

WALK TO  
**MAKE CYSTIC FIBROSIS HISTORY**



# WALK CHAIR & COMMITTEE GUIDE



FEATURE



# WELCOME

## ➤ WELCOME

Thank you for volunteering your time to the Walk To Make Cystic Fibrosis History. Dedicating your time, passion, and expertise to bringing the Walk to life. With your support we will take a **#StepToward** finding a cure for cystic fibrosis and raise invaluable funds for supporting our community.

As a Walk Chair you are a part of a group of volunteers who support CF Canada by promoting the event to a wide audience of participants, donors and anyone who may be interested in supporting the efforts to drive life-changing advancements in cystic fibrosis.

Thank you! 

## ➤ THIS GUIDE

This guide is designed to help you get started in your role as a Walk Chair. It is an essential resource designed to empower Walk Chairs and set them up for success from the very beginning. Whether you're a seasoned event planner or stepping into this role for the first time, this comprehensive guide is tailored to provide you with the knowledge, expectations, resources and support you need to navigate through this role.

We're here to guide you every step of the way, ensuring a seamless and rewarding experience for both you and your committee. Let's take a **#StepToward** this journey together and make the 2026 Walk To Make Cystic Fibrosis History a big success!

## GUIDE CONTENT

- About The Walk
- About CF Canada
- What is cystic fibrosis (CF)?
- Key Messages & Branding
- Your Role
- Support Structure
- SharePoint & CrowdChange
- Next Steps
- Bookmarks & Important Dates



## WHY ARE WE WALKING?

### » WHAT IS THE WALK TO MAKE CF HISTORY?

Every year during Cystic Fibrosis Awareness Month (May), Cystic Fibrosis Canada holds Canada's largest national fundraising event in support of people affected by cystic fibrosis.

Thousands of Canadians have participated, fundraised, donated and volunteered to make the event an annual success, raising over \$50 M and recruited over 108,000 participants over the past 21 years.

It is a special time when families, friends, individuals and teams of the Canadian cystic fibrosis community comes together across the country to help change the lives of people living with cystic fibrosis.

### » THEME FOR 2026

The 2026 Walk To Make Cystic Fibrosis History on **Sunday, May 31, 2026** is officially **22 years strong** and our collective efforts help ensure all Canadians with CF can live longer and healthier lives. But we cannot slow down. Breakthrough drugs are NOT a cure and we need to take more steps to make sure no one is left behind. Let's step toward the possibilities together.

This year, we're taking a **#StepToward** —never having to cancel plans because of CF, toward not having to take multiple enzymes a day, toward no more hospital stays, toward making sure everyone gets the treatments they need, towards life-changing research, toward a future without CF.

**DID YOU  
KNOW?**

**WE ARE WALKING  
ACROSS 40  
COMMUNITIES!**

**WE HOPE TO SEE  
OVER 4000 PEOPLE  
THIS YEAR!**



# WHO IS CF CANADA?

## » WHO IS CYSTIC FIBROSIS CANADA?

Since being founded by parents in 1960, CF Canada has dramatically changed the cystic fibrosis story. CF Canada is a national not-for-profit corporation and one of the world's top three charitable organizations committed to improving and lengthening the lives of people living with cystic fibrosis (CF).

Today, Cystic Fibrosis Canada is a leading organization with a central role engaging people living with cystic fibrosis, parents and caregivers, volunteers, researchers and healthcare professionals, government and donors.

We work together to change lives through treatments, research, information and support. The organization has advanced access to life changing CF medicines in Canada through relentless advocacy and government relations work.

## » OUR NEW VALUES



### CONNECTED

We are strongest when we collaborate well with our team and are connected to our community.



### INCLUSIVE

We nurture a diverse and inclusive environment where everyone feels valued, and is heard, seen and respected.



### IMPACTFUL

We are intentional in our focus to ensure we create a better future for people living with CF in Canada.



### BOLD

We think and act boldly to inspire the best outcomes for people living with CF in Canada.



