Muscular Dystrophy Canada’s Challenge to DECA Ontario Chapters 2015–2016 Fundraising Campaign & Community Service Project Competition
DECA AND MUSCULAR DYSTROPHY

For over 31 years, DECA chapters across the U.S have worked relentlessly to raise over $5 million for the Muscular Dystrophy Association (MDA) to fund key research projects and services programs. In the United States, the MDA is DECA’s most important social-business partner. As a result, DECA members make every effort to support MDA and their research to find treatments and cures for muscular dystrophy. Funds raised help MDA meet the special needs of thousands of Americans living with neuromuscular disorders.

For a second year, DECA Ontario has partnered with Muscular Dystrophy Canada (MDC), the Canadian sister charity of MDA. MDC comes to the aid of Canadians living with muscular dystrophy. MDC is honoured to build relationships with DECA chapters across Canada and to support those living with muscular dystrophy in our country. MDC challenges all DECA Ontario chapters to get involved and make a difference in their local communities by either participating in the Walk for Muscular Dystrophy, holding a fundraising event at your school or entering a charity project in the DECA Community Service Competition.

Background Information on Muscular Dystrophy Canada

Thousands of Canadians are affected by neuromuscular disorders. While that’s a heartbreaking statistic in itself, it doesn’t take into account the spouses, family members, friends, caregivers and neighbors that are also impacted by the day-to-day realities of these disorders. Which means the number of Canadians affected is really much bigger.

For 61 years, Muscular Dystrophy Canada has been funding leading research, searching for new therapies and ultimately working towards finding a cure. From equipment to emotional support, from advocacy to education, we are on the ground, giving support to everyday Canadians in whatever way they need. But the reality is, we rely almost exclusively on the generosity of our donors to make this happen. That’s where you come in. With your support, you can help us make a real difference to the present and future lives of those affected by neuromuscular disease.
In the months of May, June and September 2016, Muscular Dystrophy Canada will hold Walk events all over Ontario to raise funds and awareness for Canadians living with a neuromuscular disorder. MDC is looking for DECA student leaders to join the various Walk organizing committees and volunteer and help make a difference in their local communities. Whether it be organizing the Walk’s social media & media promotions, helping to secure sponsors, entering your Chapter as a Walk team or even recruiting participants to attend the event, it would be a great learning experience and we would love to have DECA student representatives involved in all our Walks!

The Walk events are all 5km in length and run from 10am to 2pm at the below dates and locations. We encourage all Walk participants to collect donations and MDC provides all the materials and fundraising pledge forms. Although there is no registration fee to participate, a minimum of $75 per participant (or a team fundraising average of) must be raised to receive a Walk for Muscular Dystrophy t-shirt.
### OUR 2016 WALK DATES & LOCATIONS

