

Lace Up To End Diabetes COMMUNITY CHAMPION RECRUITMENT PACKAGE



WHY BE A COMMUNITY CHAMPION...



Another Canadian is diagnosed
every 3 minutes



6 million Canadians live
with prediabetes - half will
develop type 2 diabetes if
nothing is done



33% of people living
with diabetes do not feel
comfortable disclosing their
condition to others.



1.5 million
Canadians have type 2
diabetes - and don't even
know it

BROUGHT TO YOUR COMMUNITY, BY YOUR COMMUNITY

As a Community Walk Champion, you unite your community, raise \$10,000, and light up your town on the national map—all while empowering the 4 million Canadians living with diabetes. Join us to educate, inspire, and raise vital funds for Diabetes Canada

THE EVENT

Participants will fundraise and Show Their Glow in a 5 km walk. Gather your family, friends, and colleagues to form your BLUE CREW and turn every step into hope, community, and change. Across Canada, volunteer-led walks—hosted by passionate Community Champions and supported by Diabetes Canada—bring people together to share stories, raise awareness, and fund vital programs. Your steps help fund critical research, educate healthcare professionals, advocate for the rights of all Canadians living with diabetes, and support life-changing programs like D-Camps and patient education.

These walks will be held from October 14 to November 14, ending on World Diabetes Day. Join the movement and shine a light that inspires, unites, and makes an impact. Every step matters—walk with purpose, pride, and hope for a brighter, healthier future!

DIABETES CANADA PARTNERSHIP

To ensure the success of your event, Diabetes Canada's team will provide the following:

- Event site booking support up to \$500 per venue
- Event insurance
- 4 check-in meetings
- Participant registration kit (glow-in-the-dark laces & finisher medal)
- Glow in the dark kit for Family Zone with colouring sheets
- Lace Up banner wrap to kick off your walk
- Glow-in-the-dark water bottle for every participant who raises over \$250
- Glow-in-the-dark toque for top fundraising participant
- Blue flashlight awarded to the individual who showed the best glow
- All printed materials:
 - Printed copies of DC Lit
 - Waivers and pledge forms
 - Event reconciliation materials, deposit slips and bags
- Custom marketing material templates:
 - Event signage templates
 - Branded Lace Up social media photo sign
 - Social media template
 - Custom community sponsorship package
 - One-pager document/QR poster template
 - Solicitation email template
 - Event guide template

YOUR COMMITMENT + TIMELINES



Example of How to Raise \$10,000:

| | |
|--|--------------------|
| Sponsorship Revenue Secure 1-2 sponsors (sponsorships from \$500 - \$3,000) | \$2,500.00 |
| Registration Revenue: 50 adults at \$30, 20 children at \$10 | \$1,700.00 |
| Peer to Peer Revenue 33 participants raising \$176.00 AVG (2024 average fundraising \$189.00) | \$5,800.00 |
| GOAL | \$10,000.00 |



LACE UP COMMUNITY CHAMPION AGREEMENT

This Community Champion Agreement (the "Agreement") is entered into between Diabetes Canada ("DC") and the undersigned individual and, if applicable, the organization identified below (collectively, the "Community Champion").

If the undersigned is signing on behalf of an organization, the undersigned represents and warrants that they have full authority to bind such organization to this Agreement, and the terms "I", "me", and "Community Champion" shall apply to both the undersigned individual and such organization.

Upon receipt of this signed Agreement, DC approves my application to organize a Lace Up fundraising event (the "Event") as follows:

Event Location: _____

Event Date: _____

DC is grateful for community support toward its mission and vision, provided such activities are conducted in accordance with DC's Policies and this Agreement.

TERMS AND CONDITIONS

Please check each box to indicate acceptance.

1. Fundraising Commitment

I acknowledge that, in consideration of receiving support and resources from DC to organize and promote the Event, I commit to using reasonable best efforts to raise a minimum of \$10,000 through my Event.

2. Event Responsibility and Permits

I am solely responsible for planning, organizing, and operating the Event, including ensuring that the Event location, route, and activities comply with all applicable laws and municipal requirements, and for obtaining any required permits, licences, or permissions.

3. Compliance With Laws

I agree to comply with all applicable federal, provincial, and municipal laws, bylaws, and regulations related to my Event.

4. Participant Waivers

I understand that all Event participants must complete and sign DC's required Event waiver prior to participating in the Event.

5. Charitable Tax Receipts

I understand that DC may issue charitable donation receipts only in accordance with Canada Revenue Agency regulations, and that receipts cannot be issued without complete and accurate donor and donation information and required supporting documentation.