To read more visit: [www.cysticfibrosis.ca/about-us](http://www.cysticfibrosis.ca/about-us)  
View our new strategic plan for 2024-2027



# WHAT IS CYSTIC FIBROSIS?

## ➤ ABOUT CF

- CF causes various effects on the body, but mainly affects the digestive system and lungs.
- The degree of cystic fibrosis severity differs from person to person, however, the persistence of ongoing infection in the lungs causing destruction of the lungs and loss of lung function, will eventually lead to death in the majority of people with CF.
- **Typical complications caused by cystic fibrosis are:**
  - Difficulty digesting fats and proteins
  - Malnutrition and vitamin deficiencies because of inability to absorb nutrients
  - Progressive lung damage from chronic infections and aberrant inflammation
  - CF related diabetes
  - Sinus infections

Cystic fibrosis (CF) is the most common fatal genetic disease affecting Canadian children and young adults.

At present, there is **no cure**.

 **4513 Canadians with CF**

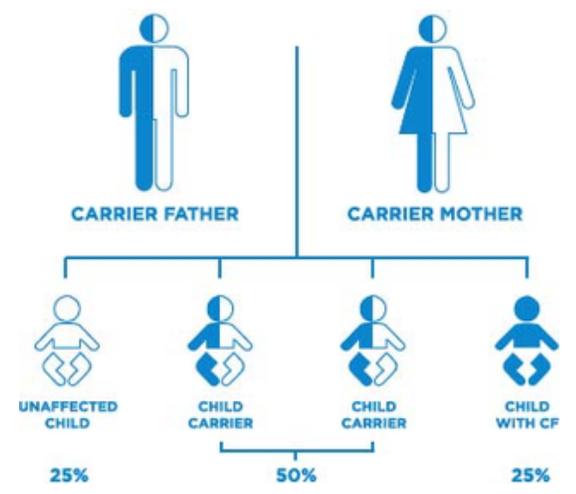
 **34 % Children**

 **66 % Adults**

 **Estimated median age of survival is 60 years of age**

## ➤ CAUSES OF CF

Cystic fibrosis is a genetic disease that occurs when a child inherits two abnormal genes, one from each parent. Approximately, one in 25 Canadians carry an abnormal version of the gene responsible for cystic fibrosis. Carriers do not have cystic fibrosis, nor do they exhibit any of the symptoms of the disease.



To learn more visit: [www.cysticfibrosis.ca/about-cf](http://www.cysticfibrosis.ca/about-cf)

Info above credited to the 2023 Highlights from the Canadian CF Registry



## KEY MESSAGES

### ➤ KEY MESSAGES

Throughout the 2026 Walk To Make Cystic Fibrosis History campaign, we will be posting a variety of content on our national social media platforms – which you are encouraged to re-share on your own platforms. Please feel free to use the following key messages and the other resources provided in the social media toolkit to create your own original content.

- Register online and choose to participate virtually or in person from 40 locations across Canada. We hope to see you at your local Walk To Make Cystic Fibrosis History on Sunday, May 31, 2026.
- Register, fundraise and donate as we take a step toward creating a life unrestricted by CF for ALL Canadians living with cystic fibrosis.
- Rally the support of your friends, family, neighbours, colleagues and acquaintances – the power of our community makes change possible.
- Share your Walk journey by posting on social media and sharing updates with your friends and family. Use #StepToward and tag @CFCanada
- On Walk Day, Sunday, May 31, join your fellow walkers to unite, walk, roll or run the local Walk route and celebrate your fundraising achievements.
- Make it a family affair! Through our Walk Jr. program, we've compiled some very cool tools, tips and opportunities to help kids become fundraising superheroes!

### ➤ IMPACT STATEMENTS

- Cystic Fibrosis Canada has a 65-year history of driving remarkable progress in cystic fibrosis research, advocacy and care.
- As a donor-funded organization, we rely on the support and generosity of our donors to fund our mission work. We receive less than 2% of our funding from the government, therefore donor support is critical to the success of our shared cause.
- Your gift to the Walk To Make Cystic Fibrosis History will help Cystic Fibrosis Canada continue to change the cystic fibrosis story.
- Donors and fundraisers, like you, have already helped to:
  - Fund Canadian scientists who discovered the cystic fibrosis gene.
  - Extend the lifespan of children diagnosed with cystic fibrosis.
  - Contribute to the discovery of the newest life-changing medications.



