

KidneyMarch
2022

UNITED
NO MATTER WHAT

MARCH



**TRAINING, 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

Minimum Pledge Requirement for Marchers is \$2,200

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

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Calgary, AB T2H 0G5

403-255-6139
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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

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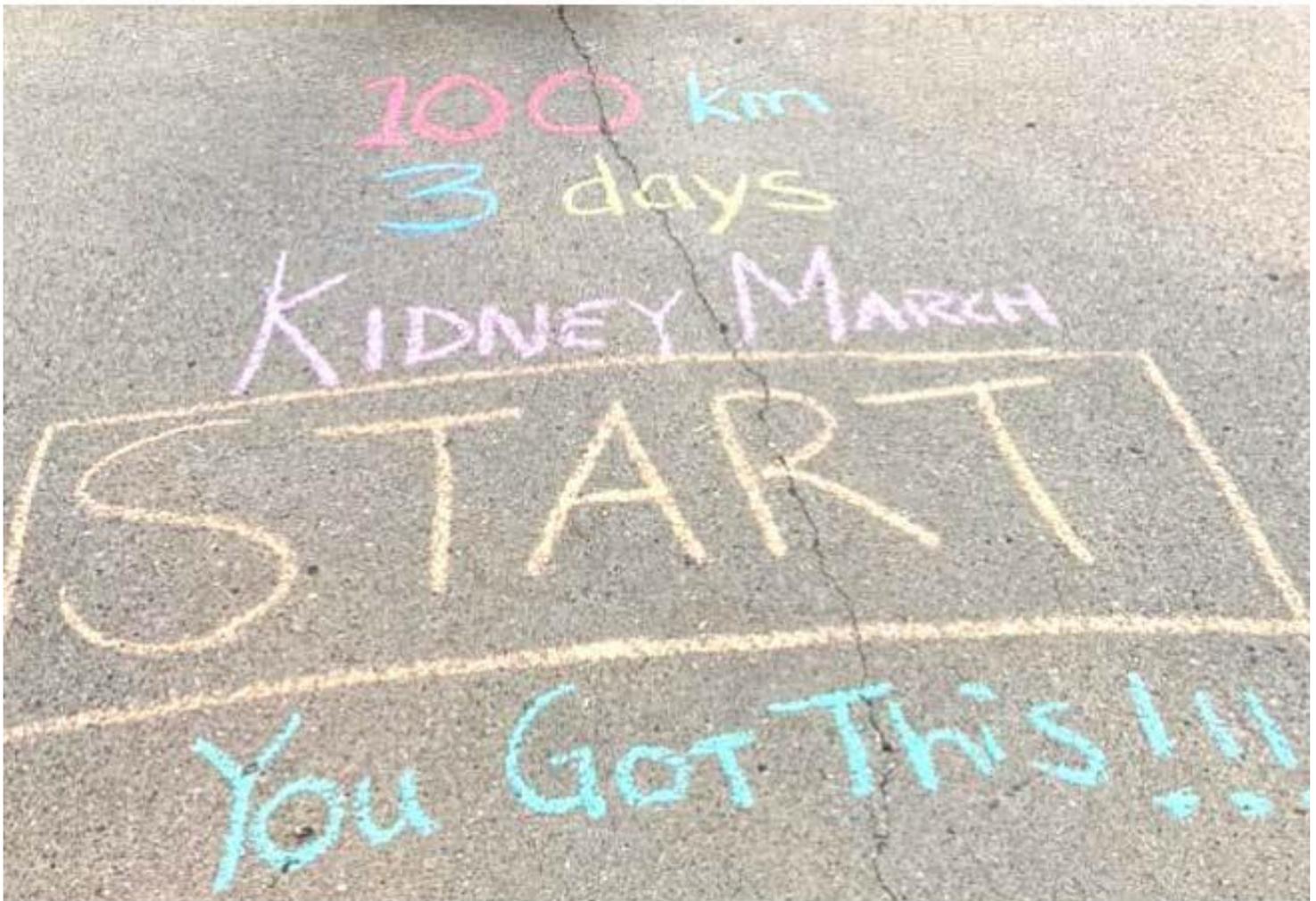
KidneyMarch

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YOUR JOURNEY

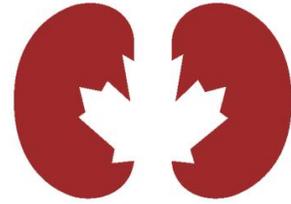
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WE MARCH

**UNITED
NO MATTER WHAT**

WELCOME TO THE FRONTIER OF HEROISM



Welcome, Kidney Marcher to your opportunity to do the most you can do in the fight against kidney disease and 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. 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 MARCH



We are asking you to do the most you can possibly do – walk the furthest you’ve ever walked, raise the most money you’ve ever raised, and commit to truly making a difference. We are strong and ready to be brave for this cause, and we know you are too.

Why March? 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.