6. Event Proceeds and Reporting

I understand that all net proceeds from my Event, along with any required donor information and Event revenue closing report, must be submitted to DC and deposited at a local RBC branch within seventy-two (72) hours of completing my Event.

7. Gift Acceptance and On-Site Restrictions

I understand that DC reserves the right to decline any charitable gift or support it considers inconsistent with its mission, vision, values, or reputation. This includes gifts or support that:

- involve sensitive issues,
- are linked to the sale of alcohol,
- or originate from tobacco or cannabis product manufacturers, distributors, or related entities.

I further agree that, on the day of my Event, no products, food, beverages, supplements, or materials inconsistent with Diabetes Canada's mission, vision, or health-focused messaging will be present on site.

I further agree that I can only use authorized DC "in support of" logo on all materials. I further agree that if I do not use marketing templates provided by DC, I will submit all promotional and/or print materials containing the DC name and/or logo a minimum of two weeks in advance of the planned printing or publication date to gain approval.

8. Sponsor Information

I agree to share sponsor information with Diabetes Canada so that DC may acknowledge and thank sponsors for their support.

9. Responsibility for the Event

I acknowledge and agree that I am legally, financially, and operationally responsible for the Event, and that DC shall not be liable for any claims, losses, damages, or liabilities arising out of or related to the Event.

10. Safety Obligations

I agree to take all reasonable steps to help ensure the safety of Event participants, volunteers, and attendees.

11. Event Changes

I agree to promptly notify DC if the Event is cancelled, postponed, or rescheduled.

12. Communication and Compliance

I agree to communicate the terms of this Agreement to all members of my organizing committee and to take reasonable steps to ensure compliance by all volunteers, supporters, and participants.

13. Release of Liability

In consideration of (a) DC's review and approval of my Event application, (b) DC's permission to organize and promote the Event using DC's name, branding, and materials, and (c) DC's provision of guidance, resources, event-related documentation, and administrative support, I hereby fully and

irrevocably release, waive, and discharge DC, its directors, officers, employees, volunteers, and agents, in any capacity, to the fullest extent permitted by law, from any and all claims, demands, causes of action, damages, losses, liabilities, costs, or expenses, whether in contract, tort, or otherwise, arising out of or related to the Event or my involvement in the Event, including any claims arising from the negligence of DC, including claims for injury, disability, death, or property damage, except to the extent caused by DC's gross negligence or willful misconduct.

14. Indemnification

In consideration of (a) DC's review and approval of my Event application, (b) DC's permission to organize and promote the Event using Diabetes Canada's name, branding, and materials, and (c) DC's provision of guidance, resources, event-related documentation, and administrative support, I agree to indemnify, defend, and hold harmless DC, its directors, officers, employees, and agents from and against any and all claims, demands, actions, causes of action, losses, liabilities, damages, costs, and expenses (including legal fees) arising out of or relating to the Event, including any third-party claim resulting from:

(a) my organization, planning, operation, promotion, or conduct of the Event;

(b) any act or omission by me or by any person for whom I am legally responsible; or

(c) any injury, death, or property damage occurring in connection with the Event, except to the extent caused by the gross negligence or willful misconduct of DC.

This indemnity shall survive the completion or termination of this Agreement.

15. Confidentiality

I agree to keep confidential any non-public personal, financial, or business information of DC obtained in connection with my role as Community Champion.

16. No Duty to Supervise

I acknowledge that DC has no duty to supervise the Event or any related activities and assumes no responsibility for any acts or omissions related to the Event.

Final Acknowledgement

I am aware that by accepting this agreement, I am giving up certain legal rights, including the right to sue or claim compensation from DC.

By signing below, I acknowledge that I have read, understood, and agreed to the terms and conditions of this Agreement, and I intend it to be legally binding. I also confirm that I have authority to bind the organization (if any) and agrees to indemnify DC for losses arising from any breach of that representation.

Signature of Community Champion

Date

ORGANIZATION
(if signing on behalf of an organization)

Signature of Diabetes Canada
Representative

Date

AGREEMENT SUBMISSION:

Your signed Agreement can be submitted to:

Diabetes Canada

ATTN: Amanda Downs

1000 - 170 University Avenue

Toronto, ON M5H 3B3

Phone: 416-408-703

Email: amanda.downs@diabetes.ca

THANK YOU!

We recognize the time and energy that goes into creating a successful Lace Up event. Thanks to your efforts,

Diabetes Canada can invest in life-changing diabetes research, community programs, and initiatives like D-Camps, empowering over 11 million Canadians living with diabetes or prediabetes, as well as their families, to lead healthier and fuller lives.