## BRANDING & LOGOS

### » BRANDING

- Please refer to the event in full where possible: ‘Walk To Make Cystic Fibrosis History’, noting to capitalize the word “To”.
- For any subsequent mention of the event title, please either use the full title or if necessary, the event can also be referred to as “the Walk” where needed.
- People who participate in the in-person Walk are walkers, not Walkers.
- Cystic Fibrosis Canada
  - More often than not, use the full organization name “Cystic Fibrosis Canada” rather than “CF Canada”
  - If shortening to “CF Canada” ensure the first reference to our brand name within body copy reads “Cystic Fibrosis Canada (CF Canada)”.
  - Don’t use of the acronym “CFC”, as it is not part of our brand.
- Use of “cystic fibrosis” versus “CF”
  - Writing out the entire word helps raise awareness of the name of the disease.
  - If shortening “cystic fibrosis” to “CF”, ensure the first reference to cystic fibrosis within body copy reads “cystic fibrosis (CF)”

### » LOGOS

For 2026 we have streamlined our event logo. The one shown here is the correct format to use. Please feel free to use our logo on your promotional materials. Multiple formats and colors saved in SharePoint.

*in support of*  
WALK TO  
**MAKE CYSTIC FIBROSIS HISTORY**



**Logos**



*in support of*

WALK TO  
**MAKE  
CYSTIC  
FIBROSIS  
HISTORY**





## ROLES & SUPPORT

### ➤ YOUR ROLE & COMMITMENT

The Walk Chair provides the motivational and organizational leadership for the Walk To Make Cystic Fibrosis History in your community. You will lead a committed group of volunteers to execute a successful and safe event. The Walk Chair will have additional responsibilities for the development and execution of the Walk logistics plan in your community designated by the CF Canada Staff Lead, while always referring to the minimum standards.

CF Canada staff are here to support you and ensure you have everything you need to run a successful event. You will be introduced to your Staff Lead in your area and they will be your main contact throughout this commitment.

The time commitment for this role is from January 1 - June 1, 2026. The workload is spread throughout monthly committee meetings, weekly email communication, independent work (approx. 2-3 hours a week), and increase in hours throughout the month of May. You must also be available all day on Walk Day, May 31.

### ➤ CF CANADA SUPPORT

Our Feature events are known for their large scale and ambitious fundraising objectives, therefore we have attributed a Staff Lead for each one, to provide project management support from the organization to ensure their Walk success. The Staff Lead will take a primary role in securing the logistics of a site and providing stewardship to the participants.

The CF Canada Staff Lead will support you by providing:

- Initial training and regular, ongoing support;
- Resources to support volunteer and fundraising goals (guides, templates, fundraising pages, toolkits);
- Regular liaison with volunteers and attending committee meetings to provide support and guidance.

In your initial meeting with your committee, a more thorough division of tasks can be completed together (with support of a critical path template). You are the expert in your local area, therefore your support will be crucial to success.



