

PARKINSON CANADA
SUPERWALK™

Employee Engagement Opportunities

About Parkinson Canada

VISION

- A better life today for People Living with Parkinson's; a world without Parkinson's tomorrow.

MISSION

- Our mission is to transform the lives of People Living with Parkinson's. We do this through:
 - Research leading to the end of Parkinson's
 - Advocacy bringing the voices of Parkinson's to the forefront
 - Support helping people living with Parkinson's live well through education.

As we carry out our mission and strive to achieve our goals, we will always be true to our core values. We believe in being:

- **Bold** by embracing new ideas and confidently taking action.
- **Compassionate** by striving always to walk in the shoes of those we serve.
- **Collaborative** by working cooperatively with all stakeholders so that together we can achieve more.
- **Trustworthy** by keeping our word and always doing what we promise.



Available Support

- Dedicated Team Fundraising and Technical Support Specialist
 - Registration, Fundraising, Troubleshooting
- Access to Fundraising Centre with templated emails, progress tracking, and team page management
- Additional custom promotional tools and support with branding opportunities
- Opportunities to connect with SuperWalk ambassadors impacted by Parkinson's to build engagement, motivation and demonstrate impact

Posters & Pledge Forms



Walker Toolkit Sections

Posters, Pledge Forms	Team Captains	Social Images	How To's
Tools, Templates	Resources	Other Tools	



Meet Alejandro, Your Online Fundraising Concierge

We're proud to boast a strong online fundraising system that we continuously improve based on your feedback, but recognize that fundraising online (and in general) may produce some occasional questions. Moreover, while we share information on Parkinson SuperWalk and our event locations, you might have some questions as walk weekend approaches. In either case, or for any of your needs, we're here for you. Specifically, Alejandro Alas, our Online Fundraising Concierge, is here to help as part of a committed team working on Parkinson SuperWalk.

We've asked Alejandro a series of questions to help you get to know him, and encourage you to reach out directly at **800-565-3000 ext. 3392** whenever you need some help with your fundraising. Click here to [learn more about Alejandro](#), or read below for the most relevant questions as part of our Frequently Asked Questions.



Why Support Parkinson Canada

- 100,000 Canadians live with Parkinson's today – by the year 2031, that number is expected to double.
- Parkinson Canada is there for Canadians living with Parkinson's today, through support services, education, advocacy and research and shares a vision of a world without Parkinson's tomorrow.
- As a trusted source of support, and as a research catalyst funding new and novel projects, Parkinson Canada is a beacon of hope for Canadians at any stage of their Parkinson's experience. The need is pressing, and only increasing.

You, and your employees will make a difference

- Enhance employee morale and build team spirit.
- Demonstrate your commitment to important causes within your community
- Plan a healthy, fun and exhilarating way for your employees to spend a Spring weekend as part of a team
- Invite customers and associates to participate by donating, participating or joining the 'cheering section' to see your employees make a difference and live a dream first hand
- Compete with others within your sector, or with multiple offices across Canada

Why Support Parkinson SuperWalk

- Corporate recognition on Corporate Teams page
- Social Media Engagement with Life Lists Challenge partners
- Congratulatory Thank You email to all participants recognizing corporate teams
- Sponsor Recognition and Event Activation opportunities available



Contact

Name

Title

Email address

Phone Number