



KidneyMarch  
2024



# CREW

FUNDRAISING AND PREPARING FOR  
AN UNFORGETTABLE JOURNEY.







YEARS

YEARS

ONLY 100 KILOMETRES TO GO  
WE'VE GOT THE SWISS MILK

START DAY TWO

YOU CAN DO IT YES YOU CAN

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



# TABLE OF CONTENTS

<b>WELCOME TO THE FRONTIER OF HEROISM</b>	<b>3</b>
<b>WHY WE CREW</b>	<b>4</b>
<b>HOW WILL I BE MAKING A DIFFERENCE?</b>	<b>5</b>
<b>GETTING STARTED</b>	<b>7</b>
<b>FUNDRAISING</b>	<b>10</b>
<b>WAYS TO KICK-START YOUR FUNDRAISING</b>	<b>16</b>
<b>DONATION LOGISTICS</b>	<b>17</b>
<b>SAFETY</b>	<b>19</b>
<b>EVENT RULES</b>	<b>20</b>
<b>DO'S &amp; DON'TS AT KIDNEY MARCH CAMP</b>	<b>21</b>
<b>THE MARCH</b>	<b>23</b>
<b>WHAT IT MEANS TO CREW</b>	<b>30</b>
<b>CREW DESCRIPTIONS AND DUTIES</b>	<b>31</b>
<b>KIDNEY MARCH PACKING LIST</b>	<b>36</b>

# YOUR JOURNEY STARTS HERE







# WELCOME TO THE FRONTIER OF HEROISM



**Thank you for Crewing this year as we celebrate our 15th anniversary! Your level of commitment runs deep. We need Crew like you to make an event of this magnitude happen.**

Kidney March is more than a fundraiser. It is a movement. It is a community of people rallying in support of each other. It is an experience that will move you beyond your limits, and ask you to be incredibly present in the service of others. We invite you to let go of all preconceived notions and enter a world where for three days, no one's trying to get ahead, and everyone's living in step with their hearts. A world where you discover that being of true service to others, especially the Marchers, enriches your experience and makes it all worthwhile.

All of this occurs inside a context of tremendous kindness, support, and 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.

Crewing is about caring for the Marchers, ensuring everyone's safety, raising awareness for kidney disease and organ donation, and putting on a flawlessly executed Kidney March. Crewing is about foreseeing issues and taking the initiative to get things done.

Crewing is a demanding job. The hours are long, the expectations are high and the preparation is time consuming. Just as the Marchers are going beyond their limits and taking on a greater physical and fundraising challenge than ever before, Crew are going beyond your limits too. At an ordinary event, crooked signage or being late may go by unnoticed but at Kidney March, we are aiming for perfection.

At Kidney March, the Crew defines the experience. It is your energy, passion and commitment. It is your cheers, smiles and words of encouragement that keep Marchers going. **You set the tone.**



# WHY WE CREW

## 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. 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. Kidney March benefits those living with or at risk of kidney disease.

## The Kidney Foundation of Canada

The Kidney 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 these main areas:**

## **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 within 5 years. We are putting the greatest scientific minds in Canada to work, fighting back against this disease.

## **Kidney Disease Prevention & Support:**

We're tackling 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.

## **Growing the Organ Donation Pool:**

Over 70% 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 [kidney.ca](https://www.kidney.ca)



See the difference you are making, **read The Kidney Foundation of Canada's latest impact report.**



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

**MARGARET MEAD**



# GETTING STARTED

1. Contact us at Kidney March to talk about your Kidney March. Get all of your questions answered, learn how to use your fundraising page, establish your fundraising goals, get materials to promote your fundraisers, and alleviate any concerns you might have. Let us know if you have any special skills or certifications that might be useful for a particular type of Crew.

2. Get to know the Kidney March website "[KidneyMarch.ca](https://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](https://www.facebook.com/kidneymarch) on Facebook, X, Instagram and Tik Tok. 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](https://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 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 part of your plan. Although you may not be marching, training walks are open to all Marchers, Crew, and their friends and family. It's a great way to get involved in the community and build connection.

You can see upcoming training walks and Kidney March events at [KidneyMarch.ca](https://KidneyMarch.ca).

Join the "[Kidney March Training Walks](https://www.facebook.com/KidneyMarchTrainingWalks)" and the "[Kidney March Crew](https://www.facebook.com/KidneyMarchCrew)" Facebook Groups to connect with other Marchers and Crew.