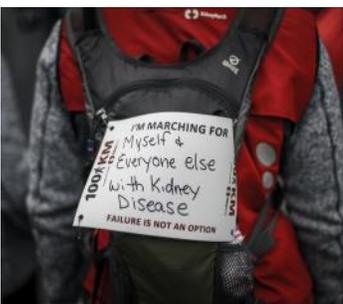
For those who are eligible for a kidney transplant, it is often the preferred treatment. Allowing for more freedom, kidney transplants typically last 10 – 20 years. This means a second and third transplant is often needed. Waiting for a kidney is tough. Right now, over 3,200 Canadians are on the kidney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





“Imagine how far you can go...when Failure is Not an Option.”
MARGARET MEAD



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 go 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.

You can see upcoming training walks and Kidney March events at KidneyMarch.ca.

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.



**“We generate fears while we sit.
We overcome them by action.”**

DR. HENRY LINK

FUNDRAISING

Donation Deadline: Thursday, September 8, 2022

If you're like most people, you may be intimidated by the thought of having to raise \$2,200. However, if you're like most people, by the time Kidney March is over, you will also have raised more than \$2,200. 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 walking 100KM. Training months for a cause that you feel deeply about. Tell people this. This is no Saturday morning 10KM. There's a reason we made it 100KM – 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.

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.



4. Ask with Courage

Once you've developed your list, plan your ask. Explain why you're doing this, 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](#)

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.

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

VIRTUAL TALENT SHOW

ONLINE 50/50

DONATION MATCHING DRIVE

CALENDAR DRAW

ONLINE YARD SALE

DON'T SHAVE

KIDNEY MARCH POSTERS

BAKE SALE

VIRTUAL POKER OR ROULETTE

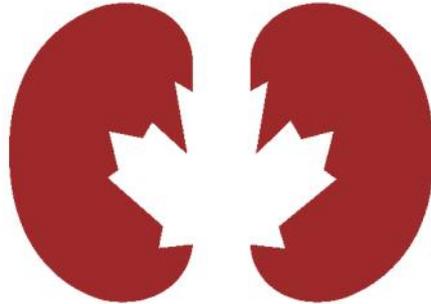
SCAVENGER HUNT

SOCIAL MEDIA CHALLENGES

BOTTLE DRIVE

ONLINE AUCTION

ONE-DAY E-MAIL FLASH FUNDRAISER



KIDNEY MARCH FUNDRAISER!

Three AMAZING Prizes from

2 SHARP chicks salon & co.

Woozie & Cindy
Woozie is a 1st time Marcher!

Prize 1 Priority booking for HAIR CUT, COLOUR & HIGHLIGHTS VALUE \$300

Prize 2 HAIR CUT & COLOUR VALUE \$200

Prize 3 HAIRCUT & 4 CUSTOMIZED PRODUCTS VALUE \$100

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: whereswoozie@gmail.com



REDEMPTION 50/50

SOLD OUT!!



SHARING THE GOODNESS WITH KIDNEY FOUNDATION

PROCEEDS GO TO OUR LOCAL COMMUNITY CHARITY

GOAL: \$3000.00

\$2700.00

\$2400.00

\$2100.00

\$1800.00

\$1500.00

\$1200.00

\$900.00

\$600.00

\$300.00





“Security is mostly a superstition. Life is either a daring adventure or nothing.”
HELEN KELLER

100 KM
MARCHING I'M CROWING FOR
JACK TENNAN
FAILURE IS NOT AN OPTION

100 KM
MARCHING I'M CROWING FOR
ANTONELLA
JACK
CARL
HONN
GRANT
JUSTIN
ALEX
SARAH
JOS
LUCAS
DANA
ELIZ
ZULF
HERMAN
HILDA
GORDON
PIETRO
MARGARENE
LEO
XING
MURRAY
HARVEY
TIE
LUCY
PETER
SARAH
JOS
LUCAS
DANA
ELIZ
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HERMAN
HILDA
GORDON
PIETRO
MARGARENE
LEO
XING
MURRAY

6. The Power of the Marcher Centre

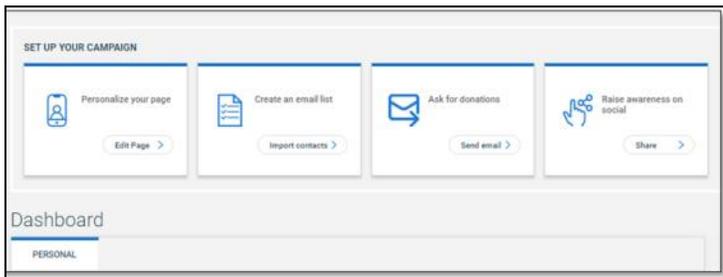
Your [Marcher Centre on KidneyMarch.ca](https://www.kidneymarch.ca/marcher-centre) has all the resources you need to share your Kidney March journey loud and proud! Here you can:

- **(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.