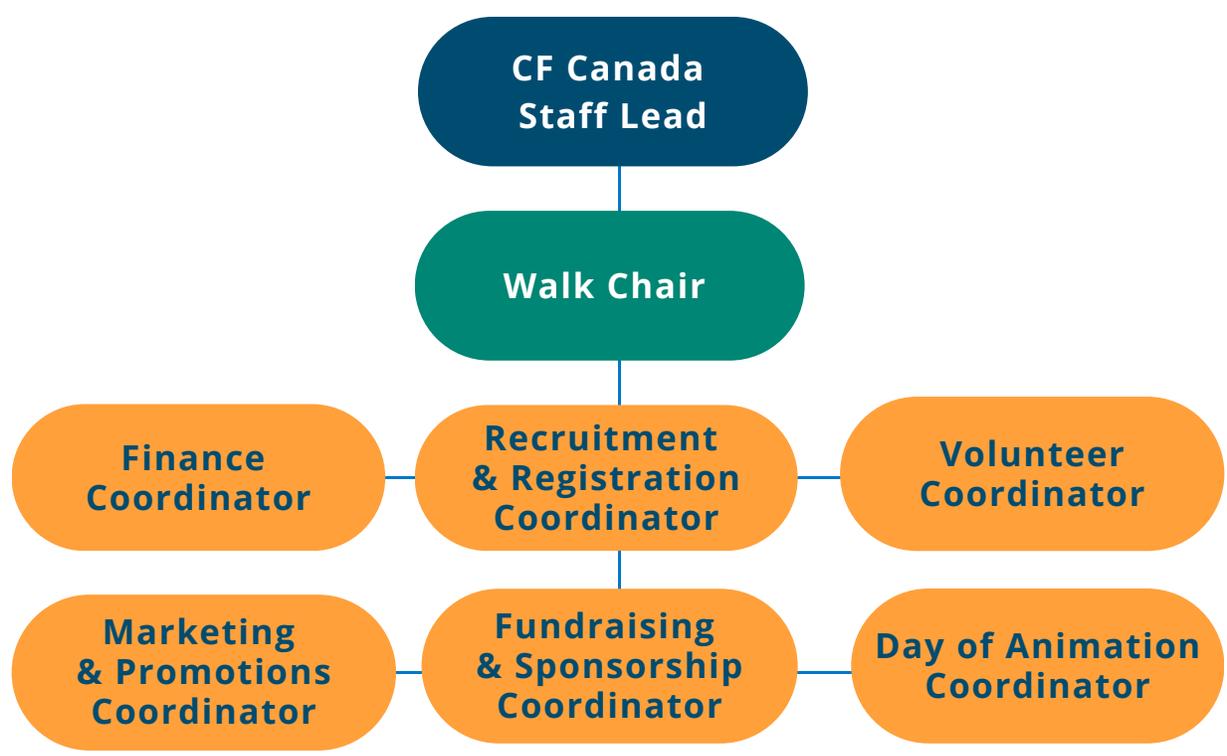
# ROLES & SUPPORT

## ➤ YOUR ORGANIZING COMMITTEE

Forming a committee is suggested to help distribute responsibilities, leverage diverse skills, and foster collaboration, ultimately enhancing the efficiency and effectiveness of the event planning.

We have created a suggested list of committee positions and their descriptions, which are set as general guidance to what areas may be needed for each Walk location. Committee roles are flexible and can be tailored to fit the size and needs of the event, as well as the strengths and interests of other committee members.

For detailed descriptions and key accountabilities for each role shown in the chart below, see our position descriptions [here](#). We do suggest to have at least two people to support you on this journey. See “Next Steps” in this guide for more information on recruiting.





## RESOURCE PAGE & CROWDCHANGE

The two main websites that are utilized in the planning and execution of Walk Day are the Committee Resource webpage and Crowd Change. You will hear these websites referenced quite often in email communications with staff or in training tutorials. Here we will be providing you a brief overview and what you can expect to find on each platform.

Login credentials to Crowd Change will be sent to you by the National Walk Team, once you read and agree to the Volunteer Agreement Policy sent to you in your welcome email.

### ➤ RESOURCE WEBPAGE

We keep everything you need to plan and execute a Walk event in one place. This used to be SharePoint but after feedback we have now created a resource page on the main Walk website for you to utilize the materials you need. Many of the documents referenced in this guide are directly linked to the webpage. Documents are continuously uploaded to the site during the lead up to Walk. It is essential to familiarize yourself with the site and check for new documents. We will also share in the newsletters when new materials are available.

[Access Resource Webpage](#)

### ➤ CROWDCHANGE

The platform where participants/supporters register and donate to Walk locations across Canada. Participants are able to access their personal and team fundraising pages on CrowdChange.