<table>
<thead>
<tr>
<th>Walk</th>
<th>Date</th>
<th>Location</th>
<th>Park Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>Toronto</td>
<td>Saturday, April 30th, 2016</td>
<td>TBA, Toronto</td>
<td>TBA</td>
</tr>
<tr>
<td>Sarnia</td>
<td>Saturday, May 7th, 2016</td>
<td>Canatara Park, Sarnia</td>
<td>1200 Lake Chipican Drive, Sarnia, ON N7T 7N2</td>
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<tr>
<td>Niagara Region</td>
<td>Saturday, May 7th, 2016</td>
<td>Lakeside Park, St. Catharines</td>
<td>9 Main Street, St Catharines, ON L2N 4T4</td>
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<tr>
<td>Simcoe</td>
<td>Saturday, May 14th, 2016</td>
<td>Minet’s Point Park, Barrie</td>
<td>Minet’s Point Road, Barrie, ON L4N 4B8</td>
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<tr>
<td>York Region</td>
<td>Saturday, May 14th, 2016</td>
<td>Richmond Green Park, Richmond Hill</td>
<td>1300 Elgin Mills Road E. Richmond Hill, ON L4S 1M5</td>
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<tr>
<td>Guelph &amp; Area</td>
<td>Saturday, May 28th, 2016</td>
<td>York Road Park</td>
<td>709 Woolwich Street Guelph, ON N1H 7G6</td>
</tr>
<tr>
<td>Windsor</td>
<td>Sunday, May 29th, 2016</td>
<td>Assumption Park, Windsor</td>
<td>Riverside Drive and Askin Ave, Windsor, ON</td>
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<tr>
<td>Durham Region</td>
<td>Sunday, May 29th, 2016</td>
<td>Heydenshore Park, Whitby</td>
<td>589 Water St, Whitby, ON L1N 9V9</td>
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<tr>
<td>Peel Region</td>
<td>Saturday, June 4th, 2016</td>
<td>Chinguacousy Park, Brampton</td>
<td>Entrance at Central Park Drive and Hanover Rd in Brampton, ON</td>
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<tr>
<td>Ottawa</td>
<td>Sunday, June 5th, 2016</td>
<td>Ottawa City Hall, Ottawa</td>
<td>110 Laurier Avenue West, Ottawa, ON K1P 1J1</td>
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<tr>
<td>Eastern Ontario</td>
<td>Sunday, June 5th, 2016</td>
<td>Conservation Park Pavilion, Napanee</td>
<td>Victoria Street, Napanee, ON</td>
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<tr>
<td>London</td>
<td>Saturday, June 11th, 2016</td>
<td>Gibbons Park, London</td>
<td>29 Victoria Street, London, ON N6A 2B1</td>
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<tr>
<td>Waterloo Region</td>
<td>Saturday, June 11th, 2016</td>
<td>Waterloo Park, Waterloo</td>
<td>Main Entrance: 625 Westmount Rd., RR 3, Waterloo, ON N2J 2Z4</td>
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<tr>
<td>Hamilton</td>
<td>Sunday, June 12th, 2016</td>
<td>Bayfront Park, Hamilton</td>
<td>709 Simcoe Street W, Hamilton, ON L8L</td>
</tr>
<tr>
<td>North Bay &amp; Area</td>
<td>Saturday, June 18th, 2016</td>
<td>Lee Park, North Bay</td>
<td>844-884 Memorial Drive, North Bay, ON</td>
</tr>
<tr>
<td>Sault Ste Marie</td>
<td>Saturday, August 20th, 2016</td>
<td>Roberta Bondar Pavilion</td>
<td>65 Foster Drive Sault Ste. Marie, ON P6A 5N1</td>
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SOME FUNDRAISING IDEAS TO CONSIDER DOING AT YOUR SCHOOLS

Muscular Dystrophy Canada’s Challenge to Your Chapter
Muscular Dystrophy Canada is challenging DECA chapters across Ontario to help raise funds in support of those living with muscular dystrophy. Your chapter is challenged to hold a fundraising event in support of the cause during this school year. It would be fantastic to begin a Canadian legacy of working together to assist those living with muscular dystrophy. Large or small, all events and campaigns are welcomed; the goal is to get participation from all chapters regardless of the level of support. Volunteering for MDC is also a great way to accumulate your Community Service Hours, and is a great resume-builder!

Fundraising Ideas to consider
Here are a few great fundraising ideas to help get you started:

MIRACLE MINUTE
A Miracle Minute is one of the most common yet effective fundraisers. The idea of a Miracle Minute is simple: collect as much money as you can in a minute. Most of the time, people will be willing to donate a few dollars on the spot. This fundraiser is great for gatherings of all sizes.

A CHALLENGE
Challenge your chapter executives, advisors, teachers or principals to do something outside the box if a certain amount of funds are raised for MDC. Whether it be shaving off or dying their hair, having water balloons or pies tossed at them or even someone being your personal assistant for a day, challenges are always a fun way to raise funds.

BUCK FOR LUCK
This fundraiser is world-renowned and couldn’t be easier… $1 = 1 Shamrock. This fundraiser runs February through March and is themed around St. Patrick’s Day. MDC can send your DECA chapter a starter pad of Shamrocks to sell and have people personalize. These are great to display in your classroom!
FASHION SHOW
A fashion show can be another great fundraiser for MDC. The first step in putting on a fashion show is finding a clothing store to be your partner. Next, find DECA members who are willing to be models. (Members can model formal clothing or more casual outfits. Either will be a crowd pleaser!) Once you have these two elements, you have the basis for a fashion show. Host the show one evening and charge around $5 for admission. Students will love to come see their peers attempt their hand at modeling.