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

Contact us at 403.255.6139  
[kidneymarch@kidney.ca](mailto:kidneymarch@kidney.ca)





**WHY are  
we Marching ?**

**1 IN 10  
CANADIANS**

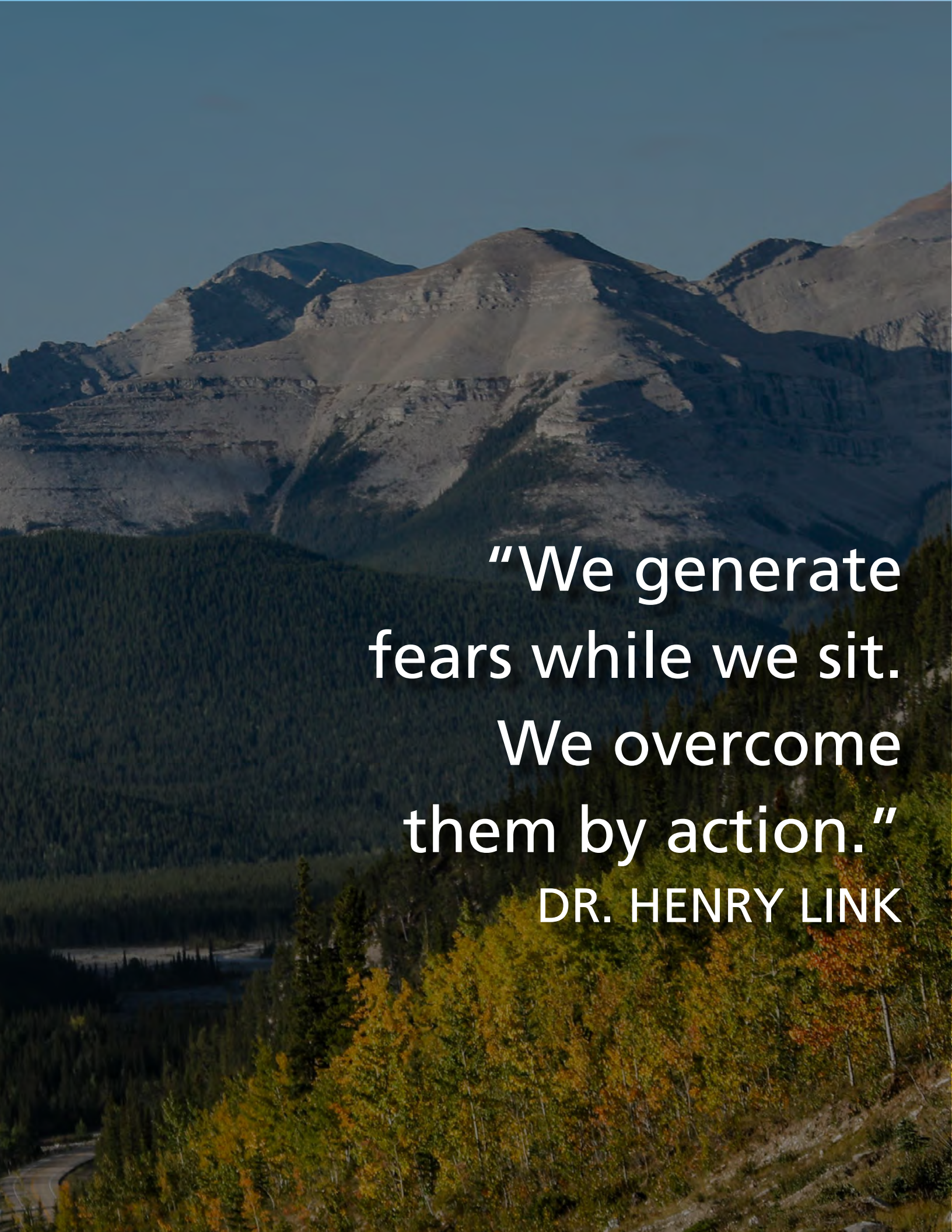
**Have Kidney Disease  
Millions More Are at Risk**

**There is NO Cure for  
Kidney Failure**

**73%**

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



A scenic view of a mountain range with a dense forest in the foreground and a clear blue sky above. The mountains are rugged and layered, with some peaks appearing to have snow or light-colored rock. The forest is a mix of evergreen and deciduous trees, with some trees in the foreground showing autumn colors. The overall tone is serene and majestic.

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

DR. HENRY LINK



# FUNDRAISING

## Donation Deadline:

Thursday, September 5, 2024

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



### 1. People Want to Invest In You

You're crewing a one-of-a-kind, 3 day, 100 km walk, while sleeping in a tent. Tell people this. This is no Saturday morning 10 km race you are volunteering for. You're giving back in a big way. There's a reason we made it 100 km over three days. 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. If you keep "\$100 helps" and break your fundraising into manageable goals, you'll be sure to reach your fundraising goal in no time.

