



# MAKE A MOVE



FOR

# SCLERODERMA

**Coordinator  
Toolkit**

# Thank You For Your Support



On behalf of Scleroderma Canada team, I want to extend my deepest gratitude to you for your fundraising efforts for our upcoming MAKE A MOVE campaign. Your commitment to this cause means the world to us and to the scleroderma community. As you know, the work we do would not be possible without the support of passionate individuals like you. By fundraising, you are not only helping to raise essential funds, but you are also raising awareness and inspiring others to get involved.

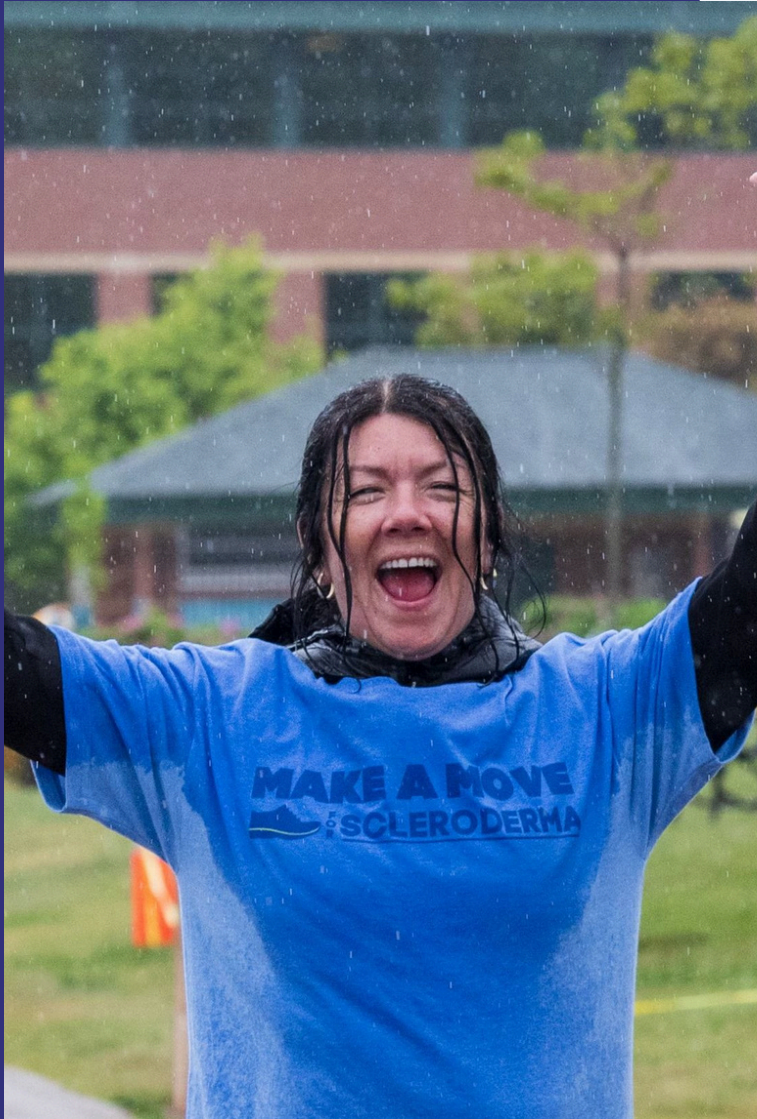
Every dollar you raise and every person you reach helps to push forward our mission of raising awareness for this rare disease, improving the lives of those living with it, and working towards finding a cure for scleroderma.

We are incredibly grateful for your enthusiasm and dedication to helping us achieve our goals. We recognize that fundraising takes time, energy, and commitment, and we are here to support you every step of the way. Whether you need resources, tips, or assistance, please don't hesitate to reach out to our team.

Scleroderma is a hard word and a harder disease but with your help, we can surpass our campaign goals and continue to change lives for the better.

Thank you!