Download and print mileage markers to include in posts when you achieve milestones!



[Click Here](#)
to download mileage markers.

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

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.

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

(For more on using the Strava app for Kidney March, see p. 23).



FUNDRAISING

Examples and Tips to Boost your Fundraising using Social Media:

FUND

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

ALWAYS INCLUDE YOUR PAGE LINK!

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. **You have until Sunday, September 11, 2022 to raise your \$2,200.** If you have not met your \$2,200 donation commitment by this time and intend to March, you will have until October 31, 2022 to raise the balance, or you can contact the Kidney March team to discuss other options.

**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





“Change will not come if we wait for some other person or if we wait for some other time. We are the ones we’ve been waiting for. We are the change that we seek.”

BARACK OBAMA

GETTING IN SHAPE

Getting Started

If you take your training for Kidney March seriously, you'll have an easier experience during the event. If you don't, there's a good chance you'll be in pain and may not be able to complete your days. Kidney March will be special beyond description and you'll miss out on the moments if you're distracted by pain and discomfort. So take the time to train. Not only will training allow you to fully experience Kidney March, but it will make you feel more alive the moment you begin.

Start Now & Prioritize

Make an assessment of your current condition and get started, even if it's ten-minute walks. Training consistently will teach you more than how to get your body into shape. It will help you examine the things that stop you in life. The excuses that get in the way of you being the powerful person you truly are.

If you're like most, the hardest part of training is to start. It may be challenging to find the time for training, but it's important that you MAKE the time. Try to make training a weekly habit. It's a good idea to remind yourself why you're doing Kidney March – you're training for a larger purpose – something greater than yourself. When the training becomes challenging, remember why you dedicated yourself to this endeavor in the first place.



"Today I have grown taller from walking with the trees."

KARLE WILSON BAKER



TIP: Gradually increase your mileage, but never more than 10% to 20% from one week to the next.

Whatever your physical condition, the key is to build up your stamina and make training a habit in your daily life.

Interval Training—A Good Training Technique

Increase your endurance by alternating short bursts of high-intensity exercise with “easy-does-it” recovery. This is interval training and athletes use it to improve performance. For example, walk at a fast pace for one minute, then at an easy pace for the next minute. For maximum benefit, you should vary the length of your fast/slow intervals. If you have heart disease, high blood pressure, joint problems (arthritis), or are older than 60, talk to your doctor before starting interval training.

The high-intensity phase of your walking intervals should be strenuous enough to leave you out of breath—one to four minutes of exercise at about 80-85 percent of your maximum heart rate (220 minus your age). Recovery periods should not last long enough for your pulse to return to its resting rate.

Remember to Rest

Rest is just as essential for your training as the training walks themselves. You'll be able to do the long walks better and limit your risk of injury if you rest before and after. Take at least one full day off from your training each week.



Recommended 12-Week Training Program by Distance

There's no substitute for re-creating the actual amount of time you'll be on the route at Kidney March, which is why we recommend getting outside on real-world terrain for long periods of time.

WEEK	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
1	20 min walk	REST	20 min walk	Cross-Train	REST	8km walk	REST or Stretch
2	Cross-Train	REST	30 min walk	REST	REST	11 km walk	REST or Stretch
3	30 min walk	Cross-Train	50 min walk	REST	8 km walk	8 km walk	REST or Stretch
4	Cross-Train	4 km walk	40 min walk	Cross-Train	REST	16 km walk	16 km walk
5	30 min walk	Cross-Train	50 min walk	REST	8 km walk	8 km walk	REST or Stretch
6	Cross-Train	8km Walk	REST	Cross-Train	REST	16 km walk	16 km walk
7	30 min walk	Cross-Train	50 min walk	REST	8 km walk	16 km walk	16 km walk
8	8 km walk	REST	REST or Stretch	8 km Walk	REST	20 km walk	8 km walk
9	30 min walk	Cross-Train	50 min walk	REST	8 km walk	24 km walk	16 km walk
10	8 km walk	REST	REST or Stretch	8 km walk	REST	26 km walk	30 km walk
11	30 min walk	Cross-Train	50 min walk	REST	8 km walk	16 km walk	10 km walk
12	20 min walk	REST or Stretch	3 km walk	DAY ZERO	DAY 1 KIDNEY MARCH	DAY 2 KIDNEY MARCH	DAY 3 KIDNEY MARCH

*These walks should be done on two consecutive days.

***Download this guide under "[Training](https://www.kidneymarch.ca)" on [KidneyMarch.ca](https://www.kidneymarch.ca)**

Walk this Way – Walking Technique

Following proper walking techniques will lessen your discomfort and help avoid injury. It is important that you train outside and on hills to experience changes in weather and inclined terrain. Training for increasing lengths of time is critical. A treadmill is not a substitute.

Watch Kidney March photographer, and Iron Man Paiwei Wei share his tips and tricks for a successful Kidney March in the video below.

