



# *The Grand Parade*

**Raise significant funds with a family-friendly walk designed for charities serving seniors.**



Find new  
donors &  
sponships



Build buzz  
& brand  
awareness



Raise \$20,000+  
with no  
upfront cost

Whether you're looking to cover mounting expenses, invest in capital upgrades, or simply offer "better than basic" programs and services, peer-to-peer fundraising is here to help.



## The Grand Parade is a family-friendly fundraising walk held on Saturday, September 21, 2024.

We partner exclusively with local charities that provide essential care and services for aging Canadians.

### Here's how it works:



Your charity hosts The Grand Parade in your community with the full support of our team.

*No fundraising experience is required!*



We help you with all of the details: route mapping, insurance, signage, promo materials, marketing, coaching, and more.



Working with your board and staff, you recruit 10-15 team captains who then each recruit 7-8 team members who all walk together on a parade-themed 2.5 or 5km route.

**\$10,000 = 100 donors**

This peer-to-peer fundraising format engages hundreds of individuals, families, members and corporate groups in your area. For every \$10,000 raised, you'll reach 100 new donors.



## Don't worry, we've got it covered!

By partnering with **The Grand Parade**, you can raise significant funds with your existing team. We provide everything required to host a successful fundraiser, including:

- **Website for registration + fundraising**
- **All financial processing, reconciling + tax receipts**
- **T-shirts, signage, + swag**
- **Customer service, insurance + legal support**
- **Campaign tools + coaching**
- **Social media + marketing**

## ...but there's more!

Hosting The Grand Parade enables you to:

- **Secure new sponsorships**
- **Strengthen your brand in the community**
- **Engage your residents and their families**
- **Reach + inspire new donors + volunteers**
- **Concentrate on relationships**

**“We have never raised so much money with so little time & effort!”**  
Debby, Trinity Village Kitchener



A small percentage of funds raised remain with Blue Sea to cover the costs of supporting your campaign + the national event.

