kidney March-esque conversations. You will find our strong advocates sharing their Kidney March memories, advice, incredible spirit, and compassion. Join the conversation!

4. Check out the Kidney March Store on **KidneyMarch.ca** Want to share your Kidney March commitment for everyone to see? Rock Kidney March gear! The store has high-quality, exclusive, Kidney March clothing and products, with all proceeds going back to The Kidney Foundation. Find the perfect gear for your training or representing Kidney March day-to-day!

5. Build a team. Join a team. Taking part as a team has many benefits. From training and fundraising to the weekend itself, it is meant to be shared! Expand the impact of your commitment and create a team. Not only will you empower others to do something amazing, but your training and fundraising also become easier and more fun when done with friends!

6. Make training walks a big part of your plan! Training walks are open to all Marchers, Crew, and their friends and family. It’s a great way to get your loved ones involved in your journey.

Join the Crew Facebook Group to brainstorm creative ways to spread Crew spirit, get inspired, and connect with other Crew.

Join the “Kidney March Training Walks” Facebook group to connect and train with other Marchers and Crew.



**Got questions?
Need some online
assistance?
Looking for a little
encouragement?**

**Contact us at
403.255.6139 or
info@kidneymarch.ca**

WHY ARE WE MARCHING?

**1 IN 10
CANADIANS**

HAVE KIDNEY DISEASE.
MILLIONS MORE ARE AT RISK.

There is **no cure** for kidney failure.

77%

OF CANADIANS WHO ARE ON
THE TRANSPLANT WAITLIST
ARE WAITING FOR A KIDNEY.

HOW ELSE CAN YOU HELP?

Recruiting Friends and Family for Crew

Crew is the reason Kidney March can happen. We could not do this without you, and we are always looking for more Crew members as many hands make light work. Do you have friends or family who would like to get involved in fighting against kidney disease and for organ donation? What about folks with specific skill sets, like medical training and massage therapy training? If this sounds like someone you know, please get in touch with us - we would love their expertise.

Fundraising

While there is no minimum fundraising requirement for Crew, we encourage you to raise funds as you raise awareness for Kidney March, The Kidney Foundation, kidney disease, and organ donation.

“Find a group of people who challenge and inspire you, spend a lot of time with them, and it will change your life.”

AMY POEHLER





FUNDRAISING

Donation Deadline: Thursday, September 8, 2022

If you're like most people, you may be intimidated by the thought of raising funds. However, if you're like most people, by the time Kidney March is over, you will also have raised more than you could have imagined. You will find that educating people on why you are taking part in Kidney March is one of the most satisfying experiences you will ever have. In short, you'll be a bit of a different person – more confident and purposeful.

Here are some guidelines and truths that will see you beyond your goals:

1. People Want to Invest In You

You're committing to an event where participants are walking 100 KM. You'll be preparing for months for a cause that you feel deeply about. Tell people this. This is no Saturday morning 10 KM. There's a reason we made it 100 KM – it inspires people to want to donate. People like investing in a hero. It makes them feel good about the world. It makes them feel good about themselves. Your support as Crew is vital and it is no small task!

2. Ask, Ask and Ask Some More

You raise money when you ask for it. You don't raise money when you don't. Simple as that. There is no harm in asking. Wayne Gretzky famously said, "You miss 100 percent of the shots you never take." So take lots of shots. Approach lots of people.

3. Make a List with Donation Targets and Think Big

Make a list of everyone who might donate to you and the amount you think they could give. Who do you have personal or business relationships with? Include your dentist, doctor, owners of small businesses you support, your accountant, insurance agent, etc. Include your employer and ask if they have a matching gift program. Begin by focusing your energy on those who you think can give large donations.

Remember, if someone asks you to donate an amount to a charity that you can't do, do you get put off? Doubtful. You will likely give what you are comfortable with. It's hard to get put off by someone who's asking something for a cause they deeply believe in. **Think big, ask big, and let people decide for themselves what they can give. Don't limit their choices in advance.**

HOW TO BE A SUCCESSFUL FUNDRAISER

Successful fundraising is not haphazard. It is intentional, planned, and intelligently executed. **You will learn to be a successful fundraiser by getting started immediately.** Set a goal, develop a plan, follow through and never, never give up.



Ask a lot,
Raise a lot.
Ask a little,
Raise a little.



Live in Alberta?
Contact the Kidney March team to obtain an AGLC license for raffles or prize draws. Many Marchers have reached their goal by hosting various games and draws.

4. Ask with Courage

Once you've developed your list, plan your ask. Explain why you're doing this, and why it's important, and then ask for the amount you'd like them to donate. "I'm doing this event, and I was hoping you might be able to donate something, but if you can't that's OK," is not asking them. Asking sounds like, "So that's what I'm doing and why I'm doing it, and I am reaching out today to ask if you would donate \$500 toward my efforts." You will be surprised by the response when you ask authentically and confidently.

