

# THE WALK *of* HOPE

PRESENTED BY OUR  
RUNWAY VISIONARY SPONSOR



## EMBARK ON A JOURNEY THAT WILL INSPIRE AND TOUCH COUNTLESS LIVES.

Well Dressed for Spring is an exciting annual fashion extravaganza, where the latest trends in high-fashion come face-to-face with the Toronto corporate community, all for the benefit of people living with cancer, and their loved ones. Since 2012, Well Dressed for Spring has raised more than \$3.6 million in support of Wellspring Cancer Support Foundation.

## MAKE AN IMPACT

We would be honoured to have you participate in the Walk of Hope as a model for Well Dressed for Spring 2026. As a Walk of Hope Model, you will play a significant role in helping thousands of men, women and children who have found themselves overwhelmed by the realities of living with cancer.

As you share your own inspirational cancer, story and goals on a special fundraising webpage, your voice will resonate with others, empowering them to join the cause. Your dedication will not only shine on the runway during the exclusive Well Dressed for Spring Fashion Show, but your story will also be heard by over 400 influential guests, spreading hope and encouragement. Let your inner light shine as you become a beacon of hope for those in need.

## ABOUT WELLSPRING

Cancer can be an incredibly difficult and isolating experience. While hospitals and healthcare professionals excel at treating the illness, the emotional, mental, and practical challenges of living with cancer often remain unmet. Many individuals feel lost and vulnerable, even after their treatment concludes, facing emotional distress, financial struggles, and physical limitations.

Wellspring steps in to fill these gaps, offering essential supportive care programs that nurture the mind, body and spirit, while improving the quality of life of those living with cancer.

Because Wellspring receives no government or hospital funding, events such as Well Dressed for Spring help ensure that essential supportive care remains available to every Canadian in need. By participating as a Walk of Hope model, you will be helping to bring about enduring change.

Become a model, make a difference.

# YOUR ROLE AS A MODEL

## GOAL

Raise \$10,000 for Wellspring.

## RECOGNITION

Celebrated at Well Dressed for Spring 2026 for community spirit, compassion, and philanthropic efforts in support of Wellspring.

## RUNWAY OPPORTUNITY

Featured on the exclusive Well Dressed for Spring Walk of Hope Runway, presented by our Runway Visionary Sponsor, The Charles Family.

## WEBPAGE

Receive a custom webpage to help you connect with supporters, featuring your story, fundraising progress, and a unique QR code for easy donations.

## FUNDRAISING SUPPORT

Work directly with Wellspring to develop a personalized fundraising plan and access customizable templates and materials to help you engage donors.

## INSPIRATIONAL STORY

The opportunity to share your personal cancer story and fundraising achievements with an audience of over 400 guests and inspire those in our community.

## STYLING

Hair and makeup, and professional styling by Holt Renfrew, making you glow on the runway.

## IMPACT

Make a significant difference in the lives of those living with cancer.

*By being a Wellspring ambassador, you may be called on to participate in various media opportunities and promote your participation in the event via social media.*

