

Can-Survive Walk 2018

Awareness. Support. Education



Starting on May 1st, 2018, I have been walking with my family from my parents' doorstep in Grande Prairie AB, all the way to Tignish, PEI, where my Dad was laid to rest with my Grandparents, as he wished.

Our goal is to arrive at my Dad's gravesite on August 31, 2018, which would have been his 72nd birthday.

The reason for this walk is two-fold:

- **To help Society become and live cancer free through the effective use of awareness, education, support and treatment for physical and mental health and well-being of those who are affected by Cancer.**
- **To build an endowment that will continue contributing funds for years into the future.**

To prepare for this walk I started by walking two hours per day, increasing my time until I was walking for eight hours per day prior to starting my trek. Coupled with weight training that I completed 2 - 3 times per week, my body is feeling great.

Why am I taking this walk? Here is my story...

On October 5, 2015 my Dad got the dreaded news...

After not feeling well and trying antibiotics multiple times over the past six months, with no success, the results were in. "You have stage 3 lung cancer. It's in both lungs, which means that it is inoperable. There is not much that we can do, at best you have 6 - 8 months to live. Do you have any questions?" These were the terrifying words that came out of the doctor's mouth.

I decided to spend some time with Dad. I would drive the hour and a half one way every Thursday to spend the afternoon with him. Some days we went out and drove around, some days he didn't feel like leaving the house, so we stayed in and talked. I tried to help and at least lift his spirits, but Dad had made up his mind and what he was told by the doctors was what he took internally and believed to the core; he had given up fighting and it literally killed him. There was no sense trying to discuss alternative therapy or any other treatment. "What's the point? I'll still be dead in six months" was his response. I didn't realize it at the time but that had an incredible impact on me.

Watching firsthand someone that I thought was invincible wither away to literally nothing was totally heartbreaking. I still vividly remember kneeling by Dad's bed, holding his hand as he slowly took his last breath and made the transition to the other side. It has changed me

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internally in such a huge way and has given me a few things. One is a new outlook on life, realizing that life is WAY too short. I also made the decision right then and there, that I would never allow others to dictate what I can do or the things I can accomplish in my life.

It has given me a new mission and purpose in life - to take a stand and bring awareness and education to the world, while also funding research, to eliminate this nasty disease.

The goal of my walk has two driving factors. One is to open the minds of others as to what is possible for them in their lives. You can literally do anything you set your mind to. Secondly, it is to raise funds so that we can continue this quest after the walk has been completed. I have set an ambitious goal of raising 100 million dollars for this cause.

I am looking for people who have been touched by cancer in some way, shape, or form in their lives and are ready to take a stand to help put an end to this ridiculous disease once and for all and support our cause and our foundation.

I hope that you take sponsorship into consideration. Any contributions are truly appreciated.

To survival,

Jimmy Lefebvre

Jimmy Lefebvre

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This walk could not be completed without much-needed support from a variety of partners. Sponsorship can be made in the form of financial contributions or gifts-in-kind. Gift-in-kind items such as fuel, food, clothing, water, printing and promotion, to name a few, will greatly reduce the expenses of the Walk. All funds raised, over the expenses, will be put directly into the Lefebvre Foundation.



Sponsorship Levels

Supporter - \$500

Sponsor Recognition

- Company name on website and social media.
- 4 logo/branded Can-Survive Walk 2018 t-shirts, additional t-shirts available at 50% off.

Bronze - \$1,000

Sponsor Recognition

- Company name on website and social media.
- 10 logo/branded Can-Survive Walk 2018 t-shirts, additional t-shirts available at 50% off.

Silver - \$2,500

Sponsor Recognition

- Company name on one side of motorhome, website and social media.
- 15 logo/branded Can-Survive Walk 2018 t-shirts, additional t-shirts available at 50% off.

Gold - \$5,000

Sponsor Recognition

- Company name on sides of motorhome, website and social media (with hyperlink).
- Mentions in some appropriate regional news coverage.
- 20 logo/branded Can-Survive Walk 2018 t-shirts, additional t-shirts available at 50% off.

Platinum - \$7,500

- Company logo on back of motorhome, website and social media pages (with hyperlink).
- Mentions in some appropriate regional news coverage and advertising on radio.
- Company name mentions at some appropriate regional speeches at events.
- 25 logo/branded Can-Survive Walk 2018 t-shirts, additional t-shirts available at 50% off.

Diamond - \$10,000

Sponsor Recognition

- Company logo on sides and back of motorhome, website and social media (with hyperlink).
- Mentions in some national/regional news coverage and advertising on radio.
- Company name mentions at appropriate national/regional speeches at events.
- 30 logo/branded Can-Survive Walk 2018 t-shirts, additional t-shirts available at 50% off.

Please make cheques payable to 1771884 AB Ltd. and we will send you a sponsorship receipt. Or donations can be made to the Lefebvre Foundation via www.theLfoundation.ca.