

## PWOR MARCH FOR THE MARCH OF DIMES

### References:

- a. Nil

### GENERAL

1. The Princess of Wales' Own Regiment has had one significant external charity that it has repeatedly supported in recent memory. The Regiment has annually conducted fundraising in support of the March of Dimes. The principal fundraising activity conducted by the Regiment has been collecting pledges and then conducting a 10 km march through the City of Kingston. This March of Dimes fundraising has traditionally occurred in April of each training year. Other fundraising in support of the March of Dimes has included collecting donations and activities run by messes, including an officer's mess Chili fest and happy hour.

### PARTICIPATION

2. This is considered a Regimental Family event and includes attendance by our affiliated Cadet Corps, Regimental Association, and the Pipes and Drums. The Regimental Honoraries take lead roles in the March often accompanying the Regiment, often with some of the historic military vehicles utilized by the association. The marchers are joined by members of the Pipes and Drums close to the centre of town who will then lead the Regiment back to the Armouries. The Regiment Association also assists with the collection of the pledge forms and the counting of the monies collected. Some iterations of the PWOR March for the March of Dimes have included challenges to other members of the CFB Kingston Garrison, resulting in much greater participation and potential fundraising.

### CONOPS

3. The event has three principal components;
  - a. Issuing of pledges forms
  - b. Obtaining pledges;
  - c. Conducting the march; and
  - d. Presenting the March of Dimes with a cheque.

### DRESS

4. Dress for this event is for members of the Regiment is CADPAT and Cadet Corp appropriate hiking like clothing and footwear.

### AWARDING OF PRIZES

5. At the discretion of the organizing committee, prizes may be awarded to those members who raise the maximum amount of funds. One prize is awarded to the top fund raiser from the Regiment and another prize is awarded to the top fund raiser from the Cadet Corp. The March of Dimes representative along with the Honoraries and Commanding Officer will present the prizes to the winners.



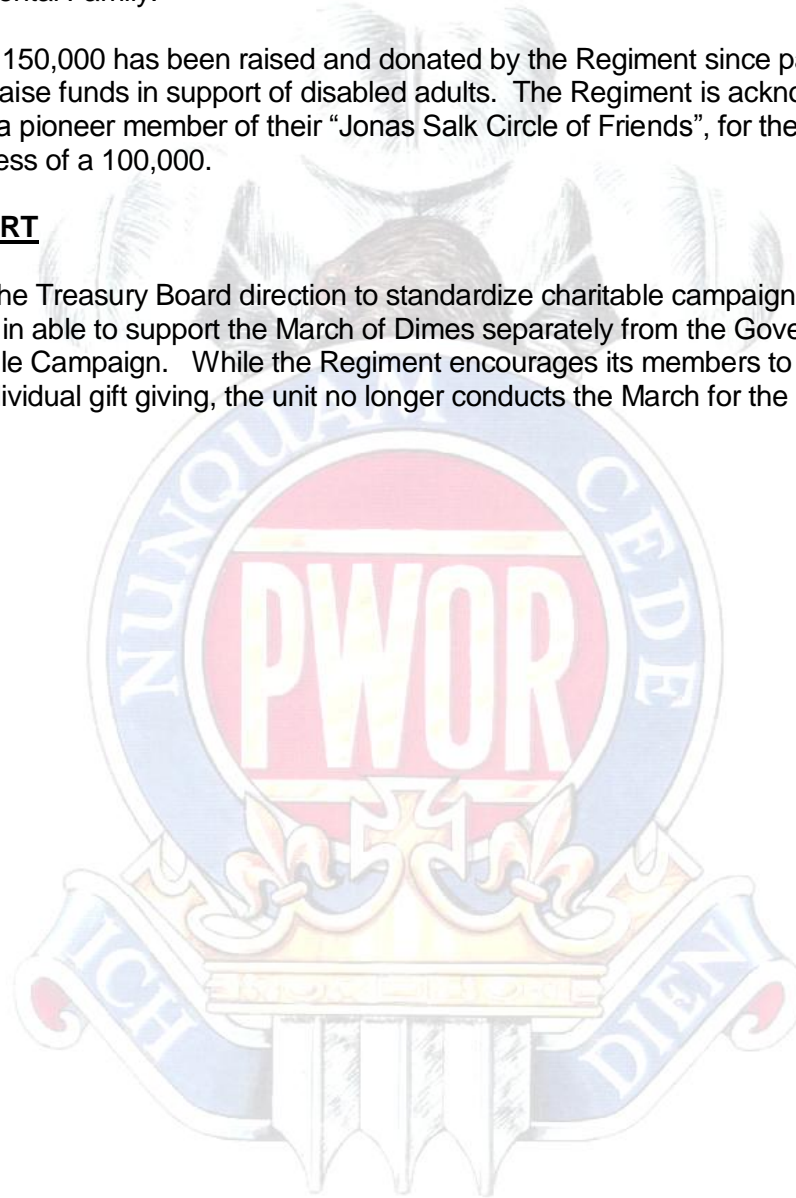
## **DONATIONS**

6. All donations collected via pledge forms are received as charitable donations with CRA receipts issued by the Ontario March of Dimes. Subsequent to the association tallying the amount of donates and pledges received, the Honorary Colonel makes a presentation to the March of Dimes representative on behalf of the Regimental Family.

7. More than 150,000 has been raised and donated by the Regiment since partnering with the March of Dimes to raise funds in support of disabled adults. The Regiment is acknowledged by the March of Dimes as a pioneer member of their “Jonas Salk Circle of Friends”, for their fundraising contributions in excess of a 100,000.

## **CURRENT SUPPORT**

8. In light of the Treasury Board direction to standardize charitable campaigns in the workplace, the PWOR is no longer in able to support the March of Dimes separately from the Government of Canada Workplace Charitable Campaign. While the Regiment encourages its members to remember the March of Dimes in their individual gift giving, the unit no longer conducts the March for the March of Dimes at the organizational level.



The Princess of Wales' Own Regiment