



Hawaii Visitor Industry's 44th 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 hospitality industry to raise monies for local charities that support our community. In 2022, Charity Walk raised \$2.1 million statewide helping hundreds of local charities. Maui County contributed to that total with an astonishing \$1.06 million. Since its inception in 1978, over \$43 million has been raised to benefit thousands of local charities throughout the state.

WHEN AND WHERE ARE THE CHARITY WALKS IN MAUI COUNTY?

When: Monday, May 1 - Saturday, May 6, 2023, 7 AM, late registration at 6:30 AM under the main tent on May 6

Where: Hybrid Online via MoveSpring beginning May 1 leading up to our in-person walk at War Memorial Stadium on May 6

We are again excited to present the 2023 Maui Charity Walk in a hybrid format, combining a weeklong virtual walk leading up to the optional in-person event on Saturday, May 6 at the War Memorial Special Events Arena. We will again utilize MoveSpring for the virtual walk experience and continue using our online fundraising platform with GiveSmart - so be ready for fun and games to pop up throughout the week.

WHO CAN WALK?

ANYBODY CAN! You do not have to be a hotel employee, a member of the Maui Hotel & Lodging Association (MHLA), or part of the hospitality industry to participate. Everyone is invited! So, invite your family and friends, near and far, your 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 DOES 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 its own island's fundraising efforts. All funds raised on Maui, stay in Maui County to benefit our local community. In 2022, 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-served 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. The 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://form.jotform.com/230166976228160>

HOW TO REGISTER AND COLLECT DONATIONS?

Registration and donations can easily be made online! Every team will have an online TEAM PAGE 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 both the hybrid experience and 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 a 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 at the CW Headquarters at info@mauihla.org to obtain this form or download it by visiting the Charity Walk event page at mauihla.org/events.

Direct link: <https://mauihla.org/events/charity-walk-maui-2023>

HOW AND WHEN DO I WALK?

Charity Walk, Maui is a hybrid walk – so you can join us virtually, in person, or both!

Maui’s 5K in-person Charity Walk will begin and end at the War Memorial Special Events Arena. Course marshal volunteers will be available to guide you along the way throughout the route. At the end of the walk, participants are treated to a leisurely morning with delicious breakfast offerings by various MHLA hotel members, entertainment, and of course door prizes.

For friends, family, board members or support out of State, or for those unable to make the in-person event – they can join in the fun with the one-week virtual walk experience option. Once registered online, donors will receive the virtual walk link which will direct them to the online walk event. There, walkers can track steps or convert works and make their way through a digital race with a chance to win daily prizes. Again, the Virtual Walk Week begins on May 1 and runs through our in-person event on May 6. 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, activity certificates, and much more. **To qualify for prizes participants must register online or submit their official walker form with the minimum online registration or donation of \$50 no later than 4 pm on Wednesday, May 3**

REGISTRATION DEADLINES AND INFORMATION

- **ONLINE REGISTRATION & DONATIONS**
 - To qualify for prizes, online donations must be submitted by end of day Wednesday, May 3.
 - The online platform will remain open for additional donations until May 31
- **PRE-REGISTRATION, PAPER FORMS, DONATIONS, AND CASH PLEDGES**

***Please note to qualify for prizes, all physical registration forms must be received by May 3 at the Charity Walk Headquarters located at 85 N. Church Street, Wailuku.*

 - 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 3 pm, Monday - Friday: Beginning Monday, April 24 through Wednesday, May 3 *(Please call 808-244-8625 before heading over to be sure someone is in to receive you as we also prepare event logistics – mahalo for you understanding)

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, again, no later than **4 pm on WEDNESDAY, MAY 3, 2023.**

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 with prizes awarded to the 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, submit one shirt to the main entertainment stage by 7 a.m. on Saturday, May 6. Entries must be submitted BEFORE the start of the in-person walk! Please note that t-shirts may not be returned. If you would like your submitted t-shirt returned, please be sure to pick these up before leaving the in-person event.

CREATIVE FUNDRAISING

Donations alone are not always enough to reach your fundraising goals and there are many creative and interesting 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 goal.

- Mini Charity Walk Beach Walk
- Food & Soda sales and contests
- Rummage sales
- Internal Company Challenges such as talent shows, contests, raffles, etc.
- Parking stall raffles/ Day pass
- Miniature or full-course golf tournaments
- Silent Auctions
- Do pre-order sales on Take Home Family Dinners
- Graduation lei and gift sales
- Or simply create a QR Code to drive your participants, hotel guests, and patrons to your online fundraising page

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

Help us go digital and encourage EVERYONE to register and donate online. 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. These forms can be downloaded for print on the Charity Walk, Maui event page at www.mauihla.org/events.

Please be sure to make copies for your 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 participants who do not have online access/capability and are unable to register online. These participants are to complete and sign this pledge form before submitting it to the organization's Recruiter.

TIPS FOR THE RECRUITER

1. Before distributing the OFFICIAL REGISTRATION FORM among your employees or partners, please clearly fill in your organization/company name at the top of all forms.
2. Set a deadline for your participants a few days before the group packet submission deadline to allow yourself time to log and calculate your organization's totals before the submission deadline.
3. 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.
4. Log each participant's name and pledges on your RECRUITER SUMMARY SHEET accordingly.

RECRUITER SUMMARY SHEET

The RECRUITER SUMMARY SHEET tracks your 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 record 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 it inside or attach it 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.