John Malcolmson  
Executive Director, Scleroderma Canada



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# Why your support matters

## Who We Are

Scleroderma Canada is a CRA registered national charity serving the Canadian scleroderma community. We are the national advocate for those affected by this rare and difficult disease. Established in 1999, we have worked collaboratively with regional and international organizations to bring health care research, education and clinical care together to ensure those affected by scleroderma have access to the latest advances in care.

## Our Core Pillars



### Patient Support

Developing patient education and bring patients together in peer to peer groups



### Research

Granting research funding requests and facilitating grant requests for external research funding



### Awareness

Increasing awareness of Scleroderma throughout annual campaigns and activities planned across Canada and advocating for policy across Canada as it relates to the needs of those living with scleroderma.

## With your support, in 2024, Scleroderma Canada was able to...

Host the 21st National Scleroderma Conference

Expand existing support groups

Support patient connection through the introduction of monthly mixers

Host patient education nights in various provinces

Expand our caregiver supports

Introduce the mental health toolkit

Give out \$200,000 in research grants



# Why your support matters: Patient Impact

After a variety of tests, one blood test provided my family doctor with a clue. He told me that he thought that I might have something called scleroderma, a rare disease that he had only seen three times before during his 25+ year career.

*-Barbara, scleroderma patient*

Hi my name is Mary Realejo and I was diagnosed with Systemic Scleroderma in 1996 at the age of 37. I was pregnant with my son and didn't realize I had Scleroderma. I was experiencing severe joint pain and after his birth it continued to worsen. My face was tight and my hands were swollen and getting tighter. I had a seven year old daughter and a 2 month old baby to look after so it was very hard to accept at first. I have G.I. issues that affect my esophagus which includes trouble swallowing and heartburn. Scleroderma has also given me pulmonary fibrosis, digital ulcers, Raynauds, Sjogrens and serious dental issues. Even though there are certain things that I cannot accomplish anymore, I try to remain positive. I joined the Mississauga Support Group 8 years ago and have become more involved with the support group by becoming a support group leader. I was also very involved in organizing a fundraising Gala in the past four years with some of our support group members. I am blessed to have a very supportive husband along with family and great friends. We cannot give up hope that a cure will be found so let's keep raising awareness!!

*-Mary, scleroderma patient*







# EVENT STRUCTURE

## **Peer to Peer Fundraising**

Individuals are organizing personal campaigns to raise money on behalf of the organization. When registering for a Make A Move walk, participants have the option to create their own team and become a team captain, join an existing team, or join as an individual and fundraise for either their team or themselves

1

2

## **Registration**

All registered Make A Move walks will have a page on the official Make A Move website.

Participants are required to register on the website or in person at their walk. The cost of registration covers the cost of the exclusive item, snacks provided, and expenses for the event. It is also important for participants to register so that Scleroderma Canada is able to keep accurate records of past and present Make A Move events.

3

## **Event Dates**

All Make A Move events must take place during the month of June. As we grow our cause we want to increase our recognizability and solidify our brand. One way we can do this is by hosting our Make A Move events during the month of June otherwise known as Scleroderma awareness month, culminating in World Scleroderma Day at the end of June. Want to host an event outside of June? No problem! Our team is also happy to help you organize a third party fundraiser. These fundraisers have much fewer restrictions and guidelines than our Make A Move events. For more information please refer to our 3rd party fundraiser toolkit.

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## **Walk**

Make A Move events include a walk. It could be 1 km or it could be 10 km. Whether walking through scenic trails or urban neighbourhoods, each step taken embodies our collective dedication to making a tangible difference. This walk serves to amplify awareness about our cause, ensuring that our event leaves a lasting impact on both participants and the community we serve. This doesn't mean that the walk has to be the focus of your event but there must be some sort of walk component



# OPTIONAL EVENT COMPONENTS

**MAKE A MOVE  
FOR SCLERODERMA**

1

## **Additional Activity**

In recent years, coordinators have chosen to book an additional activity for their participants. From yoga, to zumba, to line dancing, our coordinators have taken the creative freedom and initiative to take our Make A Move events to the next level! While this is certainly not a requirement it is a welcome twist to the classic structure of our Make A Move events.

