

# HOW TO DO THE ICE BUCKET CHALLENGE

## What is the Ice Bucket Challenge?

During the summer of 2014, the world learned about ALS when Pete Frates and Pat Quinn co-founded the Ice Bucket Challenge, encouraging people all over the world to dump a bucket of ice water on their heads and donate to ALS. This awareness led to support for ALS organizations that both help people living with ALS today, and fund research that will change the future of ALS. Over 260,000 donors raised \$15 million.

## How do I participate in the Ice Bucket Challenge?

### 1. Accept the challenge:

Each person that does the ALS Canada Ice Bucket Challenge has to nominate three people to join them. If you are nominated, you have 24 hours to complete the challenge!

### 2. Take a video of yourself dumping a bucket of ice water over your head to raise awareness of ALS

Download your Every August Until A Cure bucket logo [here](#)

## You will need:



A Bucket



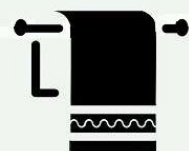
Ice



Water



A Recording Device



A Towel

### 3. Upload your video to social media, tagging and challenging at least three of your friends

The video should include:

- Your name
- Who challenged you
- A statement of acceptance (“I accept the ALS Canada Ice Bucket Challenge”)
- The names of three people you are nominating
- A link to [www.als.ca](http://www.als.ca)
- A mention of the amount you are donating to ALS Canada

### 4. Make a donation to support the ALS community

If you are nominated for the ALS Canada Ice Bucket Challenge and choose not to accept, you are encouraged to donate instead. See below for instructions on how to donate.

## Frequently Asked Questions

### Do I have to donate if I take the challenge?

Donations are always welcome, but you do not have to donate in order to take the ALS Canada Ice Bucket Challenge. By accepting the challenge, you are raising awareness of the disease. However, by making a donation, you are helping to fund critical research that will inform future treatments to make ALS a treatable, not terminal disease. Donations also support people and families living with ALS.

### Do I have to be challenged in order to participate in the Ice Bucket Challenge?

No! If you have not yet been challenged, you can start the chain in your personal network by taking the ALS Canada Ice Bucket Challenge and nominating three of your friends/family members.

### Can I still participate in the Ice Bucket Challenge this year?

Yes. The ALS Canada Ice Bucket Challenge will repeat every August until a cure.

## How do I set up my own fundraising page?

1. Go to <http://als.ca/myALSFundraiser/>
2. From the available tabs, select *Login/Register*
3. Once you have created an account and/or logged in, navigate to the *Fundraising* tab on the left-hand side of the page
4. Your personal page link is listed under *Personal Page*
5. Copy and paste your link and share it with friends/family/social media
6. When someone clicks on the link, they will be directed to your personal page where they can sponsor you with donations

## How do I donate?

You can make an online donation [here](#). Be sure to click the box that says “Make this donation as part of the Ice Bucket Challenge.” You can also send a cheque to ALS Canada at 393 University Avenue, Suite 1701, Toronto, ON M5G 1E6.

## What difference is being made?

Our most recent [annual report](#) shows some of the ways that Ice Bucket Challenge donations have made a difference – see page 19.