Paiwei goes over long-distance walking techniques and stretching advice to help reduce the strain and pressures that can cause injuries.

Join the [Facebook Training Walks Group \(Click Here to join\)](#) to connect with other Marchers, share training tips and receive updates on training walks throughout the year.



[Click Here to Watch Training Tips with Paiwei](#)

Pacing Your Walking

Don't worry about how fast you walk at the beginning of your training. As your fitness increases, change up your pace to improve your ability to reach longer distances. Here are three paces to try:

Pace	Description	Breathing	How to do it
Stroll	“Window shopping” walking	Normal	Enjoy your walk
Easy	Continuous comfortable walking	Almost normal	Move somewhat faster
Brisk	Walking with real purpose	Harder, but still conversational	Quicker than normal steps

TRAINING WITH STRAVA

Use Strava, a free digital kilometer tracking app to virtually walk with our Kidney March community, connect and share your 100KM journey with us and your supporters!



Download the Strava app and create your profile on [strava.com](https://www.strava.com).

Note: The basic account you need is FREE. When you load the app you may see a screen prompting you to "Start Your Free Trial" of the paid subscription, ignore this and hit "SKIP" the X, or "Maybe Later".

Join the Kidney March Club

Connect and follow Marchers, train, and join club events!

Find our club at: <https://www.strava.com/clubs/KidneyMarch> or by [clicking here!](#)



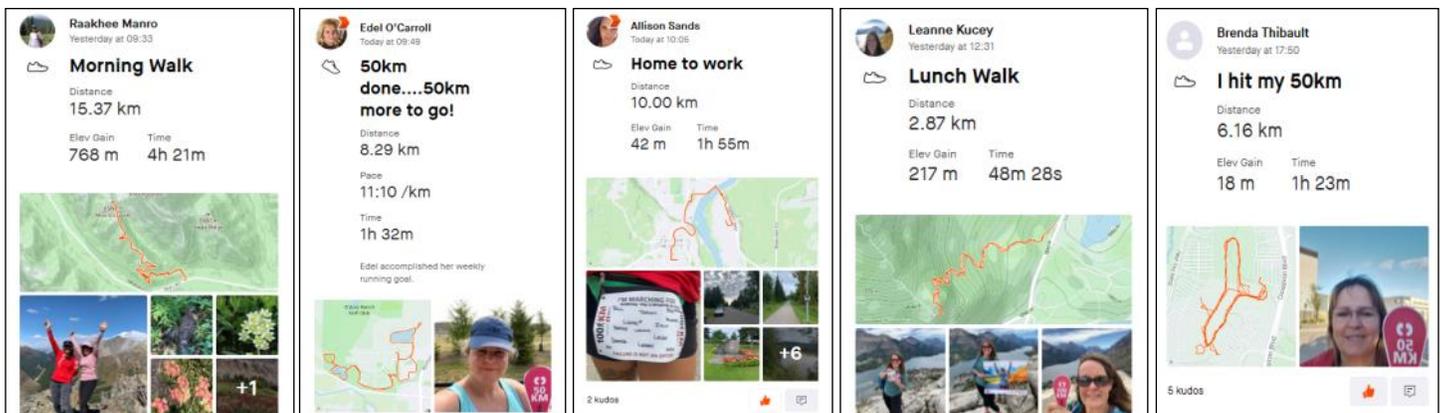
Track Your March

STRAVA offers three ways to record an activity: entering the data manually, recording your walk with the STRAVA app on your phone, or syncing the data recorded by a fitness tracker, likely a GPS watch.

Share Your March

Link your Strava profile to your social accounts to easily share your achievements. Proudly share the link to your activity in a text message, in an email, or on your Kidney March fundraising page!

[Click Here for our Strava Guide](#) that explains in detail how to use Strava for Kidney March.



Pressed for Time?

If you can't hit every muscle group then strive to hit the big five: hamstrings, calves, lower back, quads and hip flexors.



Stretching – The Kidney March Equivalent of Breathing

Stretching is essential to enjoying Kidney March. If you stretch regularly during your training walks and Kidney March itself, you will really be able to enjoy the experience. If you do not, muscle stiffness could stop you from completing the event or take away from the experience.

Make Stretching a Priority

Stretching elongates the body and it's the magic ingredient in any productive fitness routine. All too often it's the missing ingredient. There are not enough hours in the day. What gets cast aside before or after a training walk? **Stretching**. In addition to improving range of motion, decreasing joint stiffness, and a host of other physical benefits, stretching provides you with a precious opportunity to collect your thoughts and to scan and listen to your body.

Before, After, and In Between

Your body will expand more once the muscles have fired up. So warming up your body with stretches before each training walk is the way to go. A single 15-30 second stretch for each muscle group is all that it takes to awaken the body and increase the range of motion. Bookend that activity with some deeper stretching after your workout. If you're on a long training walk, use the 5-minute-per-hour rule.