### 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.

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 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.

#### 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](http://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](http://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](#)



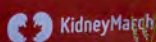
#### LIVE IN ALBERTA?

Contact us at Kidney March to obtain an AGLC license for raffles or prize draws. Many Marchers have reached their goal by hosting various games and draws.

A dark red sign with white text and the Kidney March logo, placed in a grassy field.

"There is a superhero in all of us. We just need the courage to put on the cape."

- Clark Kent





YARD SALE

50/50 DRAW

DONATION

DON'T SHAVE

PUB NIGHT

MATCHING DRIVE

SOCIAL MEDIA CHALLENGES

KIDNEY MARCH POSTERS

BOTTLE DRIVE

BAKE SALE

SCAVENGER HUNT



ONE-DAY E-MAIL

TALENT SHOW

ONLINE AUCTION

FLASH FUNDRAISER





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





## 6. The Marcher Centre

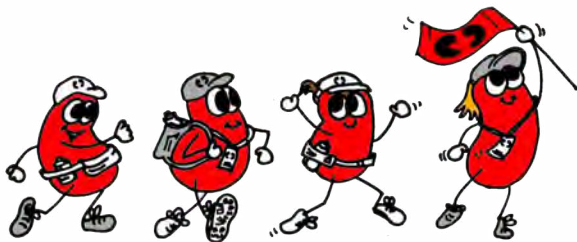
Your Marcher Centre on [KidneyMarch.ca](http://KidneyMarch.ca) has all the resources you need to share your Kidney March journey loud and proud! Here you can:

- (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
- Follow up with your supporters through thank you emails.
- Share your personal page to your social media accounts.

## 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!



Stay connected to the Kidney March community on social media:  
@KidneyMarch on Facebook, Instagram, and Twitter.

Join the [Kidney March Crew Facebook Group](#) and chat with other members of the Crew.

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.

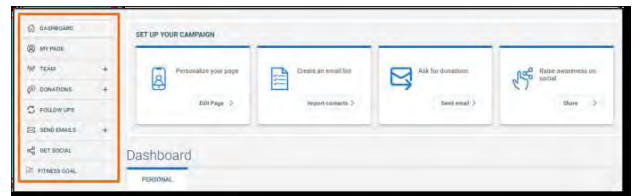
# Marcher Centre

2023

[Log in as a 2023 Marcher or Crew Member](#)

[Find a 2023 Marcher or Crew Member](#)

[Log in to your Marcher Centre on  
KidneyMarch.ca](#)



Explore the different tools available.

## MARCHER CENTRE GUIDE



Step-by-step instructions on how to use all the valuable features in your Marcher Centre to easily expand your fundraising reach!

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

**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. For example, Talk about why you are going to Crew and how excited you are about it.
- It's ok to post frequently!

### Post Examples

"It's almost time for me to Crew for Kidney March in support of kidney disease! I am so close to my goal, help me get there by donating to (URL)"

"\_\_\_ months ago I committed to make a difference in the lives of those living with kidney disease. I need your help to reach my fundraising goal. Every dollar helps - thank you (URL)"

"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... AND I will give you a hug. (URL)"

"In just one week, I will be crewing 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)"

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

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

**RAISE**



# WAYS TO KICK-START YOUR FUNDRAISING

**Host a party:** Have the entertainment and/or food donated. Sell tickets or ask for donations from the guests. Include an auction and see if you can get the items donated as well.

**Do a 50/50 draw or raffle:** If you live in Alberta, the Kidney March team can get you an AGLC license to do so. Easy and effective!

**Got a cubicle or office door?** Grab some Kidney March posters and hang them up along with donation forms for your co-workers to support you. We call it the silent ask.

**Poker tournament:** Host a fun, amateurs' night of poker playing to raise money. Set a buy-in price, then split the pot between the winner and your Kidney March fundraising efforts.

**Bottle drive:** This classic can bring in more than you would expect. Gather from your family, friends, neighbours and co-workers too.

**Toonie drive:** Place a toonie bin in your office or school with a sign asking people to donate their toonie to your Kidney March adventure.

**Don't shave ... or do:** Grow your beard and ask people to sponsor you for each week you maintain it. Or cut your long-lasting beard (or shave your head) if you reach a certain milestone in your fundraising, share your progress and have fun with it.

