



Hawai'i Visitor Industry's 42nd Annual Charity Walk Maui County Recruiters Information

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

WHAT IS THE VISITOR INDUSTRY CHARITY WALK?

The Hawai'i Visitor Industry's Charity Walk is a statewide event that occurs each year and is sponsored by the visitor industry with the goal to raise monies for local charities that support our community. In 2019, more than 14,000 walkers raised \$2.6 million and helped over 350 local charities. Maui County contributed to that total with an astonishing \$1.3 million. Since its inception in 1978, over \$37 million has been raised and has help over a thousand local charities throughout the state.

WHEN AND WHERE ARE THE CHARITY WALKS IN MAUI COUNTY?

When: August 30 – September 12 for all islands

Where: Online via MoveSpring integrated with MobileCause

After a year hiatus amid the COVID-19 pandemic, the 2021 Charity Walk has returned. But things will look and feel a little different than what we're used to. This year, Charity Walk is going virtual!

The event will be a 2 weeklong, online experience using the mobile platform MoveSpring and MobileCause starting August 28 through September 11 for all islands.

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 as we help raise awareness and funds for Maui County's non-profit organizations.

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 2019, 100 Maui County non-profit charitable foundations received grant funding from the Maui Charity Walk!

HOW CAN A NON-PROFIT APPLY FOR FUNDS?

Charity Walk, Maui County Grant Applications will be accepted on a first come, first serve basis to the first 100 501(c)3 nonprofit organizations by order of date and time received. Applications must be fully completed with supporting documents to be accepted. Organization will be notified of participation acceptance by someone from the Maui Charity Walk Headquarters. Applicants **MUST** also actively participate in one of the Maui County walks. The online Grant Application link can be found at <https://mauihla.org/events/visitor-industry-charity-walk-maui-molokai-lana-i>.

HOW TO REGISTER AND COLLECT DONATION?

Registration and donations can easily be made online! Every team will have an online TEAM PAGE of which will be set-up by MHLA. Be sure to contact the Charity Walk, Maui County headquarters at info@mauihla.org or call 808-244-8625 to register your team.

- Participants can search for their teams and register to participate in the virtual experience online. Island pages are as follows:
 - **Maui** - <https://app.mobilecause.com/vf/Maui>
 - **Molokai** - <https://app.mobilecause.com/vf/Molokai>
 - **Lānaʻi** - <https://app.mobilecause.com/vf/Lanai>
- The minimum required registration fee is \$50 per person

Registration fee will include an event t-shirt, access to the interactive event platform – MoveSpring, and of course a chance to win prizes throughout the event.

- Donations and pledges can also be made directly to your team or individual page

Charity Walk is attempting to go cashless! So we encourage EVERYONE to register and donate online! An OFFICIAL REGISTRATION FORM can also be made available for those who do not have online access/capability. Please contact us the CW Headquarters at info@mauihla.org to obtain this form or download by visiting <https://mauihla.org/events/visitor-industry-charity-walk-maui-molokai-lana-i>.

HOW AND WHEN DO I WALK?

This year, we will be featuring a special digital platform, which can be downloaded through your mobile device, to track your steps and keep us connected throughout the two week “Walk Window” of August 30 – September 12.

Once you Register to Walk through MobileCause, you will receive an invitation email to access the platform. Participants will be able to link their fitness device to help track their progress. They will be able to earn challenge stickers, view individual and group leaderboards, and much more.

Whether you are a competitive athlete, a workout enthusiast, or a leisure walker, there will be fun “virtual” activities for everyone.

PRIZES

Every year members of the Maui Hotel & Lodging Association donate hundreds of prizes to share and award our participants. This year is no exception with prizes ranging from hotel stays, dining, retail, and activity certificates and much more including our Grand Prize trip for two to Anaheim, California (sponsored by Courtyard Marriott, Anaheim – Theme Park Entrance, Alaska Airlines and MHLA). **To qualify for prizes participants MUST REGISTER ONLINE through their team page on the [Maui](#), [Molokai](#), or [Lānaʻi](#) online fundraising platforms with the minimum online registration or donation of \$50.**

REGISTRATION DEADLINES AND INFORMATION

- **ONLINE REGISTRATION & DONATIONS**
 - To qualify for prizes, online registration and donations must be submitted by September 12, 2021
 - The online platform will remain open to donation until September 30
- **PAPER FORMS, DONATIONS AND CASH PLEDGES**
 - ***Please note to qualify for prizes, registration must be completed online*
 - Completed Deposit Envelope and Recruiter Summary Sheet can be submitted as follows:

MAUI	
Where:	Charity Walk, Maui County Headquarters 85 N. Church Street Wailuku HI 96793
When:	between 11am and 3pm on the following days: Monday, August 16, 2021 Tuesday, August 17, 2021 Monday, August 23, 2021 Tuesday, August 24, 2021 Monday thru Friday starting August 30 – September 29, 2021 *(Please call 244-8625 to schedule drop off)

MOLOKAI	
Where:	Bank of Hawaii, Kaunakakai Branch Attention: Brigitte Blair
When:	During normal branch hours thru September 30
LĀNA'Ī	
*Please contact Christine to coordinate (808) 244-8625, christine@mauihla.org	

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. Mini Charity Walk Beach Walk

- Create a QR Code to drive you participants and patron to your online fundraising page
- Food & Soda sales and contests
- Rummage sales
- Internal Company Challenges
- Parking stall raffles
- Holiday gift baskets (Mother's Day, Easter, etc.)
- Silent Auctions
- Do pre-order sales on Take Home Family Dinners
- The good ole standby, car washes!

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

EVENT CONTACTS & RESOURCES

CW Maui Coordinator
Christine Christensen
85 N. Church Street
Wailuku HI 96796
christine@mauihla.org | www.mauihla.org | P808-244-8625

Official statewide Charity Walk Website: <http://www.charitywalkhawaii.org/>

Charity Walk Peer-to-Peer fundraising page:

- Maui - <https://app.mobilecause.com/vf/Maui>
- Molokai - <https://app.mobilecause.com/vf/Molokai>
- Lāna'i - <https://app.mobilecause.com/vf/Lanai>

RECRUITER & WALKER SUMMARY FORMS AND INSTRUCTIONS

Again, Charity Walk is attempting to go cashless! So we encourage EVERYONE to register and donate through their groups online TEAM PAGE.

However, an OFFICIAL REGISTRATION FORM can also be made available for those who do not have online access/capability. Check contributions must be accompanied with an OFFICIAL REGISTRATION FORM or Recruiter Summary Sheet. Digital forms can be obtained by contacting the Charity Walk, Maui County headquarters at info@mauihla.org or by calling 808-244-8625.

Please be sure to make copies for your personal records before submitting them to Charity Walk headquarters! Physical group registration packets may be submitted to the CW Headquarters in Wailuku during designated drop-off hours. Your Deposit envelope must include the following:

OFFICIAL REGISTRATION FORM

The OFFICIAL REGISTRATION FORM is for those participant's who do not have online access/capability and are unable to register online. These participants are to complete and sign this pledge form prior to submitting it to the organization's Recruiter.

TIPS FOR THE RECRUITER

1. Encourage your team members and donors to register/donate through your online team page. If not.....
2. Prior to distributing the OFFICIAL REGISTRATION FORM among your employees or partners, please clearly fill in your Organizations/Company name at the top of all forms.
3. Set a deadline for your participants a few days prior to the group packet submission deadline to allow yourself time to log and calculate your organizations totals.
4. When collecting registration forms 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.
5. Log each participants name and pledges on your RECRUITER SUMMARY SHEET accordingly.

RECRUITER SUMMARY SHEET

The RECRUITER SUMMARY SHEET tracks your individual participants and the amount of pledges they collected as well as your in-house fundraisers on behalf of Charity Walk. This form **MUST** be completed and submitted when cash or check contributions are to be turned in to Charity Walk. Here's what to do:

1. Complete the company information at the top of the page.
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. Use the "Fundraiser" section to log monies raised through in-house fundraisers to benefit Charity Walk such as bake sales, car washes, etc.
5. Mobile Cause Tracking – Notate funds raised through your TEAM PAGE.
6. Calculate and total all pledges. **BE SURE TO CHECK & DOUBLE CHECK!!**
7. Enclose this form along with the all backup documents inside of your DEPOSIT ENVELOPE.

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.

DEPOSIT ENVELOPE & SUMMARY

Prepare your physical group documents for submission. Here's what to do:

1. Enclose and seal all MONIES and necessary documents into a large clasp envelope:
 - a. RECRUITER SUMMARY SHEET
 - b. WALKER FORMS
 - c. FUNDRAISER BACKUP DOCUMENTS

****BE SURE TO CHECK AND DOUBLE CHECK YOUR MONIES!**
2. Complete the Deposit Summary label and place inside or attach to the front of the envelope
3. Submitted to the CW Headquarters in Wailuku during designated drop-off hours notated on the next page.

***Multiple envelopes may be submitted for any organization.