2

## **Raffles**

In recent years our coordinators have had incredible success with have raffles at their events. Many businesses are willing to give in-kind donations to charities to put together these raffles. While it does require a bit of extra work the pay off has been well worth it!

3

## **Speeches**

Local politicians and public servants are always looking for way to get involved in their communities! This is an amazing way to increase awareness and bring more attention to the cause.



# WANT TO MAKE YOUR OWN MOVE? JOIN OUR NATIONAL VIRTUAL EVENT!

Want to raise money your way? Register as a participant in our national virtual event! In doing so you will have access to our fundraising platform. Ride a bike, swim a length, have an all night danceathon, the possibilities are endless! This is an amazing option for individuals or small teams that are not interested in coordinating an event and want to make a move in a different way. Registration for our virtual event will open March 2025.



# COORDINATOR COMMITMENTS & EXPECTATIONS

You are essential to the success of our Make A Move program and we recognize and respect your time and personal commitments. That being said, we still expect a level of commitment and reliability from coordinators, especially when it comes to key responsibilities such as attending scheduled meetings and staying engaged in the planning process. On our end we promise to ensure communication and advance notice of meetings or tasks will help you plan accordingly, ensure you can contribute effectively without feeling overwhelmed. Coordinators are expected to attend 1 meeting a month starting in February with an optional second meeting starting in April. In addition to this, we will be having a quick meeting with coordinators the week of their event to ensure that they feel ready and prepared for the day of their fundraiser! Below is a tentative schedule of meetings to illustrate the time commitment we are looking for. These are not final dates as we will be accommodating the schedule to best fit the schedules of our coordinators once we have a definitive list of coordinators for 2025.



- **February 5th, 6th, or 7th kickoff meeting**
- **Wednesday, March 5**
- **Wednesday, April 2**
- **Wednesday, April 16 (Optional drop-in)**
- **Wednesday, April 30**
- **Wednesday, May 14 (Optional drop-in)**
- **Wednesday, May 28**





