



Walker Kit

Local Presenting Sponsors



National Sponsors





THANK YOU FOR PARTICIPATING IN WALK WITH ME!

Join together with your families, friends and co-workers on Saturday, May 7, 2011 for the Easter Seals Walk With Me event at Steele Indian School Park, 300 E. Indian School Road, Phoenix, AZ, 85012 (use entrance off Central, north of Indian School).

This Walker Kit Includes:

Welcome Letter

Our Ambassador Families

Important Dates

Set a Fundraising Goal

Fundraising Incentives

Tips for Fundraising

Sample Fundraising Letter/Email

Fundraising Ideas

Contribution/Pledge Form

Walk Route Map

For more information or materials, please contact Lindsey Roberts at 602-224-1759 or lroberts@swhd.org; create your team webpage at www.walkwithme.org.



WELCOME

January 1, 2011

Dear Walk With Me participants,

Welcome to our third annual Walk With Me! On behalf of Easter Seals Southwest Human Development and the children and families we serve, I would like to thank you for your support.

Our mission is to create a positive future for young children. As the state's largest community-based organization of its type, we serve children birth to five in five primary areas: child health and welfare, early literacy, services for children with disabilities, Head Start, and training for early childhood professionals.

In the spring of 2007, Southwest Human Development was invited to become an affiliate of Easter Seals, providing services throughout Maricopa County and northern Arizona. The mission of Easter Seals is fulfilled in the work we do – to help children and adults with disabilities enjoy equal opportunities to live, learn, work and play in their communities.

Our disabilities services include a state-of-the-art assistive technology program for people of all ages and a Children's Developmental Center with a team of professionals who specialize in the unique needs of our youngest and most vulnerable children. This includes children with autism and those who have suffered from trauma or abuse. This unique team of pediatric specialists provides the kind of coordinated care that can make a significant, lasting difference and is not found elsewhere in our state.

At Easter Seals Southwest Human Development we strive to provide children and their families with the knowledge and tools they need to reach their full potential and live healthy and productive lives.

Thank you again for making a difference! I hope you enjoy walking with us and learning more about our Walk With Me ambassador families.

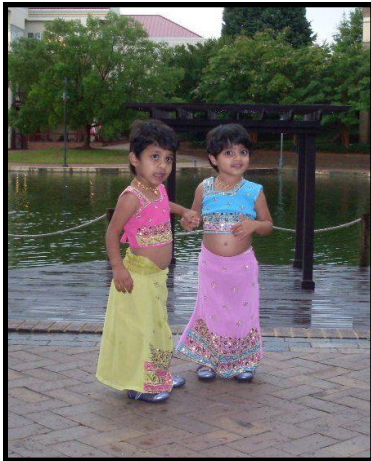
Sincerely,

A handwritten signature in black ink that reads 'Ginger Ward'.

Ginger Ward
Chief Executive Officer

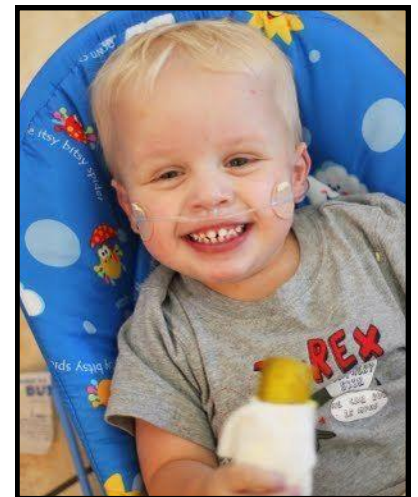


OUR AMBASSADOR FAMILIES



Two-year-old **Shivani** and her twin sister, Saanvi, are smiley, outgoing toddlers who love to play and be the center of attention. Shivani was born with developmental delays and receives speech therapy and developmental special instruction. She is a true people person and is always thrilled when her therapists show up to her home to *play*. Her therapists work with her on fine motor and cognitive skills and help develop her speech by labeling *everything* in her house with a picture and teaching her how to express her basic needs. Shivani's enthusiasm for learning has helped with her progress, and in January, Shivani will start preschool.