**Host a BBQ:** Got a grill? BBQ some burgers and hot dogs and sell them at a sporting event, at lunchtime or get permission from a business to sell them at their location during a high-traffic time. Bring your Kidney March posters and brochures to share.

**Sell a delicacy:** What are you good at making? Cookies? Salsa? Cakes? Pickles? Make your specialty and sell it to friends, family and co-workers.

**Donate your used clothes or household items:** Clean out your closets and have friends/family do the same. Kidney Clothes will pick up clothing and lightly used household items, and you will get a donation credit towards your fundraising goal. Contact [kidneyclothes.ca](http://kidneyclothes.ca) or call 587.880.2140.

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 give up.

# DONATION LOGISTICS

Donations can be made safely and securely on [KidneyMarch.ca](https://KidneyMarch.ca) on your fundraising page.

If you choose to fundraise using donation forms, please remember:

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.
2. [Click Here](#) to download a donation form from our website or contact us for printed copies.
3. Instruct anyone donating by cheque to include your name on the cheque and a completed donation form with your name on it.
4. 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.
5. **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.
6. Donation forms that come by mail will be posted to your personal fundraising page within 7-10 days.

**The Kidney Foundation will send tax receipts to supporters for donations \$20 and over.**

**All Crew will have until October 31, 2024 to meet their personal fundraising goals.** If you have not met your donation commitment by this time, 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



**“When you have worn out your shoes, the strength of the shoe leather has passed into the fiber of your body. I measure your health by the number of shoes and hats and clothes you have worn out.”**

**- RALPH WALDO EMERSON**



# SAFETY

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

## General Event Safety

- 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.
- Know the times for departing and returning from the route (if crewing on 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.
- No guests are allowed at Kidney March Camp, on Kidney March shuttles, or in Kidney March vehicles.
- 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

## Road Safety

- Be aware of traffic.
- Always obey traffic signs and signals.
- No headphones.
- Signal support vehicles using official hand signals. (See your Kidney March Lanyard for hand signals.)
- Obey the instructions of the Crew for your safety.

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.





# 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 exclusion from Kidney March.

## Event Rules

- You must attend a Safety Session on Thursday, Sept.5, 2024, at 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 or 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 Marcher or Crew member, 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
- 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'S

- ✓ Find snacks and beverages at the dining tent.
- ✓ Sign up for a massage.
- ✓ Relax in the stretching tent.
- ✓ Join in the fun and evening entertainment in the Dining Tent
- ✓ Report anything unusual to Crew.
- ✓ Check-out with camp staff and security if you leave, and check-in when returning.

## ✗ DON'TS

- ✗ 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.
- ✗ Smoke outside of designated smoking areas.







**"IF YOU WANT TO GO FAST, GO ALONE. IF YOU WANT TO GO FAR, GO TOGETHER."**  
- AFRICAN PROVERB



**You don't have to do this. You get to do this**

- Tom Kubis -





# THE MARCH

## Day Zero Check-in and Safety Session: Thursday, September 5

All Crew 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, if you don't live in the city, to book a hotel room for the night of Thursday, September 5, so you'll be close to our early morning departure on Friday, September 6. Kidney March will provide you with details on your Crew session along with any other special Crew specific meetings you may need to attend depending on your role.

Delta Calgary South Hotel, Tower Building:  
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 Crew Safety and Orientation Session.
- Meet your Crew Lead and the other team members on your Crew.
- Receive vital Crew specific information and departure details for the next day.
- 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 a minimum of one hour for Day Zero Check-in.

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



## Day One: Friday, September 6

### Getting to your Crew Location

We will shuttle you from the Delta Hotel to your Crew location. Crews need to assemble and be ready to depart the hotel at 5:45 am sharp. You can drop your luggage off before boarding. Vehicles can be left at the hotel over the weekend.

### Crew Roles

Roles vary significantly depending on the Crew team. Each Crew member will be briefed by his/her Crew Lead at Day Zero and the start of each day. Additionally, please refer to pg 31 for Crew Descriptions. Crew roles will be assigned in the summer closer to the March.

### 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.

### Breakfast

Please be sure to eat an energy-producing breakfast before leaving home or your hotel. We need you at your best.

### Opening Ceremony - 7:00 am, Millarville Racetrack

**306 192 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. \*Not all Crew will be able to attend the opening Ceremony depending on their role.



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

## 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 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 on route at all times. Please flag one down if you need help.
- 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.

## Finishing Your Day

A Crew member's day is never finished. We ask that even when your immediate tasks are over, you continue to be alert for ways you can help. 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 on. In the event of inclement weather, dress appropriately and use extra caution.