Need Inspiration? We've created sample messages to help get started. Find these in your "[Fundraising Toolkit](#)" on the [Fundraising page](#) on [KidneyMarch.ca](#)

It's not easy, but it's because you're doing things that aren't easy that we consider you a hero, and your friends will too. Easy isn't why you signed up, and you didn't make a commitment this big to sell yourself and the cause short.

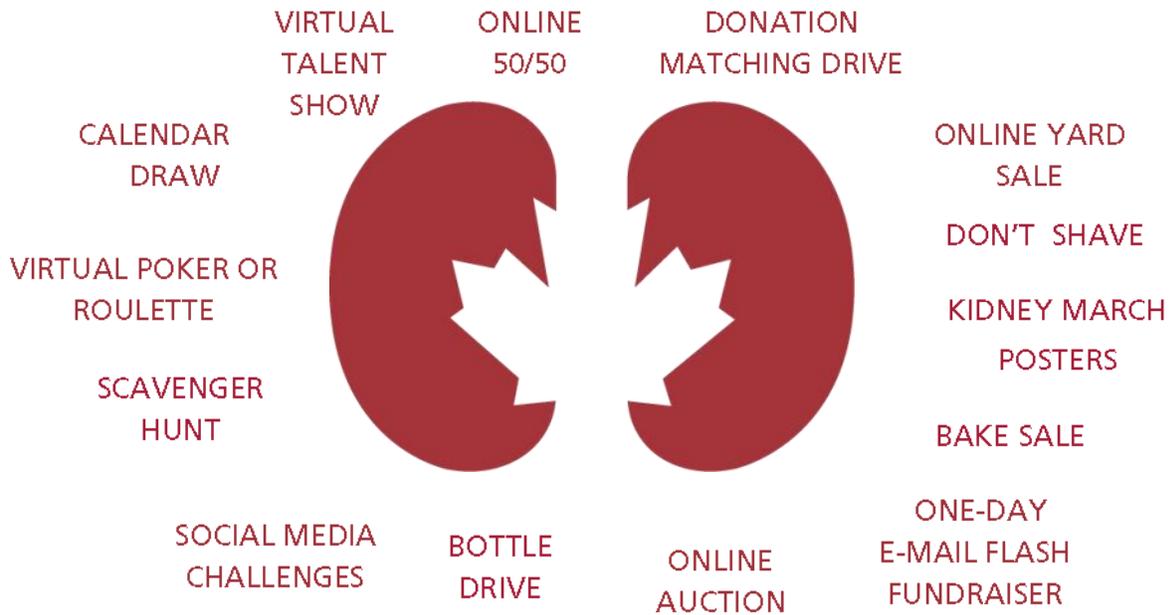
5. Organize a Fundraising Activity

Get creative with different fundraising activities. These can be great options if you are hesitant to ask for donations or when you've asked everyone but are still short of your goal. There are many options that can be coordinated online, through social media and virtual platforms. Fundraise easily and safely from the comfort of your home. Get creative and have fun with it!

Need Inspiration? Check out "Online Fundraising Tips" for different ideas. Find these in your "[Fundraising Toolkit](#)" on the [Fundraising page](#) on [KidneyMarch.ca](#)

FUNDRAISING RESOURCES AND TOOLKIT

- ONLINE FUNDRAISING TIPS
- MARCHER CENTRE GUIDE
- SOCIAL MEDIA COVER - MARCHING
- SOCIAL MEDIA COVER - CREWING
- VIRTUAL MILEAGE MARKERS
- FUNDRAISING BACKPACK SIGN TEMPLATE - *Personalize it add your name or QR code!*
- BROCHURE
- DONATION FORM
- REGISTRATION FORM
- DOWNLOAD VIRTUAL MEETING BACKGROUNDS



KIDNEY MARCH FUNDRAISER!

Three AMAZING Prizes from **2 sharp chicks salon & co.**

Wootzie & Cindy
Wootzie is a 1st time Marcher!

Prize 1 HAIRCUT & COLOUR & HIGHLIGHTS VALUE \$100

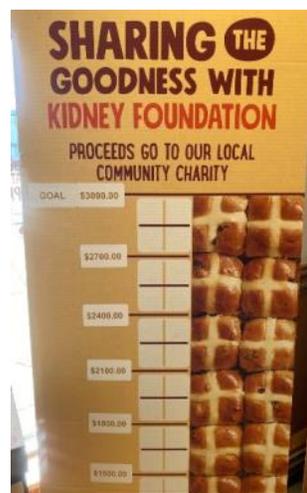
Prize 2 HAIR CUT & COLOUR VALUE \$80

Prize 3 HAIRCUT & 4 CUSTOMIZED PRODUCTS VALUE \$60

Tickets are:
1 for \$20
3 for \$50

All proceeds going to Kidney March!
All 3 draws will take place August 30th

For tickets email: wheroswoozie@gmail.com



6. The Power of the Marcher Centre

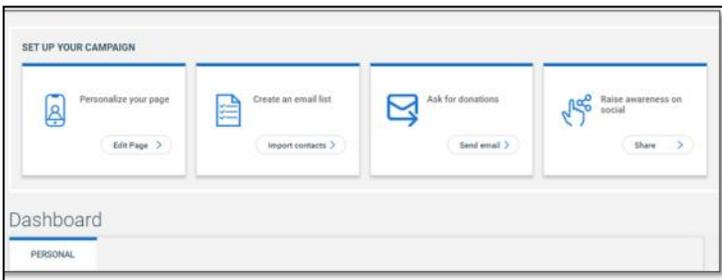
Your [Marcher Centre on KidneyMarch.ca](https://www.kidneymarch.ca/marcher-centre) has all the resources you need to share your Kidney March journey loud and proud as a Marcher or Crew! Here you can:

- **(A)** Customize your page with a photo and story of why you're marching.
- **(B)** Create a customized URL to share your fundraising page.
- **(C)** Create an address book from your contacts.
- Send emails using templates.
- Monitor your progress (or your team's) and donation history.
- Easily follow up with your supporters through thank you emails.
- Easily share your personal page to your social media accounts.

Questions? We're here to help, give us a call
403.255.6139

TIP: If you're a returning participant, use the same user name and password. Your information and the address book will carry forward.

[Log in to your Marcher Centre on KidneyMarch.ca](https://www.kidneymarch.ca/marcher-centre)



Explore the different tools available

Refer to the **[“Marcher Centre Guide”](#)** in your Fundraising Toolkit to help you get around.



7. Utilize Social Media

Use social media to proudly share your Kidney March journey and expand your fundraising reach. Share your Crew activities and spread our Kidney March cause using “#kidneymarch” and tagging “@KidneyMarch”.

Stay connected to the Kidney March community on social media:

@KidneyMarch on Facebook, Instagram, and Twitter.

Join the [Kidney March Training Walks Facebook Group](#) and chat with other Marchers and Crew.

Join the [Crew Facebook Group](#) to brainstorm creative ways to spread Crew spirit, get inspired, and connect with other Crew.

Join the [Kidney March Club on Strava](#) to connect with other Marchers and Crew, post walks on social media and share your activities with supporters.

TIP: Always include the link to your personal page when posting on social media to make it easy to support you.



Examples and Tips to Boost your Fundraising using Social Media:

FUND

**ALWAYS
INCLUDE
YOUR
PAGE
LINK!**

General Tips:

- Make your profile picture one of you in Kidney March gear.
- Post a photo or video during every training walk.
- Always include a link that goes directly to your fundraising page.
- Make it personal, tell your story.
- Have fun with it, use humour.
- Be direct in your ask.
- Ask family and friends to share your posts and champion you.
- It's ok to post frequently!

Post Examples

" It's almost time for me to walk 100 km for kidney disease! I am so close to my goal, help me get there by donating to (URL)!"

" __ months ago I embarked on a journey that is going to take me the furthest I have ever gone, challenging me mentally and physically. But in order to get there, I need your help to reach my fundraising goal. Every dollar helps thank you (URL)"

" Walking shoes, water bottle, hat, now all I need is your support. Help me reach my fundraising goal and be a hero for someone living with kidney disease. (URL).

"LESS THAN A MONTH! away Come on and donate, it will fill you with a sense of joy.. (URL)"

"In just one week, I will be marching to support Kidney Disease and Organ Donation awareness. If you have a spare \$20 (or whatever amount!), please consider contributing and supporting this worthwhile cause. (URL)"

"Only 2 weeks left to donate! If you were waiting for a dramatic and theatrical time to donate NOW IS THE TIME!!!" (URL)

**TELL
YOUR
FRIENDS
WHAT
YOU ARE
DOING!**



RAISE

DONATION LOGISTICS

1. **Make sure your name or team name appears clearly on all donation forms** in the top right corner box. We need your name to credit your account.

[Click Here](#) to download a donation form from our website.

2. Instruct anyone donating by cheque to include your name on the cheque and a completed donation form with your name on it.

3. Please send in your donations as you receive them, rather than letting them accumulate. You can mail your donation forms directly to the Kidney March office.

4. **DO NOT MAIL CASH.** Please contact us (403.255.6139) to arrange dropping it off at The Kidney March office: **6007 1A Street SW Calgary, AB T2H 0G5.**

5. Donation forms that come to us by mail will be posted to your personal fundraising page. Please allow 7-10 days for processing before they show up on your page.

6. Donations made online are posted to your fundraising page immediately.

7. The Kidney Foundation will send tax receipts to all of your supporters for donations of \$20 and over.

8. All Crew will have until October 31, 2022 to meet their personal fundraising goal.

Mail donation forms to the Kidney March office at:
6007 1A Street SW,
Calgary, AB T2H 0G5



"Fundraising is the gentle art of teaching the joy of giving."

HANK ROSSO



THE EVENT

Day Zero Check-in and Safety Session: **Thursday, September 8**

All Crew must attend the mandatory Kidney March Check-in at the Delta Calgary South Hotel the day before the March begins. It's a good idea to book a hotel room for the night of Thursday, September 8, so you'll be close to our early morning departure on Friday, September 9. The Kidney March team will provide you with details, as well as the session times available on Day Zero.