Technique

A wise mantra for stretching is "find your intelligent edge" – in other words, never stretch to the point of pain or discomfort. Stretch slowly and pay good attention to those areas where you begin to feel any tension or pulling.

Watch fitness professional, Kelcie Jessen in the video below as she talks about stretching techniques that target key muscle groups for Kidney March training.



[Click Here to Watch Stretching for Kidney March.](#)



Additional Guidelines for Stretching

Stretch regularly – making a habit of stopping to stretch 5 minutes, every hour of your training walks will help attain and maintain flexibility in your muscles and joints.

These stretches can be incorporated into your weekly training schedule.

1. Warm up first (slow walk for 5 minutes or walk in place for 3 to 5 minutes).
2. Hold the stretch for 15 to 20 seconds.
3. Achieve the stretching position gently; no bouncing or jerking!
4. Only stretch within your limits. If you feel any discomfort, STOP!
5. Breathe with slow and normal rhythm.



<p>1. Stretching Piriformis</p> 	<ul style="list-style-type: none"> • Using both hands, grab the back of the knee • Pull the knee towards the chest and opposite shoulder gently until you feel a gentle stretch at the buttock • Hold for 30 seconds • Slowly return to the initial position <p>Frequency: 2 Hold: 20 seconds</p>
<p>2. Stretching Iliopsoas</p> 	<ul style="list-style-type: none"> • Sit on the edge of a chair with one leg over the edge creating a 90 degree angle with the opposite hip • Tilt your pelvis backwards to flatten your lower back and transfer your weight forward until you feel a gentle stretch on the front of your hip • Maintain trunk position upright <p>Frequency: 2 Hold: 20 seconds</p>
<p>3. Stretching Quadriceps</p> 	<ul style="list-style-type: none"> • Stand in front of a chair and hold on to it with one hand • Grab the top of one ankle with the hand opposite from the leg and pull your foot towards your buttock until you feel a gentle stretch in the front of the thigh • Knees must touch together and pelvic tilt or tuck your tail under to increase the stretch • Hold the stretch, keeping your lower back neutral <p>Frequency: 2 Hold: 20 seconds</p>
<p>4. Stretching Hamstring</p> 	<ul style="list-style-type: none"> • Lie on the floor in a doorway or close to a corner of a wall • Place one leg up against the wall, the other is straight on the floor and your buttock is about 30 cm from the wall • Extend the elevated leg and pull down as much as possible until you feel a stretch behind your thigh <p>Frequency: 2 Hold: 20 seconds</p>
<p>4. Stretching A) Soleus B) Gastrocnemius</p> 	<p>A)</p> <ul style="list-style-type: none"> • To stretch the Achilles • Stand and place both hands on a wall, with your feet pointing towards the wall • Place one leg behind the other and slowly bend knees while keeping heels on the floor • Gently lean towards the wall until you feel a stretch just above the heel <p>B)</p> <ul style="list-style-type: none"> • Straighten your back knee, and slide your foot back away from the wall to increase stretch higher up in calf area <p>Frequency: 2 Hold: 20 seconds</p>



TIP: During Kidney March and on long training walks, carry two pairs of socks so you can switch to avoid blisters.

A Word About Blisters

Blisters are the most common issue for people on a long-distance walk. They are typically caused by poor-fitting shoes and/or socks or a bad shoe/sock combination that creates friction. Great shoe and sock fit are critical to avoiding blisters. Don't trust the fit to a generic store. See a specialty store for fit and step analysis, and buy some form-fitting socks that won't slip down your heel or bunch up at the front.

Shoes and Socks

You will need a comfortable pair of running shoes designed especially for running. Why running shoes? Running shoes weigh less and they're more flexible. Be careful though – some running shoes have a thick heel and can be problematic for people who have shin issues.

When shoe shopping, it's best to shop later in the day because our feet swell as the day goes on. Try the shoes with the socks you'll be wearing at Kidney March, and train in the socks and shoes you will be wearing during the march to ensure you don't have blisters.

Watch Gord Hobbins, owner of Gord's Running Store explain how to find the right shoes for your Kidney March journey in the video below.

The Kidney March Store has ArmaSkin blister-free socks! See KidneyMarch.ca for details.



[Click Here to Watch Shoes for Kidney March.](#)

Avoiding Injuries & Foot Issues

Small blisters usually heal naturally. If they are large, cover them with a thin pad with a hole in the middle. Second Skin is a bandage product that comes with a gel center that minimizes friction and can work well. Band-Aid makes advanced healing bandages called Blister Block bandages. They adhere for days and offer great protection for blisters that have already formed. Try different products during your training to find out what works best for you.