# How Scleroderma Canada Can Help

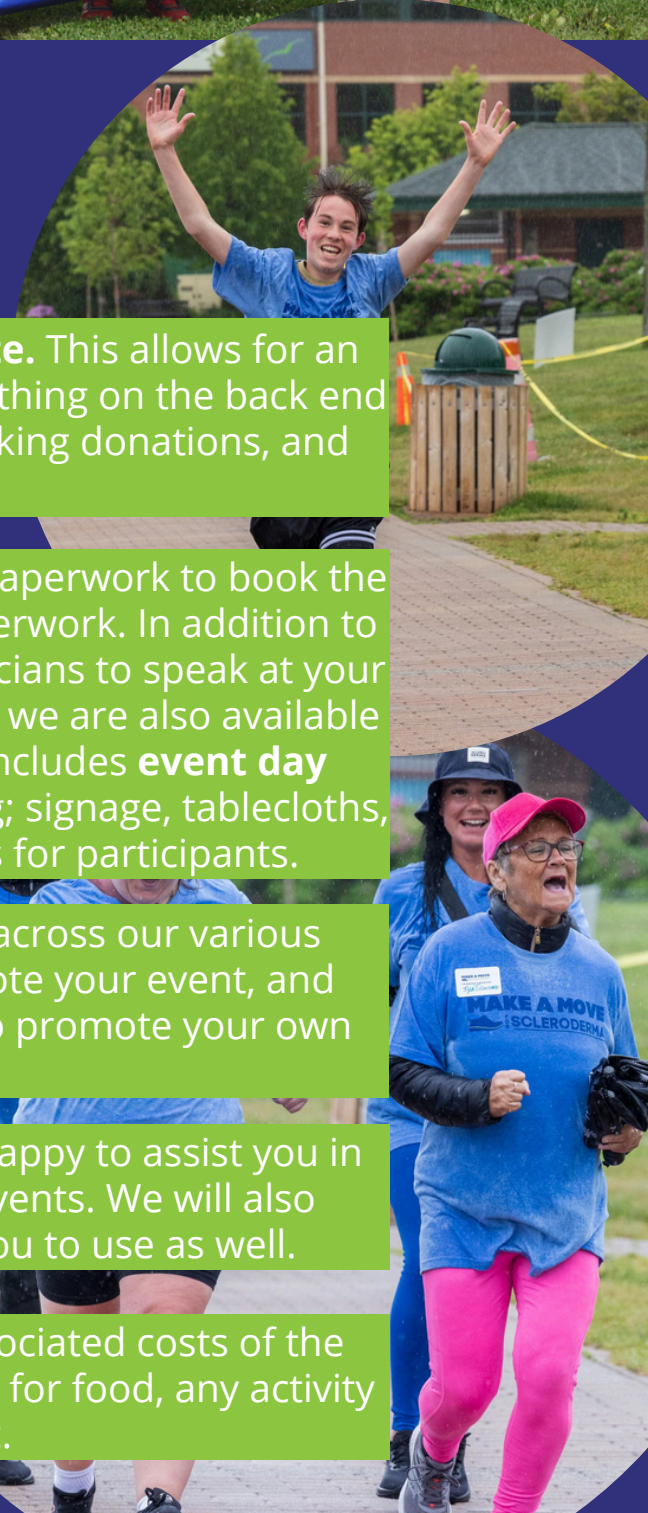
**Adding your location to the official MAM website.** This allows for an easier fundraising experience. We take care of everything on the back end including; tax receipting, tracking registration, tracking donations, and more!

**Event planning support.** This includes submitting paperwork to book the venue of your choosing, and submitting permit paperwork. In addition to this our office is able to assist you finding local politicians to speak at your event and if you choose to include an extra activity we are also available to help you find and book this activity. This also includes **event day support.** Providing you with event supplies including; signage, tablecloths, our exclusive MAM item for participants, snacks for participants.

**Marketing.** This includes promoting your event across our various websites and socials, finding new places to promote your event, and providing you with digital and physical materials to promote your own event.

**Donation and sponsorship solicitation.** We are happy to assist you in finding donors for raffles or sponsors for your events. We will also provide you with packages and templates for you to use as well.

**Cost.** Scleroderma Canada will cover all of the associated costs of the event. You will not be expected to pay out of pocket for food, any activity you choose to have, signage, etc.







# Resources & Templates







# PLANNING CHECKLIST

**MAKE A MOVE  
FOR SCLERODERMA**

- ✓ **Pick a date, time, location, and approximate duration for your event and let the Scleroderma Canada office know. Consider things like accessibility and amenities**
- ✓ **Set a fundraising goal. This doesn't just have to be an amount you want raised it is also good to set a goal for the number of participants you want to attend your event**
- ✓ **Depending on the size of the event you would like to host, recruit volunteers and assign roles.**
- ✓ **Develop a marketing plan. SC will have an ongoing marketing plan for MAM but think of ways you can build excitement for your own event within your community**
- ✓ **Engage sponsors. If you decide to have a raffles outreach is very important and you may want to have a volunteer or two leading this task. The better your prizes are, the more money you will be able to raise off of this raffle!**
- ✓ **Finalize event logistics. Create a timeline for the day and ensure you know what you will need the day of.**
- ✓ **Post event follow up. Thank your donors and participants, follow up on donations and registration to ensure numbers are correct, and collect all photos and videos of the day to post online and promote future events.**
- ✓ **Evaluate and reflect post event. Review financial performance and assess attendee satisfaction.**



# MARKETING GUIDE:

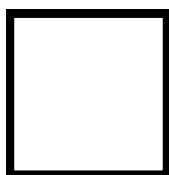
## Brand Kit

**MAKE A MOVE**  
FOR **SCLERODERMA**

### Logos



### Colours



### Fonts

**Heading**

Subheading

Body

This brand kit will be made available to you through canva should you need it.

