



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. This year, the Charity Walk is scheduled for May 2nd on Molokai & Lāna'i, May 9th on Hawai'i Island, Kaua'i, and Maui, and May 16th on O'ahu. Last year 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?

Maui

Saturday, May 9, 2020 at 7:00AM
(Registration begins at 6:30AM)
War Memorial Special Events Field

Molokai

Saturday, May 2, 2020 at 7:00AM
(Registration begins at 6:30AM)
Hotel Molokai

Lāna'i

Saturday, May 2, 2020 at 9:30AM
(Registration begins at 9:00AM)
Dole Park

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
- Minimum required donation of \$25 for those under 18 years of age

Participants are encouraged to register through your online Team Page or with an OFFICIAL REGISTRATION WALKER FORM - available at <http://www.charitywalkhawaii.org/maui> . For more details contact MHLA at 244-8625.

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 volunteers. Our 11 iconic checkpoints, sponsored by MHLA allied members, will offer a variety of refreshments along the route.

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, including a Wellness Tent and Keiki Zone. In addition, fabulous door prizes will be given out throughout the morning to participating walkers including a Grand Prize announcement at the end of the event.

RECRUITER & WALKER SUMMARY FORMS AND INSTRUCTIONS

We encourage recruiters, participants, walkers and donors to utilize the [online fundraising platform – Mobile Cause \(https://app.mobilecause.com/vf/Maui\)](https://app.mobilecause.com/vf/Maui). If you do not have a registered ONLINE TEAM PAGE, please contact MHLA and we will help create one for you. Cash and check contributions must be accompanied with a printable Walker Registration Form or Recruiter Summary Sheet. Forms can be found inside your recruiter packet or online for print at <http://www.charitywalkhawaii.org/maui> . 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 registration is due by **Wednesday, May 6, 2020**. All forms are available to download and print at <http://www.charitywalkhawaii.org/maui>. Your Deposit envelope must include the following:

- 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.
- OFFICIAL REGISTRATION WALKER FORM** The OFFICIAL REGISTRATION WALKER FORM are for those participant's who do not 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 walkers and donors to register/donate through your online team page. If not.....
 2. Prior to distributing the "WALKER FORM" among your employees or partners, please clearly fill in your Organizations/Company name and CODE in the top of all forms.
 3. Set a deadline for your participants a few days prior to the pre-registration deadline to allow yourself time to log and calculate your organizations totals.
 4. 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.
 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. 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. 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.
- DOOR PRIZE DRAWING TICKET** Walkers raising at least \$35 in donations (\$25 for those under 18) are eligible for door prizes, including the Grand Prize. Only **one** form per person please. Multiple door prize drawing forms will be discarded. The Grand Prize drawing is held at the end of the event and winners **MUST** be present to win! Complete an entry ticket for each qualifying participant, cut and submit inside your DEPOSIT ENVELOPE.
- DEPOSIT ENVELOPE** Every participating organization receives one DEPOSIT ENVELOPE at the Kick Off Event labeled with your organization name and code. Here's what to do:
1. Complete the Deposit Summary label located on the front of your deposit envelope
 2. Enclose and seal all MONIES \$\$ and necessary documents as follows:
 - a. RECRUITER SUMMARY SHEET
 - b. WALKER FORMS
 - c. FUNDRAISER BACKUP DOCUMENTS
 - d. DOOR PRIZE DRAWING TICKETS
- **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 participating First Hawaiian Bank branches. Multiple envelopes may be submitted for any organization.

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 to the organization for all returned checks.

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 are pre-registered, they DO NOT need to check in at the Registration desk on the day of the event. To Pre-Register, turn in your organizations completed **DEPOSIT ENVELOPE** along with all necessary completed documents (**Recruiter Summary, Walker Forms, and Door Prize Entries**) by **4pm on WEDNESDAY, MAY 6th, 2020** to one of the following participating locations:

FIRST HAWAIIAN BANK BRANCHES

(between Monday, May 4 and Wednesday, May 6, 2020 ONLY)

Lahaina Branch, ATTN: Helen Giron and Autumn Arase

Kahana Branch, ATTN: Aaron Fernandez and Nora Kohm

Kihei Branch, ATTN: Janelyn Yadao and Tisha Franco

Wailea Branch, ATTN: Luz Lizada

Kahului Branch, ATTN: Lalaine Manlapao

CHARITY WALK, MAUI HEADQUARTERS ***

C/O Maui Hotel & Lodging Association

85 N Church Street, Wailuku, HI 96793 | phone 808.244.8625

(Due to construction and intermittent closures of Church Street, please call the office to schedule any drop offs)

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 AWARDS AND CONTESTS:

To qualify for the "Most Funds Raised" competitionS, organizations **MUST Pre-Register** all walkers and **ALL MONIES MUST** be received no later than **4pm on WEDNESDAY, MAY 6, 2020**. Sealed deposit packets (with forms & monies) **may be dropped off the week of the May 6th** at any participating locations as notated above.

CHARITY WALK T-SHIRT CONTEST

We encourage all companies and organization to be creative in printing a Charity Walk T-Shirt of their own!

We once again have our Charity Walk T-shirt Contest open to all participating organizations and businesses. Shirts will be judged on originality, use of the Charity Walk logo and theme "A Tradition of Giving", and overall appearance. The coveted Slippah Award trophy will be awarded to the winning team. If you have a company that prints your shirts please feel free to visit charitywalkhawaii.org for a high-quality image of the Charity Walk Logo.

To enter, turn in a Large or X-Large shirts to the Laundry Line under the main tent **by 6:45 a.m. on Saturday, May 9, 2020**. **Entries must be submitted BEFORE the start of the walk!!**

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?

Maui County Charity Walk 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. Online Grant Applications can be found at <http://www.charitywalkhawaii.org/maui.html>.

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
- Wine Dinners
- Food & Soda sales and contests
- Rummage sales
- Internal Company Challenges
- Putting or Closest to the green contests
- Parking stall raffles
- Holiday gift baskets (Mother's Day, Easter, etc.)
- Unused jewelry sale
- 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

REMINDERS FOR THE DAY OF THE CHARITY WALK

- **EVENT PARKING** at the Baldwin High School parking lot and, Boys and Girls Club Wailuku located across the street of the Wailuku baseball fields. Vendor and handicap only parking will be at the War Memorial gymnasium parking lot. Please note that the War Memorial stadium parking lot will be closed for resurfacing. We encourage groups to car pool as best possible.
- Leave ALL pets at home.
- 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.
- 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 Hawai'i Lodging & Tourism Association and the Hawai'i Hotel Industry Foundation will NOT be responsible or liable for any traffic violations or towed cars incurred in conjunction with the VICW.