- If the heel of your foot feels like you're walking on bone instead of your natural cushion, try heel pads to alleviate the pressure. You might also want to give your training a little rest. This condition is known as walker's heel and it happens when the pads of fatty tissue on your heel thin out. This causes inflammation, nerve, and tendon pain.
- Cut your toenails straight across to avoid in-grown conditions.
- Be on the lookout for shin splints, a pain in the front of the shin. Poor shoe fit may be the problem.
- It is recommended that you do NOT have a pedicure prior to Kidney March as your feet will be ultra-sensitive to blisters.

If you have chronic foot problems go to a podiatrist for special attention long before the event. Also, a podiatrist can order an orthotic that corrects balance, provides support, and addresses other issues.

Clothing

Be sure your clothes match the mission. You don't want tight-fitting clothes that cause chafing. Loose-fitting, layered clothing that can be easily removed or replaced depending on your environment. Consider wicking materials that will draw moisture away from your body. Make sure to bring something comfortable and breathable for wet weather.

See a detailed packing list on p. 41

*As you shed extra layers the Kidney March Crew will place them in a bag with your name on it and shuttle them back to camp for you. Your bag will then be waiting for you at the camp's Kidney March Store.

See camp map on p.38



At Kidney March, you can't go far without crossing paths with the team of medical professionals sprinkled throughout the route and at Camp. You're in good hands!

[Shop the Kidney March Store on KidneyMarch.ca](http://KidneyMarch.ca) for marching essentials and gear!

Stay Hydrated

When we think about dehydration, we don't think it's a big deal – just drink a little water right? Wrong. Being clinically dehydrated is a very dangerous condition. Drink plenty of fluids to avoid dehydration. While training, you should be hydrating every 15 minutes. Aim for about 600 ml of fluid per hour. Alternating sports drinks with water helps prevent hyponatremia (an imbalance in the body's electrolyte levels). Salty snacks like pretzels or potato chips can also restore lost electrolytes.



Nutrition

As your training progresses, you will need to eat foods rich in complex carbohydrates (beans, whole grains, lentils, bagels) within an hour after your longer walks. This helps get more glycogen into the muscles, giving you more energy for your next walk. It's important to get enough calories while you're on your walks too. Bring snacks with you and always eat before you are hungry.*

Your meals and snacks for the weekend will keep you well-fueled to keep blazing the Kidney March trail!

Ideally your diet should be composed of the following:

45% - 65% carbohydrates

20% - 25% protein

10% -35% fat

Plenty of water*

Listen to Dr. Nairne Scott-Douglas, head of the Kidney March Medical Crew and Senior Medical Director of the Kidney Health SCN, explain blister care, hydration, and staying healthy during Kidney March in the video below.



[Click Here to Watch
Kidney March Health & Safety](#)

**If you are on a special diet or reduced water as prescribed by your health care team, please continue to follow their recommendations. Contact your care team to discuss your participation in Kidney March and any adjustments you may need to make due to increased exercise.*

SAFETY

Nothing is more important to us than your safety. Safety is our number one priority.



Training Walk Safety

- Avoid training alone and in isolated areas - participate in organized Kidney March training walks as much as possible. It's great for your spirit as well as your safety.
- Alternate walk times and locations – do not establish any predictable patterns.
- Tell someone where you are going and how long you expect to be gone.
- Bring water, electrolytes, and snacks on long walks – eat before you're hungry and drink before you're thirsty.
- Don't walk with earphones as it compromises your alertness.
- Avoid walking at night and if you do, wear reflective clothing, a headlight or light source.

General Event Safety

- Stay on the route.
- Stay hydrated.
- Follow the directions of staff and Crew.
- 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.
- Know the bus times for departing and returning from the route, please don't be late.
- 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 for you at designated cheering stations. They cannot join you to walk 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.
- No pets allowed on the route or in camp.



The Kidney March Store's Night Scoute Toque has its own head lamp, perfect for evening walks or at camp.

Road Safety

- Always face oncoming traffic.
- No distracted walking - refrain from talking on the phone or walking and texting.
- Always obey traffic signs and signals.
- Walk, don't run.
- Stay on the shoulder – outside the white lines.
- Walk single file in areas where the shoulder is narrow.
- No headphones.
- Signal support vehicles using official arm signals
(See your Kidney March lanyard for hand signals).
- Obey the instructions of the Crew for your safety.



Eat before you're hungry. Drink before you're thirsty.

Adequate intake of calories and fluids is essential for safe long-distance walking. Be on the lookout for signs of what is called "bonking." This is a condition of disorientation, headache, nausea, and loss of body control. Dehydration is extremely dangerous and can be life-threatening. It is caused by the depletion of glycogen stores in your muscles. If you sense signs of this condition, sit down at once and begin eating and drinking to replenish fuel and electrolytes. Call 911 if your condition feels serious. Consuming adequate food before and during long walks and replenishing fluids and electrolytes during your walks will keep you out of this potentially dangerous situation. *p28

There will be hundreds of people participating in Kidney March and safety will be of the utmost importance during the event. Our motto is **"Stay Alert! Stay Alive!"** Make it yours too.

