



39th Visitor Industry Charity Walk Maui County Recruiters Information

Sponsored by: Maui Hotel & Lodging Association (MHLA), Hawaii Lodging & Tourism Association (HLTA) and the Hawaii Hotel Industry Foundation (HHIF)

WHAT IS THE VISITOR INDUSTRY CHARITY WALK?

The CHARITY WALK is one of the largest single-day fundraising events statewide taking place during the month of May on most major Hawaiian Islands. Since its inception in 1978, over \$30 million has been raised, benefiting hundreds of local charities throughout the State. 2016 was a record breaking year, raising \$1,095, 455 in Maui County benefiting 100 Maui County charities. Since its inception in 1980, the Charity Walk on Maui has raised \$10.4 million.

WHEN AND WHERE ARE THE CHARITY WALKS IN MAUI COUNTY?

Maui

Saturday, May 13, 2017 at 7:00AM
(Registration begins at 6:30AM)
War Memorial Soccer Field

Molokai

Saturday, May 6, 2017 at 7:00AM
(Registration begins at 6:30AM)
Hotel Molokai

Lana'i

Saturday, May 6, 2017 at 9:30AM
(Registration begins at 9:00AM)
Four Seasons Resort Lodge at Koele

****NOTE:** Due to security concerns, all walkers must be on the route within 20 minutes of start time

WHO CAN WALK?

ANYBODY CAN! You do not have to be a hotel employee, member of the Maui Hotel & Lodging Association (MHLA) or part of the visitor industry to participate. Everyone is invited! So invite your family, friends, neighbors, co-workers, clients, schools, clubs and visitors to join us in a fun help raise awareness and funds for Maui County's non-profit organizations.

WHAT IS THE COST TO PARTICIPATE?

- Minimum required donation of \$35 for those 18 and older with a signed and completed "WALKER FORM"
- Minimum required donation of \$25 for those under 18 years of age with a signed and completed "WALKER FORM"

WALKER FORMS are available on the MHLA website – www.mauihla.org. Contact MHLA at 244-8625 for more information.

WHAT IS THE CHARITY WALK ROUTE?

Maui's 5K VISITOR INDUSTRY CHARITY WALK takes place in Kahului Maui beginning and ending at the War Memorial Soccer Field. The Route Map can be found on page 2 of the "Walker Form" as well as on our website. Course/route marshals are provided by Maui Police Department and American Red Cross. There are 12 checkpoints throughout the course offering refreshments to walkers. Checkpoint sponsors include:

1. VIP Foodservice
2. Enterprise Rent a Car
3. ARDA, "Timeshare with Aloha"
4. Aston Hawaii | Maui Condo
5. First Hawaiian Bank
6. Central Pacific Bank
7. Maui Electric Company
8. Queen Ka`ahumanu Center
9. McDonalds of Hawaii
10. Pacific Media Group | HMSA
11. TBA
12. Bank of Hawaii

WHAT HAPPENS AT THE END OF THE WALK?

Walkers will be treated to a fun filled morning with fabulous food prepared by various MHLA hotel members and exciting entertainment. Children can enjoy fun games and prizes at the Keiki Tent while others can relish in a quick massage and get their personal health screening under the Wellness Tent. In addition, fabulous door prizes will be given out throughout the morning to participating walkers including a Grand Prize trip for two to Lake Tahoe.

OFFICIAL CHARITY WALK FORMS AND INSTRUCTIONS

The necessary forms to recruit walkers within your company and for their family and friends are listed below. Sample copies will be distributed at our Kick-Off Events for your continued use. Forms are also available at <http://mauihla.org/charity-walk/>. Please be sure to make copies for your personal records before submitting them to Charity Walk headquarters! Charity Walk will not provide copies nor have the capability to do so at the registration desk on the day of the event. For questions or concerns please contact the MAUI HOTEL & LODGING ASSOCIATION office at 244-8625.

