

STEPS OF HOPE INFORMATION SHEET



Steps of Hope is a community-led fundraising walk where **YOU** host your own walk and/or event to raise support for women and children impacted by addiction. When you host a *Steps of Hope* walk, your community comes together to take meaningful steps and raise funds that directly support the life-changing recovery programs at Adeara Recovery Centre.

Anyone can host. Yes, really!



Individuals



Families



Coworkers



Businesses



Churches



Schools



Community Groups



Ministry Groups



Sports Teams

Do I need fundraising experience?

Nope! We provide support and resources but you are in charge of your own event.

We'll help with:

- ✓ Your custom fundraising page
- ✓ Promotional materials
- ✓ Fundraising tips and answering questions

You don't need experience to make your Steps of Hope event a success!

Can I fundraise before AND after the walk?

Yes! You can determine how long you want to keep your custom page live for. All of it counts toward your goal.

Is there a cost to host a walk?

There is no registration fee to host, and no platform fees. There may be costs associated with the type of event you choose to host but you are fully in control!

Organize a walk that works for you and your community! You have the flexibility to choose the time, location, and scale of your event. Organizing on your terms means you can tailor the *Steps of Hope* experience to what best suits your group's needs and schedule, making it a truly personal and impactful event!

GETTING STARTED IS SIMPLE

1

Commit

Pick a date, time, and place that works best for you and your group.

2

Connect

Reach out to Juli at juli@adeara.ca to share plans before confirming publicly.

3

Register

We'll set up your online fundraising page. Share your "why" and a photo.

4

Invite

Encourage friends, family, and your community to join your team.

5

Fundraise

Share your fundraising page and invite others to give to Adeara.

6

Host

Gather your group, take meaningful steps, and celebrate your impact.

STEPS of HOPE

Adeara will provide the following support to run a successful event:

Online Campaign: Adeara will create the online campaign page and provide you with the link that can be shared to sign up as a participant and shared to collect funds electronically.

Promotional Material: Can be printed at your own expense to promote your event. Steps of Hope logo, poster (18"x24" or 8.5"x11"), postcard 4.25x5.5", presentation slides.

Onsite Staff Presence: If available, an Adeara staff member or members can be present at your event.

Fundraising Incentive Gift: A custom gift is provided to the first individuals to raise an agreed-upon minimum total (agreed upon in advance of the event).

Will donors receive a tax receipt?

Yes. As a registered Canadian charity, Adeara Recovery Centre issues official charitable tax receipts for eligible donations of \$20 or more.

To issue a tax receipt, we require:

- Donor's full legal name
- Complete mailing address (incl. postal)
- Email address (preferred)

While we do require a mailing address for CRA compliance, we prioritize being environmentally responsible and efficient. Whenever possible, tax receipts are emailed rather than mailed, and they are typically issued in a consolidated batch at the end of the calendar year.

If donors have questions about their receipt, they can contact us directly and we're happy to help.

Is there anything Adeara won't be involved in?

Event Logistics: Adeara Recovery Centre is not involved in the planning, coordination, or on-site management of third-party fundraising events. All event logistics remain the responsibility of the event organizer.

Insurance and Permits: Adeara does not obtain or cover event insurance, liability coverage, or any required municipal permits. These are managed by the event host or venue.

Liability and Waivers: As this is a third-party fundraiser that you are planning and hosting, Adeara's role is that of beneficiary rather than event host. For that reason, we do not provide liability waivers. Responsibility for safety, supervision, and any necessary insurance rests with the hosting organization and the property.

Event Promotion: While we are deeply grateful for your initiative, Adeara is not able to promote third-party events through our organizational communication channels.

Can I collect cash & cheques?

Cash may be collected and tracked in a pledge sheet provided by Adeara.

Full name and complete address are required in order to provide a tax receipt.

Cheques can be made out to Adeara Recovery Centre, and mailed to:

Adeara Recovery Centre
Box 68169, 162 Bonnie Doon Ctr,
Edmonton, AB T6C 4N6

Please include in the memo line: Steps of Hope / Sponsored Walker's Name.