



ALS Society of Canada
Société canadienne de la SLA
als.ca

ALS Canada Buck-A-Puck Ambassador May 2025 Volunteer Opportunity

Role Description

As an ALS Canada Buck-A-Puck Ambassador, you will play a crucial role in spreading the word about the ALS Canada Buck-A-Puck for ALS event. Your primary responsibility is to engage and inspire the hockey community across Canada to participate in this virtual fundraiser. You will help drive awareness and raise essential funds by leveraging your network, passion for hockey, and commitment to the fight against ALS.

ALS Canada Buck-A-Puck for ALS Background

In September 2021, Humber Valley Sharks U12 A Team coach Steve Daly was diagnosed with ALS. Known for his big personality, Steve was a dedicated father of four and a passionate hockey coach for 12 seasons. Despite his diagnosis, Steve continued to inspire his players, even as he lost the ability to speak and eventually skate. After Steve's passing in January 2022, the Humber Valley Sharks made a vow to fight ALS in his memory. This promise led to the creation of Buck-A-Puck for ALS, a fundraising initiative born out of the players' desire to honor their coach and cope with their loss. What started as a local effort has since grown into a nationwide campaign, aiming to raise \$1 million to support the fight against ALS.

How you will help

1. Recruitment:

- As an ambassador, actively recruit teams to join the Buck-A-Puck for ALS event
- Encourage your network, including other teams, friends, and family, to participate and make a difference

2. Community Engagement:

- Reach out to local hockey teams, clubs, schools, and leagues to spread the word and encourage participation and fundraising efforts
- Engage with your community to raise awareness about ALS and the significance of this event

3. Social Media Promotion:

- Post 1-2 social posts per month, until the end of the event, promoting the Buck-A-Puck for ALS event on social platforms, such as Facebook, [Instagram](#), TikTok, X, and LinkedIn
- Promotional posts include team photos, videos of trick shots, or talking to the camera about the event
- Reshare official event content posted by ALS Canada via feed or stories.

4. Partnership Development:

- Identify potential local partners like businesses or sports stores that could support the event through sponsorships or donations
- [Share stories](#) from the community or your own connections to ALS to make the cause personal and encourage others to join
- Work with ALS Canada to manage these partnerships, ensuring they align with the event's goals

5. Fundraising Support:

- Encourage fundraising and event participation through explaining the Buck-A-Puck concept and its impact
- Act as a point of contact for registered teams and individuals, supporting with fundraising tips and tricks, fundraising challenges, communicating important deadlines and incentives, and so on
- Provide tips and guidance on maximizing fundraising efforts for individuals and teams

6. Event Participation:

- Lead by example by participating in the Buck-A-Puck event yourself, sharing your experience and fundraising to inspire others
- Record and share videos or photos of your own Buck-A-Puck challenge with your network and to be used by ALS Canada in future promotion
- Challenge your friends, family, and colleagues to participate and create some friendly competition

What we are looking for

- Exceptional outreach, promotion, and relationship-building abilities
- High level of initiative and enthusiasm to promote Buck-A-Puck for ALS event and inspire supporters
- Strong written and verbal communication skills
- Willingness to leverage personal networks to develop partnership and sponsorship opportunities
- Experience working with people from diverse backgrounds
- Interest in working with and supporting individuals and families affected by ALS
- Ability to commit 4 hours monthly and attend 1-hour monthly meetings
- Previous background volunteering as a part of a not-for-profit committee an asset
- Proficiency using social media

Volunteer with us today!

Please fill out the volunteer application form on our website at this link:

<https://als.ca/wp-content/uploads/2023/06/ALS-Canada-Volunteer-Application-Form-2024.pdf>

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by September 19th and send it to volunteer@als.ca. Once you submit the volunteer form we will contact you within three business days.

What you will be part of

A charitable organization that lives its values of accountability, collaboration, compassion, integrity, dynamic, and respect, ALS Canada works with the ALS community to improve the lives

of Canadians affected by ALS through advancing research, care, advocacy, and information. Our world is challenging. The people we serve are dealing with a devastating illness. But through it all, their resiliency and spirit are remarkable and moving. You will be touched by the community and will find a way to engage naturally and effectively.

Grounded in and informed by the Canadian ALS community, we respond to the urgent unmet need for life-changing treatments by investing in high-quality research that will fuel scientific discovery and by engaging industry, supporting increased clinical capacity, and advocating for equitable, affordable, and timely access to proven therapies.

Responding to the tremendous need for current and credible ALS knowledge, awareness, and education, we empower Canadians affected by ALS to navigate the current realities of ALS, be informed consumers of ALS information, and advocate effectively for change. In Ontario, we provide direct community services to help people navigate ALS.

Founded in 1977, we are a registered charity whose work is powered by generous donors who share our vision of a world free of ALS.

Volunteering with ALS Canada is an opportunity to make a huge difference in the lives of all those affected by ALS, to give back to your community, to meet new people and to have fun!