Please allow adequate time for Day Zero Check-in (approx. one hour)

**Delta Calgary South:
135 Southland Dr SE, Calgary, AB T2J 5X5**

Here's what you'll do at Check-in:

- Exit a world of competition.
- Enter a world of compassion and cooperation.
- Turn in any donations.
- Receive your Crew package with your lanyard (your ID for the weekend), luggage tags, and tent assignment.
- Attend the inspiring and informative Safety and Orientation Session.
- Meet your Crew Leads and discuss your crew activities.
- Shop the Kidney March Store.
- Leave behind all of your fears and be ready for the wonderful and supportive experience on which you are about to embark.

For hotel booking information and discounted rate details, contact the Kidney March team at 403.255.6139

Day One: Friday, September 9

Getting to your Crew Location - 5:45 am

We will shuttle you from the Delta hotel to your Crew location.

Crews meet in the Delta's Fireside room at 5:15 am and will depart the hotel at 5:45 am sharp. Vehicles can be left at the hotel over the weekend.

Crew Roles

Roles vary significantly depending on the Crew. Each Crew member will be briefed by his/her Crew Lead at the start of the day. *Refer to p.34 for Crew descriptions.*

Luggage

- Luggage trucks will be at the Delta Calgary South, drop off your luggage when you arrive.
- Ensure your luggage is securely labelled with your personal contact information.
- Ensure your luggage is tagged with the Kidney March luggage tags you received in your Crew Package at Check-in. **Take a picture of these tags to remember where to find your luggage at camp.**

Tip: Pack 2 bags - one with your personal items and the other with your sleeping items.

Breakfast

Be sure to eat an energy-producing breakfast. There will be a light complimentary breakfast and refreshments served at the hotel but we still recommend eating before.

Opening Ceremony - 7:00 am, Millarville Racetrack

306097 192 St Millarville, AB, T0L 1K0

Listen to music and inspiring words from the community as everyone prepares to take the first steps of this bold journey.

On the Route (Day One, Two, and Three)

Crew may only see a portion of each day's route; here is what it looks like:

- Day one is 34 km, Day two is 38 km, and Day 3 is 28 km—although these distances are subject to change.
- There are at least 10 full-service pit stops along the route each day with portable toilets, water, electrolyte drinks, and snacks. The fourth or fifth full pit stop is the lunch stop.
- There are roving support vehicles on the route at all times. Marchers flag one down if they need help.
- The route is clearly marked at each turning point.
- In the event of an emergency, always call 911 first. Then contact a Kidney March Crew Lead. Kidney March emergency contact numbers are listed in your lanyard and vehicle binder.
- Crew leads are always in contact throughout the day via radios.
- When the route has been closed for the day you will be brought to Kidney March Camp by shuttle.

Finishing Your Day

We ask that even when your immediate tasks are over, please always stay alert for ways you can help.



Rain, snow, or shine (we're hoping for shine), Kidney March must go on. In the event of inclement weather, dress appropriately and use extra caution.



Nothing is more important than your safety to us. We ask that nothing be more important to you as well.

Kidney March Camp

You've never seen anything quite like this. For two days, Kidney March Camp will be your home away from home, a magical little community of compassion. Stocked full of as many comforts as we can provide, making this truly a unique camp experience.



What to expect there:

- Warm shower facilities.
- Sinks outside throughout camp for brushing your teeth and washing your hands.
- Enough portable toilet facilities that you can see them from space.
- Dining Tent where you'll be treated to hot breakfasts and dinners. Lots of pasta, fresh fruit and vegetables, complex carbohydrates, and delicious desserts.

Let us know any dietary restrictions you have in advance.

- A central stage in the Dining Tent for nightly entertainment and fun.
- Massage Tent – for marchers to relax after their day.
- Medical Tent – full of medical professionals ready to help.
- Stretching Tent with certified yoga instructors to relax and guide Marchers.
- The Golf Cart Crew, designated to chauffeuring marchers around camp after a long day of walking.
- Kidney March Headquarters (HQ) – where you can always find Kidney March staff if there are any problems.
- The Kidney March Store – stock up on Kidney March merchandise for your friends and supporters. If you've lost something along the way, it is likely to be here at the Lost and Found.
- Power stations for re-charging your electronics.

I say if it's going to be done, **let's do it.**

Let's not put it in the hands of fate. Let's not put it in the hands of someone who doesn't know me.