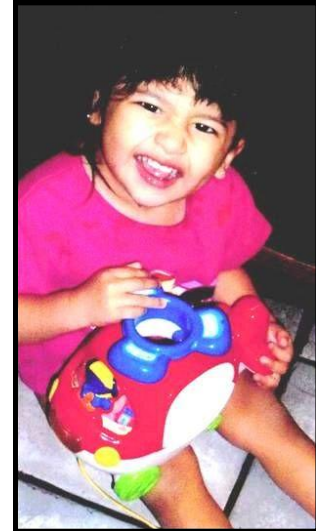
Owen is a personable toddler who loves coloring, and playing with balls and trucks. On most weekends, you'll find Owen and his sister swimming, an activity in which Owen excels. Owen was born with hypoplastic left heart syndrome (half a heart) and has survived two open heart surgeries. He's currently in heart failure, which is managed by medications, until he receives the gift of a new heart. Because his heart is weak and doesn't deliver enough oxygen, Owen needs therapy to help develop muscle strength. He currently eats via a tube that connects to his stomach, so therapists are also helping him swallow and get used to having food in his mouth so he will be ready to eat when he receives his new heart.



Kade, two and a half, is the beaming younger brother in a family of four; he and his older sister are always playing games and Kade and the family dog are practically inseparable. When Kade wasn't meeting his developmental milestones at six months of age, his parents enrolled him in Early Intervention. Kade's therapists worked with him in his home to help him learn to walk, crawl and improve his speech. Kade's parents have noticed a tremendous improvement in Kade's development since he began working with his therapists. He is now much more independent, physically engaged in activity and significantly more interactive with his family and friends.



Three-year-old **Karay** loves to play with balls, dance and just discovered her love of coloring. Karay attends child care where she learns lots of new words and games. Born with Spina Bifida and hydrocephalus, Karay receives occupational and physical therapy in the group home where she and her mother, Ena, live. When Karay was born her mother enrolled them in Healthy Families – a program that provides child development education and helps prevent abuse and neglect – which she learned about while in the hospital. The Healthy Families staff helped Ena coordinate therapies for Karay and worked with them to reinforce her developmental goals. Today Karay is making great progress and beginning to use her new skills each day.



Katie is an avid dancer who loves music. Like most 25 year olds, Katie has an active social life, which she balances with her job at an organization that provides vocational services for people with disabilities. Katie has cerebral palsy which has impacted the right side of her face, making it difficult for her to speak so she uses a speech generating device called a Vantage Lite to help her communicate. She is an active member of Out and About, a social group for communication device users, and has been with the Assistive Technology program since age seven. Katie is a proud device user and wants to encourage others who are unable to speak to feel comfortable using one.

***At Walk With Me, our Ambassadors will lead the way!
Join us and show your support.***



IMPORTANT DATES

Mark your calendar!

Walk With Me Kickoff Luncheon

Free lunch for our sponsors, walkers and anyone interested in forming a team!

Thursday, March 24, 2011

11:30am-1:00pm

Memorial Hall

Steele Indian School Park, 300 E. Indian School Rd.

(use 3rd St. entrance)

Please RSVP by March 23 to: Lindsey Roberts at 602-224-1759, or by email at lroberts@swhd.org.

Pre-collection Party

You or your team captain can turn in your team's funds before May 7 at the Pre-collection Party and pick up t-shirts for any walker who has raised \$35 or more.

Thursday, April 28, 2011

11:00-2:00pm

Wednesday, May 4, 2011

11:00-2:00pm

Easter Seals Southwest Human Development

2850 N. 24th Street

Phoenix, 85008



SET A FUNDRAISING GOAL!

The key to fundraising is simple: set a goal and get started! Use the below worksheet to list the fundraising activities you all want to use to get there.

Worksheet:

My goal is: \$_____

My fundraising activities will include:

1. _____
2. _____
3. _____
4. _____
5. _____

(Example: Jeans Day, Penny Wars, Bake Sale, Raffle, Company Matching Funds)



FUNDRAISING INCENTIVES

All walkers who fundraise \$35 or more will receive an event t-shirt.

Easter Seals Southwest Human Development clients want **you** to know your fundraising efforts have made a difference in the life of someone with a disability

What can your fundraising efforts do?

Raise \$35+	Modify a toy for a child with cerebral palsy
Raise \$100+	One hour of a toddler's speech or physical therapy
Raise \$250+	25 boxes of special formula for an infant who struggles to drink or swallow
Raise \$500+	An adaptive computer for a visually impaired teen
Raise \$1,500+	A full medical and therapeutic team assessment for a child with highly complex needs
Raise \$5,000+	A speech-generating device for a person who is unable to speak

All walkers who raise \$1,000 or more will be invited to our and teams that raise \$5000 or more will be invited to the June Recognition Event.

