

# Ray of Hope Community Centre



## Please freeze (your butt off) with us on February 25<sup>th</sup>!

On February 25<sup>th</sup>, 2012, Ray of Hope is hosting the Coldest Night of the Year, a 5 & 10km walk in support of Ray of Hope Community Centre's work with the hungry, homeless and hurting in Kitchener/Waterloo.

February is a challenging month for the people we serve, and it's also one of the quietest months for financial support. So, we are looking for some toque-wearing, cold-loving friends to join us on February 25<sup>th</sup>!

- **Our goal?** \$100,000! (Say it with us, "one hundred-thousand doooollaaars...")
- **How will we do it?** We are looking for **50 Team Captains** who can recruit 6-9 friends to join their team, walk with them on February 25<sup>th</sup> and raise a minimum of \$2000 as a team. (*Note: the average walker raises \$250*)
- **The bonus for you?** Besides getting this warm, tingly feeling in your heart for being so nice, you'll also get one of our famous "Coldest Night of the Year" toques!

contact

Call us - ask for Scott Brush by name at the big blue phone number below, or email [sbrush@rayofhope.net](mailto:sbrush@rayofhope.net)

**1.519.758.8018 (ext.220)**



phone: 1.877.743.3413 | email: [info@brrrr.org](mailto:info@brrrr.org)  
feb. 25, 2012 | [coldestnightoftheyear.org](http://coldestnightoftheyear.org)

# how to register

## HOW TO START A TEAM FOR ROH

- **Step 1:** Go to [www.coldestnightoftheyear.org](http://www.coldestnightoftheyear.org) and select **start a team** from the yellow navigation tabs on left side of the page.
- **Step 2:** Select the **city** you are walking in and click next.
- **Step 3:** Agree to the **waiver** form and click next.
- **Step 4:** Select **create a team** from the three yellow buttons. You can name your team (something fun!), write a short blurb to describe it and then - **this is really important...**
- **Step 5: Choose your charity** - at the very bottom of page click on the drop down menu bar and click on Kitchener/Waterloo - Ray of Hope. That will connect all your team's fundraising activity to us. Yeah!

Once you've completed registering, you will see your team and your name in the master list of supporting teams on our partner page located at [www.coldestnightoftheyear.org/partners](http://www.coldestnightoftheyear.org/partners) (Note: it may not show up instantly - we upload couple times a day).

## HOW TO JOIN A TEAM AND WALK FOR ROH

- **Step 1:** Go to [www.coldestnightoftheyear.org](http://www.coldestnightoftheyear.org) and select **register to walk** from the yellow navigation tabs on left side of home page.
- **Step 2:** Select the **city** you are walking in and click next.
- **Step 3:** Agree to the **waiver** form and click next.
- **Step 4:** Select **join a team** or **register as an individual**:
  - If you had a friend ask you to walk on their team, click **join a team** where you can search for your friend or team by name. If you can't find them, no worries, you can join them later after you register
  - If you are walking as individual, no problem - but feel free to join our **Ray of Hope Team** - where all the fun-loving individual walkers go.
- **Step 5: Start asking!** Use the online fundraising system. Email your friends personal requests for support. It's a proven fact: walkers who post a picture, explain why they are walking and email their friends raise 10X more on average than those who don't.

**\*\*SEE FRONT PAGE BOTTOM FOR CONTACT DETAILS**