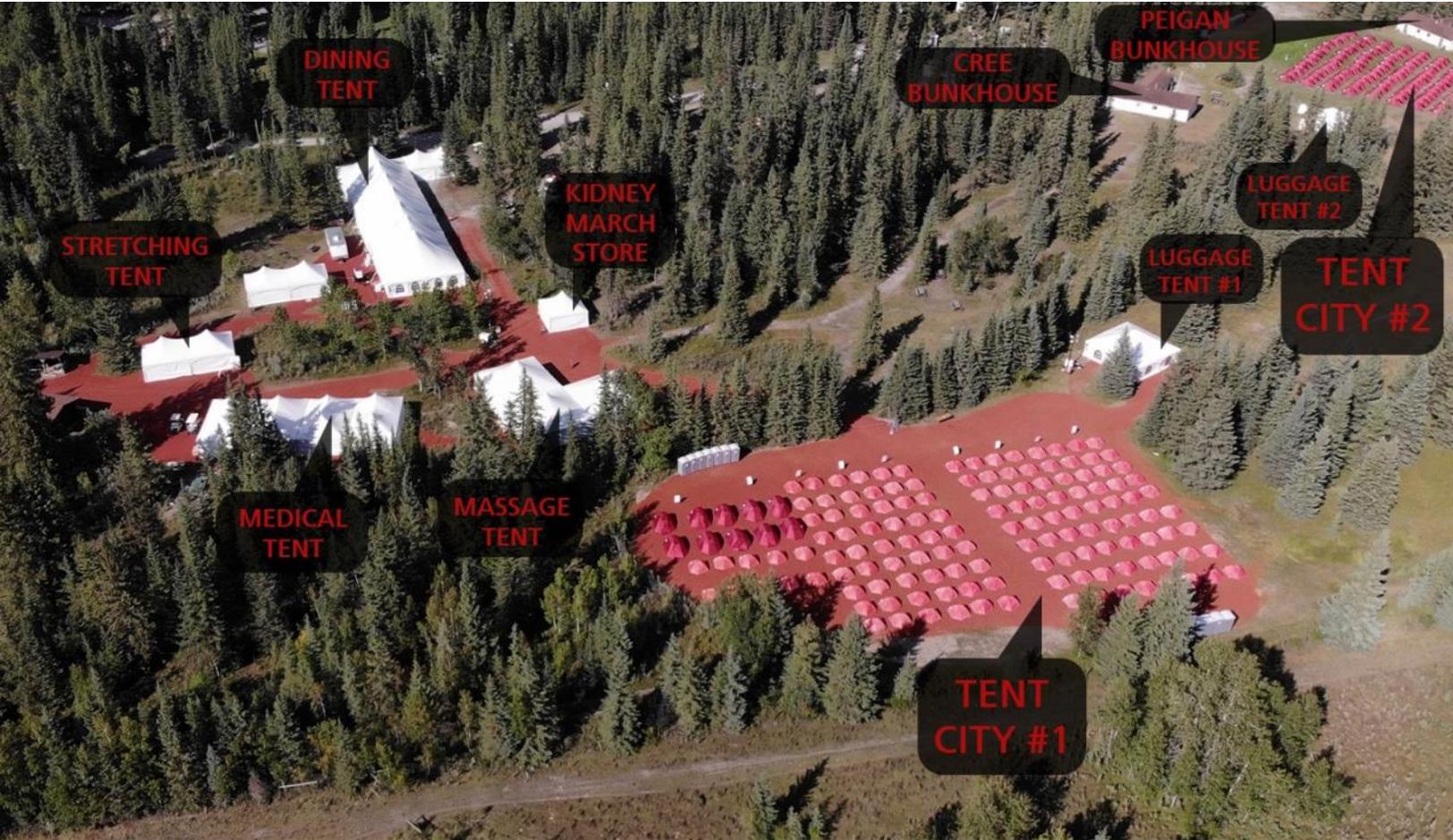
I know me best.

Then take a breath and go ahead.

ANITA BAKER



Kidney March Camp





Day Two: Saturday, September 10

Breakfast - 5:00 am - 8:00 am

Rise and shine. Breakfast, with a variety of options for someone with a busy day ahead, is served in the Dining Tent.

Getting to the Start of Day Two - 6:45 am SHARP

We will shuttle you from camp to your Crew location. Crews need to assemble and be ready to depart camp at 6:45 am sharp. Some Crews start earlier: Food Services, Medical Services, Transfer Services.

Day Three: Sunday, September 11

Breakfast - 5:00 am - 8:00 am

Served in the Dining Tent.

Getting to the Start of Day Three - 6:45 am SHARP

We will shuttle you from camp to your Crew location. Crews need to assemble and be ready to depart at 6:45 am sharp. Some Crews start earlier: Food Services, Medical Services, Transfer Services.

Luggage

Before leaving camp be sure to bring your luggage to the appropriately labelled truck for pick-up at the Delta Hotel or WinSport - Canada Olympic Park (COP).

Celebration Stop - 2:30 pm

Marchers and Crew march into the Closing Ceremony together. In order to do that, we gather together at the top of COP by 2:30 pm. Here we have a pre-ceremony celebration, cheering Marchers on as they finish their journey. There will be drinks, snacks, and plenty of rest facilities. You will also receive your Crew finishing shirt here.



“In every community, there is work to be done. In every nation, there are wounds to heal. In every heart, there is power to do it.”

**MARIANNE
WILLIAMSON**



Closing Ceremony

Taking place in the Festival Tent at WinSport Canada Olympic Park (COP), the Closing Ceremony is a remarkable finish to an experience you will remember for the rest of your life. Invite your family and friends to come and share in the joy and inspiration.