Logistics such as location, start time, and other important information can be added to the description of each Walk location's CrowdChange tile to notify Walkers prior to Walk Day. Registration and donation reports are pulled from this site.

A training video on how you can make changes and pull reports will be shared on the resources webpage.

[Access CrowdChange](#)



## NEXT STEPS

### ➤ SIGN VOLUNTEER AGREEMENT POLICY SURVEY

To get started, Cystic Fibrosis Canada (CF Canada) has developed several policies for its employees, contractors, and volunteers to ensure everyone who represents Cystic Fibrosis Canada acts with the highest ethical standards.

As leaders within the Walk To Make Cystic Fibrosis History event, there are specific policies that apply to your role. CF Canada requires that each volunteer agree to and sign the policies before they can be given access to the Resource Site or be added as an admin to their fundraising page.

Please note: within the document you will be electronically signing, we will also ask you for your general information to help us throughout the Walk season, such as the shipping address for all of your materials.

! If you would like to share access to the CrowdChange and Resources site with a committee member, please email [walk@cysticfibrosis.ca](mailto:walk@cysticfibrosis.ca) to get an email triggered to the committee member to sign the policy.

### ➤ RECRUIT YOUR COMMITTEE

Have you seen outstanding team captains or day of volunteers that you would like to recruit to your committee? It is time to reach out and get as much help as you can.

If you are looking for tools to recruit new people to your committee, you can find some example posts, text, and tools here in the recruitment toolkit.

Once you confirm a committee member, please send them the volunteer agreement policy survey to complete. **All committee volunteers must sign the agreement.**

[Recruitment Toolkit](#)

[Committee Tracker](#)



## NEXT STEPS

### ➤ PREPARATION TIMELINE

To help you with your event preparations, CF Canada has created a general timeline in which many Walks operate in the months leading up to Walk Day. We understand that each Walk operates in its own way and suggest that the timeline outlined be used as a recommendation. Please feel free to make changes most suitable for your event.

You can find this all laid out in our [Critical Path Template example](#). Actions/projects have been added based on tasks that happen in every walk community. Specific tasks/projects have been assigned to members of the organizing committee based on CF Canada's suggested committee structure.

Please download a copy and make edits to the individual(s) responsible for the task based on how your organizing committee is set-up. Share the critical path with the organizing committee so they can become familiar with their tasks and timelines. Then at each meeting, members can provide an update on the tasks that are due.

**Check out our new logistics tracker for keeping all logistic information in one document!**

[Critical Path Template](#)

[Logistics Tracker](#)

### ➤ INFO SESSIONS AND TRAININGS

Information / training session will be held monthly during Walk season. Details for each meeting session will be given in your monthly newsletters.

- Sponsorship (January Session)
- How to use CrowdChange & pull reports (February Session)
- Stewarding participants (February Session)
- Volunteer Recruitment (March Session)
- Next steps leading up to Walk Day (logistics) (April Session)



## NEXT STEPS

### ➤ CROWD CHANGE REGISTRATION PAGE UPDATES

To ensure that participants receive timely and accurate day-of-event information we have created a standardized graphic that will be included on all Crowd Change registration pages. This graphic includes need to know information such as:

- Location of the event
- Registration time
- Walk start time
- Parking on-Site
- If lunch is provided at the event
- If dogs are allowed at the event

WALK TO MAKE CYSTIC FIBROSIS HISTORY		BARRIE
EVENT DETAILS	NEED TO KNOW INFORMATION	
DATE	SUNDAY, MAY 25, 2025	
LOCATION	ST. VINCENT PARK	
REGISTRATION TIME	TBD	
WALK START TIME	TBD	
PARKING ON-SITE	TBD	
LUNCH PROVIDED?	TBD	
ARE DOGS ALLOWED?	YES	

This information can be provided to your Staff Lead at any time. A survey monkey will be sent to you if you have not sent this information prior to April 1.