- GROUP CODE** Each participating organization and company has been assigned a 3-digit CODE. This will help to identify the soliciting organization for credit of funds. Please be sure to notate your CODE on all Charity Walk forms as well as any pledges received in the form of a check.
- WALKER FORM** The WALKER FORM is your participant's commitment and pledge form. Participants are to complete this pledge form prior to submitting it to the organization's Recruiter. This form must be signed and completed by ALL participating walkers! If a participant is unable to walk on the day of the event, simply check the box labeled "I AM UNABLE TO PARTICIPATE..." In this case, no signature is required. Electronic copies of this form are available at <http://mauihla.org/charity-walk/>. Tips for the Recruiter:
1. Prior to distributing "WALKER FORM" among your employees or partners, please clearly write your Organizations/Company CODE in the upper right hand corner of all forms.
 2. Set a deadline for your participants, such as Friday, May 5th, to allow the Recruiter time to log and calculate your organizations totals.
 3. When collecting "WALKER FORM" and pledges from each participant, make sure the participant information and signature portion have been completed and match their pledges with their TOTAL raised at the bottom of the form.
 4. Log each participants name and pledges on your RECRUITER SUMMARY SHEET accordingly.
- SUPPLEMENTAL DONATION FORM** The SUPPLEMENTAL DONATION FORM is to be used when a participant/walker is successful in collecting more than 19 pledges and is in need of additional recording space. Electronic copies of this form is available at <http://mauihla.org/charity-walk/>. Here's what they need to do:
1. Complete the participant information at the top of the page.
 2. Record additional pledges as needed.
 3. Attach/Staple to their original "WALKER FORM"
- RECRUITER SUMMARY SHEET** The RECRUITER SUMMARY SHEETS tracks your organizations participants and the amount of pledges they collect and submit. This for **MUST** be completed and submitted whenever monies are turned in to the MHLA office. Here's what to do:
1. Complete the company information at the top of the page. Don't forget your CODE!
 2. Collect and verify pledges turned in by each participant with their completed WALKER FORM.
 3. Log and recorded their Name and Total Pledges in the corresponding columns.
 4. Calculate and total all pledges. **BE SURE TO CHECK & DOUBLE CHECK!!**
 5. Highlight your Top Fundraiser for your organization
 6. Enclose and seal the following items inside of your DEPOSIT ENVELOPE:
 - a. The completed RECRUITER SUMMARY SHEET.
 - b. All WALKER FORM listed on the RECRUITER SUMMARY
 - c. All cash & checks – to match your GRAND TOTAL stated
- Be sure to keep a copy of each Recruiter's Summary Sheet for your records. Multiple Recruiter Summary Sheets may be turned in for your organization. Electronic copies of this form is available at <http://mauihla.org/charity-walk/>.

DEPOSIT ENVELOPE Every participating organization receives one DEPOSIT ENVELOPE at the Kick Off Event. This is the same large manila envelope that included you collateral documents and is labeled with you organization name and code. Here's what to do:

1. Complete the Deposit Summary (this is the label located on the front of the large manila envelope received at the kickoff event with your organizations information)
2. Enclose and seal all monies and necessary documents as follows:
 - a. RECRUITER SUMMARY SHEET
 - b. WALKER FORMS
 - c. DOOR PRIZE DRAWING forms

****AGAIN, BE SURE TO CHECK AND DOUBLE CHECK YOUR MONIES! NOTE THAT LARGE AMOUNTS OF COINS WILL NOT BE ACCEPTED.**

3. Submit to MHLA or to a participating First Hawaiian Bank branch.

Multiple envelopes may be submitted for any organization. In this case a Deposit Summary is available for print on our website at <http://mauihla.org/charity-walk/>

DOOR PRIZE DRAWING SHEET Walkers raising at least \$35 in donations (\$25 for those under 18) are eligible for door prizes. Only **one** form per person – please note multiple door prize drawing forms submitted will be discarded. The Grand Prize drawing is held at the end of the event and winners must be present to win! We recommend the recruiter from each organization fill out one entry form per walker and submit the completed, individually cut-out door prize entry forms with the walker forms and money in your deposit envelope.

RECEIPTS RECEIPTS are for distribution to individual contributors upon request and to those who donate CASH. For those who write a check for their contribution, their canceled check can serve as their receipt. **Checks need to be made out to "CHARITY WALK"**. A fee will be charged for all returned checks. RECEIPTS from previous years may be used or are available on our website at <http://mauihla.org/charity-walk/>

PRE-REGISTRATION OF WALKERS AND CONTEST QUALIFYING

All walkers must be registered to walk! We strongly encourage that you **PRE-REGISTER** all of your walkers.

PRE-REGISTRATION:

Once walkers have been pre-registered, they DO NOT need to check in at the Registration desk on the day of the CHARITY WALK. To Pre-Register, turn in your organizations completed **DEPOSIT ENVELOPE** along with all necessary completed documents (**Recruiter Summary, Walker Forms, Door Prize Forms**) by **4pm on Thursday, MAY 11th, 2017.**

EVENT DAY REGISTRATION:

The on-site Registration Desk on the day of the CHARITY WALK is for those individual walkers who are NOT pre-registered and/or are not walking with an organization. For security purposes, we strongly advise that all organizations Pre-register their walkers. We do not encourage company recruiters to bring in large sums of money to the Registration Desk on the day of the CHARITY WALK.

QUALIFYING FOR CONTESTS:

To qualify for the "Most Funds Raised" competition, organizations **MUST Pre-Register** all walkers (see above instructions) and **ALL MONIES MUST** be received no later than **4pm on Thursday, May 11, 2017**. Sealed deposit packets (with forms & monies) **may be dropped off the week of the May 9th** at the following participating locations:

MAUI HOTEL & LODGING ASSOCIATION

1727 Wili Pa Loop, Suite B
Wailuku, HI 96793
808-244-8625
(Office Hours – 8:00am-4:00pm)

-OR-

FIRST HAWAIIAN BANK BRANCHES

Lahaina Branch, ATTN: Dean Duque
Kahana Branch, ATTN: Rose Koyama
Kihei Branch, ATTN: Helen Giron and Janelyn Yadao
Wailea Branch, ATTN: Maile Williamson

WHERE DO THE MONIES GO?