Getting Home

Following the Closing Ceremony, you can arrange for a ride from COP, or you can return to the Delta Hotel on one of our shuttles. Whether you directed your luggage to COP or the hotel, it'll be available for pick-up at the respective destination.





“Strength does not come from physical capacity. It comes from an indomitable will.”
MAHATMA GANDHI

EVENT RULES

We are committed to this being a special and safe experience for everyone. We have established rules and policies to ensure that, and we're very serious about them. The violation of any of these rules may be cause for immediate expulsion from Kidney March.



For Marchers and Crew's Knowledge

- Absolutely no running or jogging on the route.
- Always face oncoming traffic.
- No distracted walking – refrain from talking on the phone or walking and texting.
- No ear phones while marching – must always be aware of any safety concerns.
- Stay on the shoulder – outside the white lines.
- Walk single file in areas where the shoulder is narrow.

General Event Safety For Marchers and Crew

- Stay on the route.
- Stay hydrated.
- Follow the directions of staff and Crew Leads.
- Wear your Kidney March ID (lanyard) at all times.
- Be prepared for the weather to avoid hypothermia or heatstroke.
- No trespassing on private land along the route.
- Do not leave Kidney March without notifying Kidney March staff. In case of an emergency, we need to know who is in camp and on the route at all times.
- Family and friends can only cheer at designated cheering stations. They cannot join Marchers on the route or cross the road to greet you.
- No guests are allowed at Kidney March Camp, on Kidney March shuttles or in Kidney March vehicles.
- Route advancement, it may be necessary to advance a Marcher along the route for safety reasons or to meet our permit regulations.
- Watch for wildlife, do not approach wild or domestic/farm animals.
- Report any animal sightings to Crew Leads.
- No pets allowed on the route or in camp.



Event Rules

- You must attend a Safety Session on Thursday, Sept.8, Day Zero Check-in.
- Kidney March reserves the right to refuse participation to anyone, at any time during the event.
- You must be at least 16 years old to participate.
- The possession and consumption of alcohol and drugs are prohibited at Kidney March, including on the route and at camp.
- No noise in Tent Cities after 9:00 pm.
- No littering, dispose of all your trash and recycling in the designated areas.

*“Help one another.
There’s no time like the
present, and no present
like the time.”*
JAMES DURST

Leaving Kidney March

Crew who are expelled or who wish to leave the March early will be provided with information on getting home, however, transportation is the responsibility of each participant, not Kidney March.

Community Building Notes

- Kindness, cooperation, caring, support, patience.
- Thank the sponsors if you see them.
- Look out for each other.
- Be positive.
- No rude or inappropriate behaviour towards other participants or staff.
- Don’t get down about the weather – “wherever you go, no matter what the weather, always bring your own sunshine.”

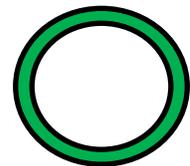
Do’s and Don’ts at Kidney March Camp

Do:

- Find snacks and beverages at the dining tent.
- Shop the Kidney March Store.
- Join in the fun (Friday theme night and Saturday Kidney-O-Kee).
- Report anything unusual to staff or Crew.
- Check-out with camp staff and security if you leave and check-in when returning.

Don’t:

- Keep food in your tent – Be Bear Aware.
- Wander alone outside of the main camp areas.
- Bring guests into camp.
- Bring pets.
- Light any unofficial fires in camp areas or firepits.





KIDNEY MARCH

PACKING LIST

Equipment

- Running Shoes
***Preferably worn-in shoes**
- Crew ID*
- Water bottle*
- Sunscreen
- Waist pack, or light backpack
- Prescription medications

Apparel

- Kidney March registration shirt
- Socks
- Rain jacket
- Wind-breaker jacket
- Shorts
- Long pants
- Shirts
- Sweaters
- Underwear
- Sleepwear
- Hat/Cap/Visor

Gear at Camp

- Towels
- Sleeping bag
- Flashlight and extra batteries
- Roll or pad for tent floor
- Pillow

Other

- Antacids
- Bandages
- Cell phone
- Credit card or money
- Deodorant
- Disposable plastic bags
- Earplugs
- Gauze & tape
- Hair ties
- Identification
- Insect repellent
- Lip balm
- Moisturizer
- Nail clippers
- Pain reliever
- Pens
- Razor
- Sanitary products
- Shampoo
- Small mirror
- Small plastic bags for toiletries
- Soap
- Sunglasses
- Toothpaste & toothbrush
- Washcloths
- Writing journal

A NOTE ABOUT YOUR LUGGAGE

- Pack two bags, one for your sleeping materials and the other for your personal items.
- Be sure to pack some plastic or waterproof bags in case of rain.
- Remember you'll be carrying this from your tent to the luggage trucks.



***Please label your belongings with your name and phone number.**



WHAT IT MEANS TO CREW

Being a Crew member is all about ensuring:

- Marchers have everything they need, have fun, feel supported and encouraged.
- Everyone at the event is safe (Marchers, Crew, volunteers, spectators).
- Increasing awareness and fundraising for kidney disease and organ donation.