### ➤ COLLATERAL ORDERING

We want to make sure that you are provided with some branded items to use on Walk Day to promote the event. Many of you should have lawn signs, tear drop flags, registration banners and more. If you feel you are in need of more signage please consider this in your expense budget.

What you will be getting from us in 2026:

- Team Captain Pins
- Large CF Canada Flag for signage
- Walk Jr. Capes

What you can order from us in 2026:

- Bandanas
- Balloons
- Stickers
- Tattoos
- I'm Walking for stickers

**A survey will be sent out beginning of March to order collateral items for 2026.**



## NEXT STEPS

### ➤ BUDGET & EXPENSES

#### [Expense Tracker Template](#)

CF Canada uses historical information to pre-set each Walk location's expected revenue and expenses for each Walk season. Each goal is set with the intention of getting us to our overall fundraising goal at the end of the season. These goals are in no way set to stress you or your committees. We simply ask that you try your best to reach these goals and encourage fundraisers to reach their goals.

Your Walk location's revenue and expense budget for 2026 will be provided to you in your first newsletter.

Your expense budget is completely your own and will be spent differently compared to other Walks. This budget covers everything from the cost of your park rental to volunteer food. A list of suggested items can be found in the tracker. **Approval for an expense over \$1,000 is required!**

Use the template provided to keep track of your expense budget during the Walk season. The template provides an example of the different categories of expenses to consider.

### ➤ EXPENSE REIMBURSEMENT

For CF Canada to reimburse your expenses after the Walk we must have the following:

- All receipts from the time of purchase that include:
  - Date of purchase
  - Description of item - **important**
  - \$ Amount of item – **with proof of payment**
  - \$ Tax amounts
- Please provide invoices along with payment receipts for any services you are paying for such as bands, rental of equipment or advertising
- Expense reimbursement form complete with your information
- Copy of your direct deposit information

#### [Expense Reimbursement Form](#)

! Reimbursement for your expenses takes place after Walk Day & must be submitted by **June 26, 2026.**



## SAMPLE PREPARATION TIMELINE

### ➤ PREPARATION TIMELINE SAMPLE

We understand that each Walk operates in its own way and suggest that the timeline outlined below be used as a recommendation. Please feel free to make changes best suitable to your Walk.



#### JANUARY

- Determine venue and route for Walk (a site visit may be needed)
- Submit event application, necessary documents, and payments for location
- Build out critical path



#### FEBRUARY

- Outreach to recurring and new sponsors within the community
- Begin stewardship plan (call previous Team Captains, \$0 fundraisers)
- Coordinate with national staff insurance needs and submit insurance forms



#### MARCH

- Post event listing on local websites/bulletin boards/bus stops etc.
- Recruit day of volunteers (email, phone calls, volunteer websites, etc.)
- Confirm Walk Day food plans (BBQ provided by Kin, Sponsor, etc)
- Confirm games/activities for Walk Day and obtain supplies needed
- Confirm safety, waste, and tear down plans for day of Walk
- Create and confirm Walk Day plan & itinerary



#### APRIL

- Confirm speaker for opening and closing ceremonies (general script provided closer to Walk Day)
- Create supplies list and purchase any necessary supplies



#### MAY

- Confirm the set-up and delivery schedule to all vendors, staff, volunteers
- All volunteers handling cash on Walk Day to attend national finance training
- Send logistics email to all registered Walkers using email template provided (including start time, schedule, updates, etc.)
- Execute Walk Day
- Fill in post-event feedback survey to help us improve future events

# THANK YOU FOR YOUR SUPPORT!

## SEE YOU ON SUNDAY, MAY 31!



Cystic Fibrosis  
Fibrose kystique  
Canada

## BOOKMARK THESE LINKS

- [Walk Resources](#)
- [Online Fundraising Login](#)
- [Official Walk Website](#)
- [Fundraising Tools](#)

## ADD TO YOUR CALENDAR

- February 27** - Registration opens
- March 31** - Early bird deadline
- May 1-7** - Match Week!
- May 29** - Walk registration closes
- May 31** - Walk Day
- July 31** - Fundraising closed