Hundreds of local charitable organizations throughout the State receive donations from the Visitor Industry Charity Walk. Each island handles the distribution of their own island's fundraising efforts. All funds that are raised on Maui, stay in Maui County to benefit our local community. In 2016, over 100 Maui County non-profit charitable foundations received grant funding from the Maui Charity Walk!

HOW CAN A NON-PROFIT APPLY FOR FUNDS?

All qualified 501(c)3 non-profit organizations seeking funds from proceeds of the 2017 Visitor Industry Charity Walk are required to submit a Grant Application and proof of non-profit status by **4:00pm Wednesday, April 19, 2017**. Applicants are also encouraged to actively participate in one of the VICW's in Maui County.

Details can be found on the Grant Application of which is available at <http://mauihla.org/charity-walk/>.

Funding allocations and the percentage match from the 2017 Maui VICW are solely at the discretion of the Allocation Committee which is comprised of industry representatives from selected Maui Hotel & Lodging Association member properties and allied businesses in good standing. The identity of the committee members and the percentage match will NOT be made public.

****Organizations will be notified of their Grant Award at the Charity Walk Reception held in August of 2017.**

CREATIVE FUNDRAISING

Donations alone are not always enough to reach your fundraising goals and there are many creative and enterprising methods to relieve your friends, family and co-workers of their hard earned cash. We encourage you to incorporate some of these fundraising ideas to help achieve or even exceed your ultimate goal.

- Wine Dinners
- Food & Soda sale (plate lunches, boiled peanuts, pizza, etc)
- Rummage sales
- Bake sales or contests
- Putting or Closest to the green contests
- Parking stall raffles
- Mother's Day gift baskets
- Make breakfast to sell to your co-workers
- Unused jewelry sale
- Easter baskets for employees to pre-order
- Silent Auctions
- Do pre-order sales on Take Home Family Dinners
- The good ole standby, car washes!
- Online fundraising (GoFundMe, Crowdrise, Indiegogo)

Remember that the best way to run a successful campaign is for the excitement and enthusiasm to start at the top and roll down to all employees. General Managers, Presidents, and Executive Committees not only have to endorse the CHARITY WALK, they have to LIVE IT.

Let us help publicize your fundraising efforts! And share other innovative ideas with other recruiters. If your property or organization is having a special CHARITY WALK fundraiser or offering a special room rate, please let MHLA know – we can help to spread the word. Fax: 244-3094 or Email: info@Mauihla.org

CHARITY WALK T-SHIRT CONTEST

Design your organization's own Charity Walk T-shirt and enter the T-shirt Contest. The contest is open to all! Prizes will be given out to 1st, 2nd & 3rd place winners.

Shirts will be judged on: 1. Originality, 2. Use of the Charity Walk logo and theme (sample below) and 3. Overall appearance.

To enter, shirts must be received **no later than 6:45 a.m. on Saturday, May 13, 2017. Entries must be submitted BEFORE the start of the walk!!**

ORDERING T-SHIRTS

Please note that Maui Hotel & Lodging Association will NOT have shirts available for purchase. T-shirts must be ordered directly from the printer of your choice. Below is a local Maui printer who has experience with Charity Walk printing. Please contact them directly for product information and ordering.

Maui Custom T-Shirts Inc.
 Attention: Kathleen
 1261 Lower Main St.
 Wailuku HI 96793
 Phone: (808) 268-5860
 Email: support@mauicustomt-shirts.com



REMINDERS FOR THE DAY OF THE CHARITY WALK

- Hydrate before, during, and after the walk. Water and other refreshments will be provided at checkpoints.
- Don't forget your sun screen.
- Wear light colored clothing so that you are more easily visible to drivers.
- Wear comfortable walking shoes and socks.
- Skates, roller blades, bicycles, scooters WILL NOT BE ALLOWED due to increased pedestrian and vehicle traffic.
- Leave ALL pets at home.
- Be sure to carry some sort of identification.
- The CHARITY WALK will be patrolled and walkers unable to complete the entire route will be taken to the starting point. The CHARITY WALK is not a race or endurance contest. If you had enough, quit.
- 2,500 walkers are expected. Please arrange a meeting place between your fellow workers, friends, family
- Obey all traffic regulations and always walk on the sidewalks where possible.
- First Aid supplies will be on hand from the First Aid Van patrolling the route.
- Do not accept rides from any car that is not marked as an official CHARITY WALK car. Transportation in official CHARITY WALK cars will be available to return tired & injured walkers to the starting point.
- Keep our state clean - DO NOT LITTER!
- DRIVER SAFETY: We ask that all drivers obey all traffic safety rules. The Maui Hotel & Lodging Association, the Hawaii Lodging & Tourism Association and the Hawaii Hotel Industry Foundation will NOT be responsible or liable for any traffic violations or towed cars incurred in conjunction with the VICW.