



**Would you like to engage your employees,
promote collaboration and
inspire your team this year?**

INTRODUCING STEPTEMBER

StepSeptember is **Canada's leading health and wellness charity event.**

It's a **28 day, ready-made** staff engagement activity that will engage and inspire your staff in 2017.

In **teams of four**, your employees are challenged to walk **10,000 steps a day**, track their daily steps using a fitness tracker and record their results online on the interactive StepSeptember website.

Participants enter their steps daily and watch their team climb the virtual mountain.

StepSeptember is **not just about walking** your way to better health – there are over 60 activities to choose from including activities suitable for people with a disability.

Teams are encouraged to make every step count by fundraising throughout the event using the **online fundraising tools**. Fundraising is optional but makes a huge difference to the lives of children and adults living with cerebral palsy.



You'll be joining organizations from across Canada and the globe.

www.stepSeptember.ca



Benefits

A more active workforce has a **positive impact** on **overall performance** of an organization. Employers told us last year that they saw an increase in **engagement**, **teamwork** and **morale**, **strengthened interdepartmental communications** and **reduced sick days**.

Feedback from last year's participants told us:

- 86% had increased energy levels
- 33% lost weight
- 20% were able to handle stress better & had improved sleep patterns
- 80% experienced increased physical activity

Importantly, over 90% of participants said they would participate again.

Cost

\$15 per person (\$60 per team of four that have their own fitness trackers).

\$10 per person for pedometers (optional)

Each participant receives a Stepember handbook and exclusive access to the interactive Stepember website.

Key dates

Monday, September 4th – Sunday, October 1st, 2017.

The screenshot displays the Stepember website interface. At the top, there's a navigation bar with 'Menu', 'Log in', and 'Australia' dropdown. Below the navigation, a banner features the text 'Making every step count' and 'Together we've raised \$4,103,977.05'. A central image shows four people in white t-shirts with the slogan 'IT'S MORE THAN JUST STEPPING!' and 'enter your steps any way you like'. To the right, a 'FUNDRAISING IDEAS' section lists three ideas: 'Team Left Right Out' (held a Greek style party with yummy snacks, raised over \$2,000), 'the Rub&Dudes' (held a 2hr fun fundraiser and walked over 5.7 million steps, raised \$1,879 collectively), and 'HitApp' (walked the streets of Sydney on getties, raised \$13,226). Below this, a 'Get your workplace involved' section states that Stepember motivates employees to be more active and provides team building activity for organizations large and small. A 'Support a friend' button is visible in the bottom left corner.



What is involved?

You can make StepSeptember as small or as large as you like.

Your main role is to recruit teams and share ready-made communications along the way. Our team will do the rest for you.

Communications

Rolling out the program is very simple – everything is already set up for you to succeed.

Participants receive motivational email communications, complete with health and wellness tips. There are also opportunities to share your company successes via linked Facebook posts and Twitter feeds.

Integrated online 'leader boards' allow you to see how you're tracking against other teams within your organization and promote friendly competition between departments or different sites.

We can work with you to design a communications plan to maximize the benefits for your employees.

Who else is doing StepSeptember?

This homegrown event is now run in 9 countries around the world. In 2016, thousands of organizations and more than 60,000 participants joined us.

You will be amongst some of Canada's most successful organizations, including:

- DP World
- ATB Financial
- ABCRC
- BREWS
- Farm Credit Union
- Houle Electric
- UM
- Agriculture Canada
- Telus
- TD Commercial Banking
- Orange Theory
- Pure Motion Dance Co
- IPG Media Brands
- Calvista
- Pacific Medical Law Initiative
- ATCO
- Alberta Health Services
- Greenery
- BFL
- Bayview Credit Union
- Birth Injury Lawyers
- Hornets Rugby
- Canada Malting Co

Extra Support

Personal phone support is available throughout StepSeptember. Our online system is designed to make it as simple as possible to roll out with minimal effort from your organization.



Next Steps:

1. Contact us to register your organization
2. We'll send you a unique code which links your organisation's teams together
3. Post the video on your intranet and promote Steptember to staff any way you like
4. Get ready for the arrival of the Steptember Kits and get Stepping!

To join the action this Spring and help those living with CP, contact

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For people living with cerebral palsy

Taking 10,000 steps a day is one heck of a challenge! But every step will be made easier knowing it's all for a very worthy cause. Every dollar you raise will provide vital equipment, therapy and services to children and adults living with cerebral palsy. Or choose to raise funds for groundbreaking research into the prevention and maybe even one day a cure for CP.