For the whole weekend, we ask that you think like an actor during a performance. Crew members are on stage any time they are interacting with participants and are always aiming for excellence.

Excellence

Excellence is a word that gets tossed around a lot. On Kidney March, excellence means the Marchers' meals are on time, lines don't get long, water stops are always open, signage is erected impeccably (without duct tape or rope), trash cans don't overflow and the campsite looks gorgeous when Marchers arrive and leave. We want to delight the Marchers. We want to show them how well everything has been thought-out, planned and executed.

Teamwork

To do this perfectly, Crew must come together as a team. Bob Dylan says it's "Strange how people who have suffered together have stronger connections than people who are most content." On Crew we support one another and develop bonds that exemplify teamwork. We are all dedicated to making Kidney March the best it can be.

Commitment

You have already shown huge commitment by signing up for Kidney March, Crewing for three days, and fundraising for kidney disease and organ donation. During the three days, please don't let your commitment falter. As a committed Crew member we ask that you show up on time, follow through on your tasks, share any concerns with your Crew Lead and look for opportunities to go above and beyond.

Having Fun

You are encouraged to have fun at Kidney March. Dress up, wear a wig, decorate your station, sing songs and dance around. When you have fun, it will be contagious to everyone.



Communication

Good communication is vital to pull off an event of this magnitude. Crew Leads have vehicle radios to communicate with other Crews and Camp Headquarters. Please keep cell phone use at a minimum while crewing. However, your cell can be useful when no other means of communication is available.

Crew Descriptions

Every Crew member is essential to the success of the March. Although every effort is made to accommodate Crew requests, the needs of Kidney March determine the number of people on a team and the required skills. Regardless of what Crew you are on, your positive attitude will make all the difference.

Prior to the start of Kidney March, each member of the Crew will receive a Crew allocation, contact information for the Crew Lead, and a job description. Your Crew allocation is where you will be for the March. Your Crew Lead is your main point of contact and your go-to person for any questions or help you may need.

Crew is organized so all necessary tasks are accomplished in the time permitted. All of the Crews have some lifting or physical aspects - some more than others. **Please advise the Kidney March team of any limitations you have to ensure you are allocated to an appropriate Crew.** If anything changes once you are already on a Crew, please let us know immediately so we have time to make changes. Safety is key for all aspects of Kidney March, and that includes the personal safety and well-being of Crew.



Please note distracted driving laws are in effect. If you are ticketed during Kidney March you are responsible for the ticket.



CREW DESCRIPTIONS AND DUTIES

General Duties for ALL Crews

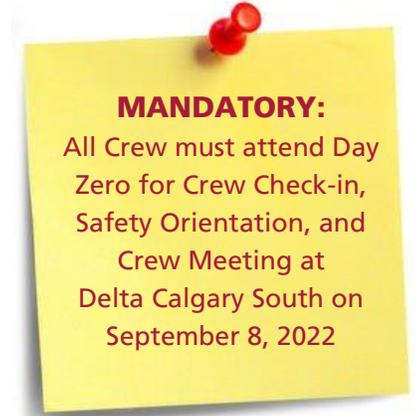
- Have a positive, high-energy, can-do attitude.
- Ensure your personal safety and the Marchers at all times.
- Crew lanyard is to be worn and displayed at all times.
- Be on time and ensure Crew duties are fulfilled.
- Maintain open and honest communication.
- Ensure Crew Lead is kept informed of any incidents or noteworthy happenings.
- Refer all medical issues to the Medical Crew.
- Encourage and support Marchers and Crew.
- HAVE FUN! Dress up in costumes or themes.
- Refer to your vehicle binder for all information pertaining to Kidney March.

Support Services Crew

- Cheer Marchers on as you pass.
- Drive the route looking for Marchers in distress.
- Transport Marchers to rest stops, lunch stops, camp, or medical services.
- Collect Marcher's clothing, bag and label it, return it to Kidney March Store at camp at the end of each day.
- Gently sweep Marchers on Day 3 so they are at the top of Canada Olympic Park (COP) by 2:30 pm.
- **NO HONKING** when approaching Marchers from behind.
- **NO ILLEGAL U-TURNS.**
- Return lost & found to the Kidney March Store at camp each night.
- Return vehicle keys to Headquarters each night.

Food Services Crew

- Serve breakfast and dinner in Camp, and lunch on the route.
- Adhere to food service and preparation standards.
- Ensure proper attire when serving food (hat, apron, gloves).
- Cheer Marchers on as they are served.
- Look for ways to keep lines moving swiftly.
- Themed night on Friday - stay tuned on what to wear.
- Return lost & found to the Kidney March Store at camp each night.
- Return vehicle keys and radio to Headquarters each night.



Please note: Your Crew Lead will provide specific instructions closer to the event.



"The journey of a thousand miles begins with just one step."