Reminder: All pit stops (every 3 km) have snacks, water, sports drinks, and medics for you to rest and refuel.



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.



Event Rules

- You must attend a Safety Session on Thursday, Sept. 10 Day Zero Check-in.
- Kidney March reserves the right to refuse participation to anyone, at anytime 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.

Leaving Kidney March

Marchers 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 Marcher, not Kidney March.



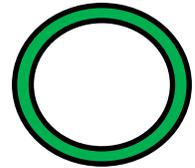
Community Building Notes

- Kindness, cooperation, caring, support and 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 & DON'TS AT KIDNEY MARCH CAMP

Do:

- ✓ Find snacks and beverages at the dining tent.
- ✓ Sign up for a massage.
- ✓ Relax in the stretching tent.
- ✓ Join in the fun (Friday theme night and Saturday Kidney-O-Kee).
- ✓ Report anything unusual to 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.



**"YOU REALLY
CAN CHANGE
THE WORLD
IF YOU CARE
ENOUGH."**

- MARIAN WRIGHT EDELMAN



KidneyMarch

THE EVENT

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

All Marchers must attend the mandatory Kidney March Check-in at the Delta Calgary South Hotel the day before the March begins. In fact, 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.

Delta Calgary South Hotel:
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 Marcher package with your lanyard (your ID for the weekend), luggage tags, and tent assignment.
- Attend the inspiring and informative Safety and Orientation Session.
- 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.

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

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



Day One: Friday, September 9

Getting to the start of Kidney March at Millarville Racing & Agricultural Society (Millarville Racetrack)

Option 1:

Take the **6:15 am** shuttle leaving from the Delta Calgary South hotel, and drop-off your luggage before boarding. Vehicles can be left at the hotel over the weekend.

Option 2:

Get dropped off at Millarville Racetrack **before 7:00 am**, and drop-off your luggage when arriving. Vehicles must leave after the Opening Ceremony.



Meet Dr. Julian Midgley, Pediatric Nephrologist at Alberta Children's Hospital and twelve-time Marcher.

**Millarville Racing & Agricultural Society:
306097 192 St Millarville, AB T0L 1K0**

Luggage

- Luggage trucks will be at both the Delta Calgary South and at Millarville Racetrack.
- 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 Marcher 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 belongings and the other with your sleeping items.

Breakfast

Be sure to eat a hearty breakfast. If you're taking the shuttle from the Delta Hotel to the Opening Ceremony, there will be a light complimentary breakfast and refreshments served at the hotel but we still recommend eating before your departure.



Opening Ceremony - 7:00 am, Millarville Racetrack

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)

- Day one is 34 km, Day two is 38 km, and Day three is 28 km - although these distances are subject to change.
- Approximately every 3 km, there is a pit stop with porta-potties, drinks, snacks, and medics.
- There's a lunch stop every day with fully-packed, energizing bagged lunches.
- Look forward to the Kidney March Crew assisting you at your refueling stops throughout the day.
- There are roving support vehicles that will carry you to the next pit stop or directly to Kidney March Camp if you are unable to complete your day.
- There are hand signals in your lanyard book that explain how to signal a support vehicle.
- The route is clearly marked at each turning point.
- In the event of a serious emergency, always call 911 first. Then, contact Kidney March Crew and staff—phone numbers are listed in your lanyard book.
- There are designated cheering stations for spectators. Soak up the support.
- When the route has been closed for the day, you will be brought to Kidney March Camp by shuttle.

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.

Finishing Your Day

When you arrive at Kidney March Camp greeters will help you get oriented. Head to your assigned luggage tent to get your bags, our Luggage Crew will be there to assist you. Refresh and head out to explore, our Camp Life Crew will be on hand to answer any questions.





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:

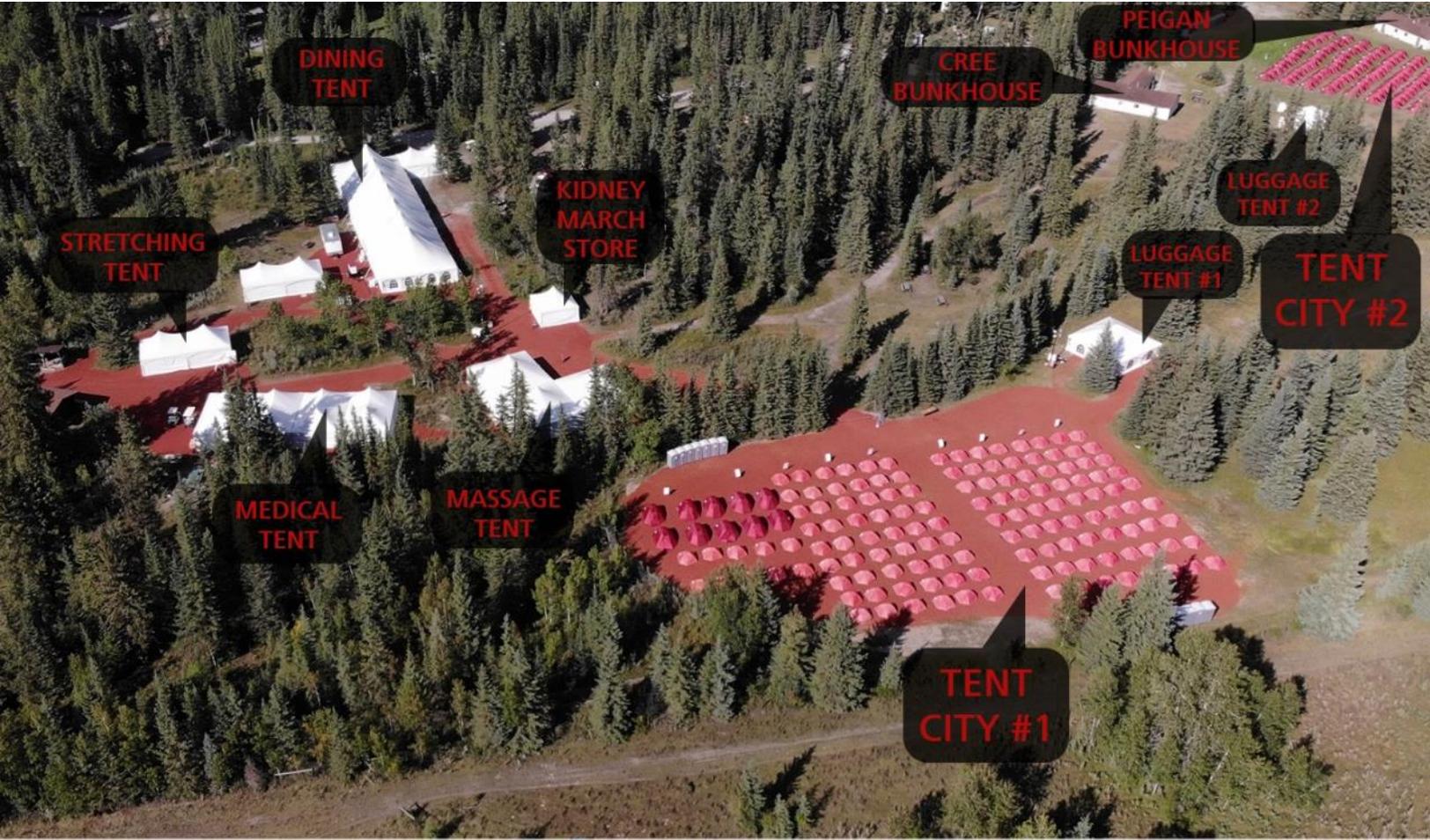
- Warm shower facilities.
- Sinks outside throughout camp for brushing your teeth and washing your hands.
- Enough portable toilet facilities that you can see them from space.
- Dining Tent where you'll be treated to hot breakfasts and dinners. The menu is planned with walking in mind – lots of pasta, 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 – book your massage when you arrive at camp.
- Medical Tent – full of medical professionals ready to help.
- Stretching Tent with certified yoga instructors to relax and guide you.
- The Golf Cart Crew, designated to chauffeur you 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.

“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



Kidney March Camp







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



Day Two: Saturday, September 10

Breakfast - 5:00 am - 7:00 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 Day Two Start Point - 7:00 am SHARP

Shuttles leave from Kidney March Camp — please don't miss these!

Day Three: Sunday, September 11

Breakfast - 5:00 am - 7:00 am

Served in the Dining Tent.

Luggage

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

Departure - 7:15 am SHARP

We will depart for the route as a group on shuttles from Kidney March Camp. — please don't miss these!

Celebration Stop - 2:30 pm

We all march into the Closing Ceremony together. In order to do that, we gather together at the finish line, at the top of Canada Olympic Park (COP), and have our pre-ceremony celebration, cheering Marchers on as they finish their journey. All Marchers must be at the top of the hill by 2:30 pm. Marchers will be assisted on the route to ensure we stay within this time frame. There will be drinks, snacks, and plenty of rest facilities. You'll also receive your finishing shirt here.

Closing Ceremony

Taking place in the Festival Tent at Winsport Canada Olympic Park (COP), the ceremony is a remarkable finish to the experience that 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.

KIDNEY MARCH PACKING LIST

Equipment

- Running Shoes.
*** Preferably two pairs of worn-in shoes you have been training in.**
- Marcher ID*
- Water bottle*
- Sunscreen
- Waist pack, or light backpack
- Prescription medications
- Anti-blister aids
- Petroleum jelly or Body Glide

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.**



“Success is achieved by ordinary people with extraordinary determination.”

ZIG ZIGLAR



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



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

587.333.6235

laura.fleming@kidney.ca



Thank You for Marching!

You are making a difference.

You are a hero.

UNITED
NO MATTER WHAT