JAIL N’ BAIL
This is a more difficult fundraiser to execute, but it can yield great results by involving your entire community. To do this fundraiser, you need to find people in your community who are willing to be “arrested” to help MDC. Once they have been “arrested,” your DECA chapter must assign them a “bail” amount. Their “bail” is the amount of money they must give to or raise for MDC. Once they have given the money to your DECA chapter, they will be declared “free.”

MDC can assist you by providing advice on which fundraising format may be best for your school as well as send you promotional materials like banners, balloons & flyers for your event.

SOCIAL MEDIA
We invite you to post your event photos and video clips on social media to share the great work your chapter has done. MDC’s Twitter handle is mdcontario & our Facebook page can be found under Muscular Dystrophy Canada Ontario, go ahead and LIKE us!!!!!!

Twitter:
mdcontario

Facebook:
Muscular Dystrophy Canada Ontario
COMMUNITY SERVICE PROJECT CHALLENGE

I am proud to announce that the CSP Event is being sponsored by Muscular Dystrophy Canada. For 2015-2016, students who wish to participate in the CSP event have the option to tailor their project with MDC in mind.

Using the same CSP guidelines and evaluations, students can now apply and actually present their campaigns to Marketing Managers, the VP of Operations and the Directors of MDC at the February 2016 Provincials in Toronto. Winners of the CSP campaign may then, see their campaign be implemented! Imagine YOUR ideas and your hard work on TV, the radio or on a giant billboard. To make it even more exciting, placing at the Provincials may mean a summer internship for you and your team to implement your plan next summer!

The Purpose
The Community Service Project is a chapter project that provides an opportunity for chapter members to develop a better understanding of the role civic activities have in society, to make a contribution to a community service or charity, and to learn and apply the principles of the numerous components of marketing management. The purpose of the Community Service Project is to provide an opportunity for the chapter members to demonstrate the knowledge and skills necessary in planning, organizing, implementing and evaluating a community service project.

The project may be conducted anytime between the close of the previous chartered association conference and the beginning of the next chartered association conference. The project requires DECA chapter members to develop a manual on the procedures of planning, implementing, coordinating and evaluating the project.

OBJECTIVES
The Community Service Project provides an opportunity for chapter members to

• demonstrate their understanding of the role of community service within their community
• plan and conduct a project to benefit a community service or charity
• evaluate the project’s effectiveness in meeting the stated goals

Major emphasis should be placed on

• selecting the community service project
• implementing and coordinating the project
• evaluating the project

Eligibility

• Students who are DECA members; 1–3 members in a team
• Maximum of two submissions per school
• Open to all grades

Judging and Evaluation at Provincials

• Guidelines will be identical to the International CSP guidelines (page 80 of DECA Guide)
• Papers submitted on January 15, 2016 to Turnitin.com
• All papers will be marked by judges who work for Muscular Dystrophy
REGISTER YOUR CHAPTER TODAY
TO SUPPORT MUSCULAR DYSTROPHY CANADA!

If you would like to register your chapter to take the challenge and support Muscular Dystrophy Canada by organizing a fundraising event, please email Kevin Harrison at kevin.harrison@muscle.ca and provide the following information:

- Your school name, mailing address, contact person with contact information
- A brief description of the event you would like to organize
- Your event date
- If you would like MDC banners, flyers & balloons sent to you for your event

Please note that all funds collected should be mailed to the below address and cheques are to be made payable to Muscular Dystrophy Canada. Tax receipts can be issued for donations of $20 or more providing the full name, donation amount and mailing addresses of the donors are submitted along with your event proceeds.

CONTACT US

For further details on Muscular Dystrophy Canada or for any assistance with your event, please contact:

Kevin Harrison
National Director,
Corporate & Individual Giving
1.866.999.8909
kevin.harrison@muscle.ca

Mailing Address :
Muscular Dystrophy Canada
2345 Yonge Street, Suite 901
Toronto, ON M4P 2E5

muscle.ca