# MARKETING GUIDE:

## Social Media Captions

### sponsor my 5km walk social media captions:

1. Join me in making a difference! I'm making a move to raise funds for a cause close to my heart, Scleroderma Awareness and Research. Will you sponsor me? #MAM2023 #MAM4Scleroderma
2. Every step counts! I'm lacing up my shoes and making a move to support a cause close to my heart. Help me make a difference by sponsoring me today. #MakeAMove2023 #MAM2023
3. Small steps can lead to big changes. That's why I'm Making a Move for #Scleroderma. Please support me by making a donation today. #MAM2023 #RareDisease #Scleroderma
4. Scleroderma is a hard word and an even harder disease. This spring I'm joining the national #MakeAMove2023 event! Consider supporting this great cause by sponsoring me 😊

### some fundraising social media captions using "I'm making a move for":

1. I'm making a move for a cause that's close to my heart. Scleroderma, a rare autoimmune disease that affects 1 in 2,500 Canadians. Will you join me in supporting it? #MAM4Scleroderma #MAM2023
2. Every step I take is a step towards making a difference. Help me reach my fundraising goal! #MAM4Scleroderma #MAM2023 #autoimmune #raredisease
3. I'm making a move for a brighter future for those living with Scleroderma. Will you help me make it a reality? #MAM2023 #RareDisease #Scleroderma
4. I'm putting my best foot forward to raise funds and awareness for an important cause. Join me in making a move! #MakeAMove2023 #RareDisease #Scleroderma
5. I'm making a move for change. Let's work together to create a better world for scleroderma patients. How will you make your move? #RareDisease #Scleroderma

### how will you make a move? challenging others social media captions:

1. "Ready to make a move? Let's see what you've got! #ChallengeAccepted"
2. "Feeling competitive? Show me your best move and let's see who comes out on top! #ChallengeMe"
3. "Think you're up for a challenge? Prove it with your best move and tag me! #ChallengeYourself"
4. "Who's ready to push themselves to the limit? Let's see your best move and inspire others to do the same! #ChallengeInspiration"
5. I accepted the challenge? Will you? #MakeAMove2023

### donate to my fundraising campaign captions:

1. Help me make a difference! Donate to my fundraising campaign and let's create a positive impact together! #fundraising #donate #makeadifference
2. Every little bit counts! Your donation can help change lives. Please consider contributing to my fundraising campaign. #donate #charity #givingback
3. Join me in supporting a great cause! Make a donation to my fundraising campaign and help spread kindness and hope. #giveback #donate #kindness
4. Together, we can make a difference in the world! Please donate to my fundraising campaign and help me reach my goal. #fundraising #changetheworld #donate
5. It takes a village to create change. Will you be part of mine? Please consider donating to my fundraising campaign and help make a positive impact. #community #donate #fundraising

# Marketing Guide: Email Templates

**MAKE A MOVE**  
 **FOR SCLERODERMA**

Dear [Name],  
I hope this message finds you well. I am writing to ask for your support in my upcoming 5k walk, which I am participating in as a fundraiser for [cause/organization]. As you may know, [cause/organization] is a cause that is very important to me, and I am committed to doing whatever I can to help raise awareness and funds to support their work. That's why I am asking for your help today.  
Any contribution you can make, no matter how small, would be greatly appreciated. Your support will make a real difference in the lives of [those affected by the cause/organization's beneficiaries].  
Thank you so much for considering my request. If you have any questions or would like more information, please don't hesitate to reach out to me.  
Best regards,  
[Your Name]

