



Hawaii Visitor Industry's 43rd 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 sponsored by the hospitality industry with the goal to raise monies for local charities that support our community. In 2021, Charity Walk raised \$2 million statewide helping hundreds of local charities. Maui County contributed to that total with an astonishing \$1.2 million. Since its inception in 1978, over \$41 million has been raised to benefit thousands of local charities throughout the state.

WHEN AND WHERE ARE THE CHARITY WALKS IN MAUI COUNTY?

When: August 13 - Saturday, August 20, 2022

Where: Hybrid Online via MoveSpring and In-person walk at War Memorial Stadium

As we continue to navigate the new normal, we present the 2022 Maui Charity Walk in a hybrid format, combining both a weeklong virtual walk leading up to the optional in-person event on August 20 at the War Memorial Sports Complex. We will again utilize the same online walk experience mobile platform MoveSpring as well as MobileCause - so be ready for funs and games to pop-up throughout the week.

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 hospitality industry to participate. Everyone is invited! So, invite your family, friends, neighbors, co-workers, clients, schools, clubs, and guests 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 oversees the distribution of their own island's fundraising efforts. All funds raised on Maui, stay in Maui County to benefit our local community. In 2021, 60 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 the Maui County walk. The online Grant Application can be found at <https://hipaa.jotform.com/220806109210139>

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 for both the hybrid experience an in-person event online at <https://app.mobilecause.com/vf/Maui>
- The minimum required walker registration fee is \$50 per person
- Additional donations and pledges can also be made directly to your team or individual page
- All persons who pledge minimum amount are eligible for prizes

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 the Charity Walk event page at mauihla.org/events.

Direct link: <https://mauihla.org/events/43rd-annual-visitor-industry-charity-walk-maui-county>.

HOW AND WHEN DO I WALK?

It is a hybrid walk – so you can join us virtually, in-person, or both!

We are excited to welcome everyone back to Maui’s 5K Visitor Industry Charity Walk beginning and ending at the War Memorial Sports Complex. Course marshal volunteers will be available to guide you along the way. At the end of the walk, participants are treated to a leisure morning with delicious breakfast offerings by various MHLA hotel members, entertainment, and of course door prizes.

For those not ready for larger crowds or unable to make the in-person event can join in through the digital platform, which can be downloaded through your mobile device, to track your steps and keep us connected throughout the Virtual Walk Week beginning August 13 – August 20.

Register to Walk online through MobileCause and receive your invitation email to access the virtual walk platform - MoveSpring. Participants will be able to link their fitness device to help track their progress and stay connected. Virtual participants will be able to participate in daily challenges with a chance to win prizes as well as 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. **To qualify for prizes participants MUST REGISTER ONLINE through their MobileCause team page 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 7am on Saturday August 20, 2022
 - The online platform will remain open for additional donations until August 31
- **PRE-REGISTRATION, 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 9 am and 2 pm, Monday - Friday: Beginning Monday, August 8 through Wednesday, August 17 *(Please call 244-8625 to schedule drop off)

QUALIFYING FOR “TOP FUNDRAISER” CONTESTS:

To qualify for the “Most Funds Raised” competition, organizations MUST Pre-Register all walkers and ALL MONIES MUST be received no later than **4pm on WEDNESDAY, AUGUST 17, 2022.**

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 teams! 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 - "A Tradition of Giving" and 3. Overall appearance.

To enter, shirts must be received no later than 6:45 a.m. on Saturday, August 20. Entries must be submitted BEFORE the start of the in-person walk!

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/ Day pass
- Silent Auctions
- Do pre-order sales on Take Home Family Dinners

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, but they also 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

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 online on the Charity Walk, Maui event page at mauihla.org/events.

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 their total pledge/fundraising amount 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 is 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. Calculate and total all physical pledges. **BE SURE TO CHECK & DOUBLE CHECK!!**
6. Enclose this form along with 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 is 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 previous page.

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