



United Way
Winnipeg

walk this way

A
how-to
guide

Getting staff on board for Walk This Way

We're well into our second year of living with COVID-19, and despite its significant challenges, we've seen greatness demonstrated on a large scale. We've seen how, when community comes together for a great cause, amazing things can happen. And even more remarkable is how we can do these great things together—while apart!

Last year, 6,200 Winnipeggers participated in **Walk This Way**—our completely free, community-wide event where we invited everyone to walk, stroll, cycle, or roll to raise funds for our city. The goal: to reach 5,000 km together in 24 hours.

It turns out we're even more awesome than we realized! Winnipeggers reached more than **36,000 km together**—over seven times the original goal!

Help make a world of difference for our community.

Did you know a trip around the globe is 40,000 km? That's just 4,000 km more than we did last year. So, this year, let's do it again but go even further! And if we reach this new goal, our generous community sponsors will contribute **\$100,000 toward our community** to help us rally, revive, and thrive.

Spread the word! Share this information with your colleagues, friends, and family. They can all help play a part in reaching our 40,000 km goal.

Plan your walk and share it with your team. The great thing about a virtual walk is that you can make it your own. You can **Walk This Way** YOUR way—maybe it's a stroll around the neighbourhood or at home on your treadmill. Maybe it's a trip to work or a trek through a city park. Walk on your own or with friends, colleagues, or your family from a safe distance.

Consider walking past one of the many agency partners our donors' support. These agencies change lives every day! Check out our agency partner map [here](#).

Set your goal and challenge others. When you set a target for your team—it doesn't matter if it's big or small—it can go a long way in driving participation, plus it just feels great when you meet or surpass that goal!

Who doesn't love a little healthy competition? Why not "up the ante" and challenge other workplaces in your building or industry to see who has tracked the most steps? By participating, you are helping provide urgently needed support for mental health and addiction, employment, and families. Your good-natured rivalry can help build a better Winnipeg!

BEFORE THE EVENT

Please note: even if you registered for **Walk This Way** last year (thank you!), you will still need to register again this year and create a new account. However, you can use the same credentials as last year.

Get your team started with these five easy steps or [click here to get signed up](#):

Step 1: With your mobile device, download the MoveSpring app from the App Store (iPhone) or Google Play (Android). Don't want to download to your device? Click the above link on your computer and visit the MoveSpring website to sign up. You always have the option of getting the MoveSpring app at a later date.

Step 2: Select Sign up and enter code **uway2021** to create your account.

Step 3: Connect your fitness tracking device (for example, Fitbit or Google Fit) to the app and turn on notifications so it can track your steps for event day! Or click on Manual Entry to [log your activity manually](#).

Step 4: Create your workplace team. In your Upcoming Challenges tab, you will find our event day **Walk This Way** Challenge. In the team leaderboard, you can create or join a team. For more information on to create or join a team, check out the [page here](#).

Step 5: On Friday, September 17, choose your route and get moving! Open the MoveSpring app or visit the website to sync your data, or you can enter your total distance in kilometres manually.

Please consider using this blurb to invite people from your network or include it in your company newsletter!

*It's been yet another challenging year, and our community needs us now more than ever! On Friday, September 17, we hope you'll join us as we step up and step out for United Way Winnipeg's virtual community-wide walk event, **Walk This Way**. Together, yet apart, let's rally, revive, and thrive for the community we love. Did we mention it's a lot of fun, too?*

Around the world in one great way! Track your kilometres and contribute to our collective 40,000 km goal—that's the equivalent of once around the world! If we do it, generous sponsors Assiniboine Credit Union, Birchwood, Payworks, SkipTheDishes, and Wawanesa Insurance will collectively contribute \$100,000. By participating, you are helping provide urgently needed support for mental health and addiction, employment, and families.



If you have questions, please see the FAQ section of our events page or contact us at events@unitedwaywinnipeg.ca

We'll share more information about **Walk This Way** in our Events Guide. **Stay tuned!**



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