## **email to friends and family asking them to support my fundraising campaign**

Dear Friends and Family,  
I hope this message finds you well. I'm reaching out to ask for your support in my fundraising campaign for Make a Move for Scleroderma! As you know, this cause is very important to me and I'm hoping to make a meaningful impact.  
If you're able to, I'd greatly appreciate any donation you can make. Even a small amount can go a long way in making a difference. Your support funds resources for scleroderma patients and their caregivers, and research to improve patient's lives and ultimately, find a cure.  
You can donate directly to my fundraising page [insert link] and please feel free to share it with anyone who might be interested in supporting this cause.  
Thank you so much for taking the time to read this and for considering supporting my campaign. Your support means the world to me.  
Best regards,  
[Your Name]

## **email to friend. help me reach my goal! 5k charity fundraiser walk**

Dear [Friend's Name],  
I hope this message finds you well. I wanted to reach out and ask for your support in helping me reach my goal for the upcoming 5k charity fundraiser walk.  
As you may already know, this event means a lot to me as it is for a cause that I am passionate about. Scleroderma is a rare, autoimmune disease with no known cause or cure that affects 1 in 2,500 Canadians. Any donation you can contribute, no matter how small, would be greatly appreciated and help make a big impact. Your support funds resources for scleroderma patients and their caregivers, and research to improve patient's lives and ultimately, find a cure.  
If you are interested in donating you can do so through my fundraising page (Insert link). Please let me know if you have any questions or want more information.  
Thank you in advance for your support!  
Best regards,  
[Your Name]



# MARKETING GUIDE:

## Additional Methods

**MAKE A MOVE**  
FOR SCLERODERMA

### **write a peer to peer fundraiser personal fundraising page for a participant who is doing a walk in support of a loved one**

Welcome to my personal fundraising page! I am participating in a walk to support my loved one who is going through a difficult time. As a peer-to-peer fundraiser, I am asking for your support to help raise funds for this important cause. My loved one is an inspiration to me and I want to do everything I can to support them. By donating to this fundraiser, you will be directly helping my loved one and their family during this challenging time. Every little bit counts and your generosity will make a huge difference. Please consider making a donation today to help me reach my fundraising goal. Thank you for your support and for being a part of this important cause. Together we can make a difference!

**We encourage you to pursue as many outreach avenues as possible. This can include reaching out to your local dignitaries and news outlets to help promote your cause or local businesses to ask for donations of prizes to be included in auctions or raffles the day of your event. Feel free to make use of the templates in the folder linked below and tailor them to your fundraiser as you see fit!**

[Click here for the letter template folder](#)



# Frequently Asked Questions

## **Are cash donations allowed?**

We do allow cash donations. We ask that you keep the cash you receive until after the event is over and send us a cheque for the total amount.

## **Can I use the Scleroderma Canada logo in my own materials?**

Absolutely! Feel free to make your own promotional graphics and include our logo in them.

## **How will my donors receive tax receipts?**

All online donations are handled by Scleroderma Canada and we will deliver donors' tax receipts directly to them.

## **How is my role as a coordinator different from a fundraising team?**

Coordinators handle a lot of the behind the scenes aspects and take a primary role in event planning

## **Can my event feature a main activity other than a walk?**

While we encourage alternate forms of making a move on social media, we do also want to maintain the original roots of the campaign and ask that your event does feature a walk





Still have questions?

## GET IN TOUCH



**Riva Lewis**  
**Funds Development Specialist**  
[riva@scleroderma.ca](mailto:riva@scleroderma.ca)



**Karol Bedoya Carvajal**  
**Manager of Operations**  
[karol@scleroderma.ca](mailto:karol@scleroderma.ca)

**Have a different idea for a fundraiser? Check out our third party fundraising toolkit!**



**(905) 544-0343**



**[www.scleroderma.ca](http://www.scleroderma.ca)**