# 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 serious dietary restrictions you have in advance.
- A central stage in the Dining Tent for nightly entertainment and fun.
- Massage Building – book your massage when you arrive at camp.
- Medical Building – 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**

**The best part of camping with friends is that even the simplest things become extraordinary when you're surrounded by the right people.**









## **Day Two: Saturday, September 7**

### **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 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 8**

### **Breakfast - 5:00 am - 7:00 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 camp at 6:45 am sharp. Some Crews start earlier - Food Services, Medical Services, Transfer Services.

### **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).

### **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 Canada Olympic Park (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'll also receive your Crew 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.



# 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 AND DUTIES

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.





## 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

- All members of this Crew must have a valid drivers license, impeccable driving skills and road safety awareness. Minimum ages for drivers on this crew is 25.
- 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 advance 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.



Please note distracted driving and speed laws are in effect.  
If you are ticketed during Kidney March you are responsible for the ticket.  
Minimum age for drivers on any Crew is 25.

## 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

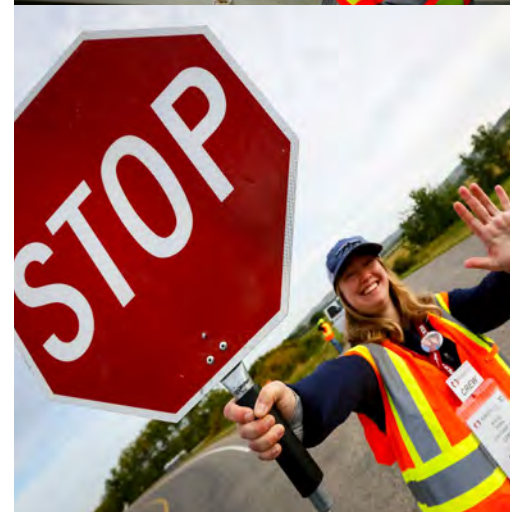
- Collect Marchers clothing, bag and label it, and return to Kidney March Store at the end of each day, as well as any lost and found items.
- Set up and take down all rest stops, including the lunch stop.
- Ensure there are no safety concerns entering the rest stop (like Texas gates).
- Ensure the site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

## 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.

## 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.





## 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.

## 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.

## Medical Crew

- First Aid Training is the minimum requirement to be on this 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.
- 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.





## 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 and over 25 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.





# KIDNEY MARCH PACKING LIST

## MUST HAVES:

- Water bottle
- Crew ID
- Running Shoes \*or any specific footwear you require for Crew duties.
- Kidney March registration shirt
- Socks
- Sleeping bag
- Pillow
- Sleeping mat or roll
- Prescription medications

## CLOTHING:

- Rain jacket/Poncho
- Wind-breaker jacket
- Shorts
- Long pants
- Shirts
- Sweater
- Underwear
- Sleepwear
- Hat/Cap/Visor
- Sunglasses
- Waist pack or light backpack

## GEAR AT CAMP

- Towels
- Flashlight and batteries
- Earplugs
- Comfortable shoes
- Shower Sandals
- Extra blanket

## OTHER:

- Bandages
- Cell phone and charger
- Credit card or money
- Deodorant
- Sunscreen
- Anti-blister aids
- Petroleum jelly or Body Glide
- Disposable plastic bags
- Gauze & tape
- Hair ties
- Identification
- Insect repellent
- Lip balm
- Moisturizer
- Nail clippers
- Pain reliever/medication
- Pen and writing journal
- Razor
- Sanitary products
- Shampoo
- Small mirror
- Soap
- Toothpaste & toothbrush
- Washcloths
- Writing journal



Watch our Kidney March packing video on YouTube with Heather Dean



**\*\* There are limited items available for purchase at the Kidney March Camp Store**

## A NOTE ABOUT YOUR LUGGAGE

- Pack only 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.



Kidney March

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“Every great dream begins with a dreamer. Always remember, you have within you the strength, the patience, and the passion to reach for the stars to change the world.”

**HARRIET TUBMAN**



**kidney**  
FOUNDATION <sup>TM</sup>

Thank you for being a part of  
Kidney March.

Together we are changing lives and the  
future of kidney disease, and it could not happen  
without you and your dedication to our kidney cause.

**KIDNEYMARCH.CA**

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**OFFICE HOURS:**  
Monday to Friday 9:00 am– 4:30 pm



**KidneyMarch**





KidneyMarch

Thank You for Crewing!

You are making a difference.

You are a hero.