LAO TSE



Pit Stop Crew

- Set up your rest stop to make it easy for Marchers to access food, drinks and washrooms.
- Route entertainment. Have fun with your rest stop. Spice it up with music, signage, costumes, and dancing. A tailgater speaker and aux cord will be provided.
- Provide Marchers with snacks, refreshments, and encouragement along the route.
- Ensure pit stop mileage signage is accurate.
- Put garbage in containers provided.
- Return lost & found to the Kidney March Store at Camp each night.
- Return vehicle keys and tailgaters to Headquarters each night. Plug in your tailgater for overnight charging.

Transfer Services Crew

- Collect Marchers clothing, bag and label it, and return to Kidney March Store at the end of each day, as well as any lost and found items.
- Set up and take down all rest stops, including the lunch stop.
- Ensure there are no safety concerns entering the rest stop (like Texas gates).
- Ensure the site is left exactly as found with no litter.
- **NO ILLEGAL U-TURNS.**
- Return vehicle keys to Headquarters each night.

Traffic Safety Crew

- *Crew lead will provide a briefing on proper hand signals. Use hand signals and signage to help Marchers cross the road. Stop traffic as needed.*
- Be alert at all times while on the route.
- Wear appropriate safety attire while on the route (provided for you).
- Do not leave your post unattended for any reason.
- Cheer Marchers on as they pass.
- Return lost & found to the Kidney March Store at camp each night.
- Return vehicle keys to Headquarters each night.

Swing/Luggage Crew

- Responsible for luggage transportation and sorting at the start and end of the March.
- Oversee the luggage tents on Day 1.
- Return lost & found to the Kidney March Store at camp each night.
- Return vehicle keys to Headquarters each night.
- Use strong attention to detail, ensuring all luggage is tagged and in the appropriate truck.
- The go-to Crew for any Crew that needs an extra set of hands.

“Alone we can do so little;
together we can do so
much.”

HELEN KELLER

Camp Life Crew

- Greet Marchers into camp and provide directions.
- Provide support for on-site activities.
- Be positive ambassadors, helping Marchers and Crew enjoy camp.
- Stock medical, massage, and stretching tents with drinks and non-perishable snacks.
- Ensure all tents are set up with necessary items.
- Stock Dining Tent with drinks and ice for dinner each night.
- Re-stock pit stop snacks each day.
- Set up any themed decorations and camp surprises.
- Return radio to Headquarters for charging each night.
- Tidy up as needed.
- Pack up the Kidney March Store at the end of Day 2.
- Assist with Day 3 camp take-down.

“Life’s most persistent and urgent question is, What are you doing for others?”
MARTIN LUTHER KING, JR

Medical Crew

- Provide medical support on the route and at camp for Marchers and Crew.
- Refer emergency cases to on-site EMTs for additional assistance.
- Update Crew Lead on any EMS transports.
- Maintain proper sanitation of your work area and all materials.
- Manage and maintain the Camp Medical Tent.
- First Aid Training is the minimum requirement to be on this Crew.
- Return lost & found to the Kidney March Store at camp each night.
- Return vehicle keys and radio to Headquarters each night.



Massage Crew

- Certified Massage practitioner requirement.
- Refer to your Crew Lead for massage tent hours.
- Arrive before your shift to set up your station.
- Responsible for bringing your own massage tables/chairs and oils.
- Help Marchers with walking-related issues including foot, leg, and back pains.
- Massages are kept to a max of 15 minutes per person.
- Marchers must sign up for a time slot ahead of time.
- Manage sign-up lists and ensure massages are kept on time.
- Encourage Marchers.



Depending on your Crew role, you may find it handy to bring steel toed boots and work gloves.

General Store

- Manage inventory of store at camp.
- Hand in money each night to Headquarters staff.
- Report any issues to Headquarters staff.
- Keep items tidy.
- Open & close tent.
- Oversee sales of Kidney March clothing & merchandise.

Reefer Truck Crew

- Transport water, ice, and supplies from camp to along the route (detailed instructions and timing will be provided by your Crew Lead).
- Transfer leftover water from the truck to the storage trailer at camp.
- Drop off the truck at camp and return keys to Headquarters each night.
- Return lost & found to the Kidney March Store at camp each night.
- Must have a valid Drivers License for this Crew position.

Sign Crew

- Set up warning signs, highway signage, and motivational quotes daily.
- Ensure a minimum of one sign is set up every kilometer.
- Place caution signs on dangerous corners or crossings.
- Collecting signs and rolling them forward as the last Marcher passes each point.
- Set up and take down all signs on the route, Opening and Closing Ceremony.
- Ensure the safety of Marchers on the road.
- Return lost & found to the Kidney March Store at camp each night.
- Return vehicle keys to Headquarters each night.

“The smallest act of kindness is worth more than the grandest intention.”

OSCAR WILDE







Thank you for being a part of
Kidney March.

This life-changing experience would
not happen without you and your
dedication to fight against kidney
disease and for organ donation.

KIDNEYMARCH.CA

Laura Fleming

Manager, Kidney March & Signature Events

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laura.fleming@kidney.ca



KidneyMarch

Thank You for Crewing!

You are making a difference.

You are a hero.

UNITED
NO MATTER WHAT