Important Notes:

There is no fee or fundraising minimum for any walker who registers in advance.

Walkers (ages 13+) who register the morning of the event (May 7) will be asked for a minimum contribution of \$35. No donation is required for children age 12 and younger.



SAMPLE FUNDRAISING LETTER/EMAIL

Date

Hi (Family, Friends, Co-workers),

I am sending this email/letter to ask for your support. On Saturday, May 7, 2011, I am walking with my team, (Team Name) in **Walk With Me**, the Easter Seals Southwest Human Development walk that raises money for programs and services for children with disabilities.

Easter Seals Southwest Human Development is dedicated to creating a positive future for children with disabilities and their families by offering a full array of services, including a state-of-the-art assistive technology program for people of all ages and a Children's Developmental Center with a team of professionals who specialize in the unique needs of our youngest and most vulnerable children. **The funds raised in Arizona stay in Arizona, helping local families.**

I have committed to raising \$_____ and I can't do it without your help.

You can support me by going to www.walkwithme.org/Phoenix and select the "Sponsor a Walker" option. Once you enter my name and get to my personal fundraising page select "Click Here to Support Me" and make your donation. You may also send your contributions directly to me at (your address). Please make checks payable to Easter Seals Southwest Human Development.

Thank you for supporting this important cause! Together, we are working to create a positive future for young children.

(Name)



TIPS FOR FUNDRAISING

Raising money for Walk With Me will help families in our community, and we hope you take great pride in the difference you will make!

Aim high! Here's how to raise \$250 with ease in just one week:

Day 1: Sponsor yourself	\$20
Day 2: Ask three relatives for \$25	\$75
Day 3 Ask three friends for \$10	\$30
Day 4: Ask five co-workers for \$10	\$50
Day 5: Ask five neighbors for \$10	\$50
Day 6: Ask a favorite local merchant	\$25
Day 7: You did it! Celebrate	<hr/> \$250

Ideas for Fundraising Success

Personalize your fundraising request with information about yourself and your history with Easter Seals Southwest Human Development or disabilities. Use the information provided at www.walkwithme.org to inform people how the funds raised for Easter Seals Southwest Human Development will be used and why it's important to you. Track donations online.

Be sure to send a thank you when you receive a contribution!

What do I do with cash and checks from people sponsoring me in the Walk?

Donors should make checks payable to Easter Seals Southwest Human Development. Write your name on all donor checks so you are properly credited, and bring these donations to the event itself. Team captains can also bring team funds to the Pre-collection Party and pick up t-shirts for team members who raised \$35 or more. If you receive donations after the event, you can mail these contributions to:

Easter Seals Southwest Human Development
Walk With Me
2850 N. 24th St.
Phoenix, AZ 85008



FUNDRAISING IDEAS

Letters and Emails:

Send letters/emails to your friends, family, coworkers, neighbors, etc. and ask them to sponsor you. Be sure you provide instructions on how to make donations, be it online or by mailing you a check or cash.

Jeans Day:

Work with your company to arrange a day where employees who make a certain level contribution (e.g. \$5) to Walk With Me will be allowed to wear jeans to work. (Jeans can be substituted with sneakers, sandals, baseball caps, etc.)

Ice Cream Social:

Host an ice cream social in your office and ask the president of your company, or department manager to serve the ice cream to employees. Employees can make a contribution to Walk With Me in exchange for a frozen treat.

Bake Sale:

Make a variety of baked goods and sell them to your coworkers, friends and family. Be sure to publicize your bake sale well in advance in order to maximize your profit.

Lunch Sale:

Ask a local sandwich, pizza or burger restaurant to donate lunches or discount lunches for your cause. Then sell them to your coworkers, advertising what portion of their lunch payment will benefit Walk With Me.

Percentage of Proceeds:

Ask local restaurants to donate a percentage of a night's proceeds to Walk With Me. In return you can promote the event within your company and to your friends and family to help drive traffic to the establishment. The more people that attend, the more money your team will receive!

Penny Wars

If you have multiple teams within your company, select a specific week and ask employees from each department to contribute coins to their department's coin jar. At the end of the week, the department who raises the most money wins.

For more ideas on fundraising contact Lindsey Roberts at 602-224-1759 or lroberts@swhd.org



PLEDGE FORM

Walker Name _____ Address: _____

City: _____ State: _____ Zip: _____ Phone #: _____

Email: _____ Team Name (if applicable): _____

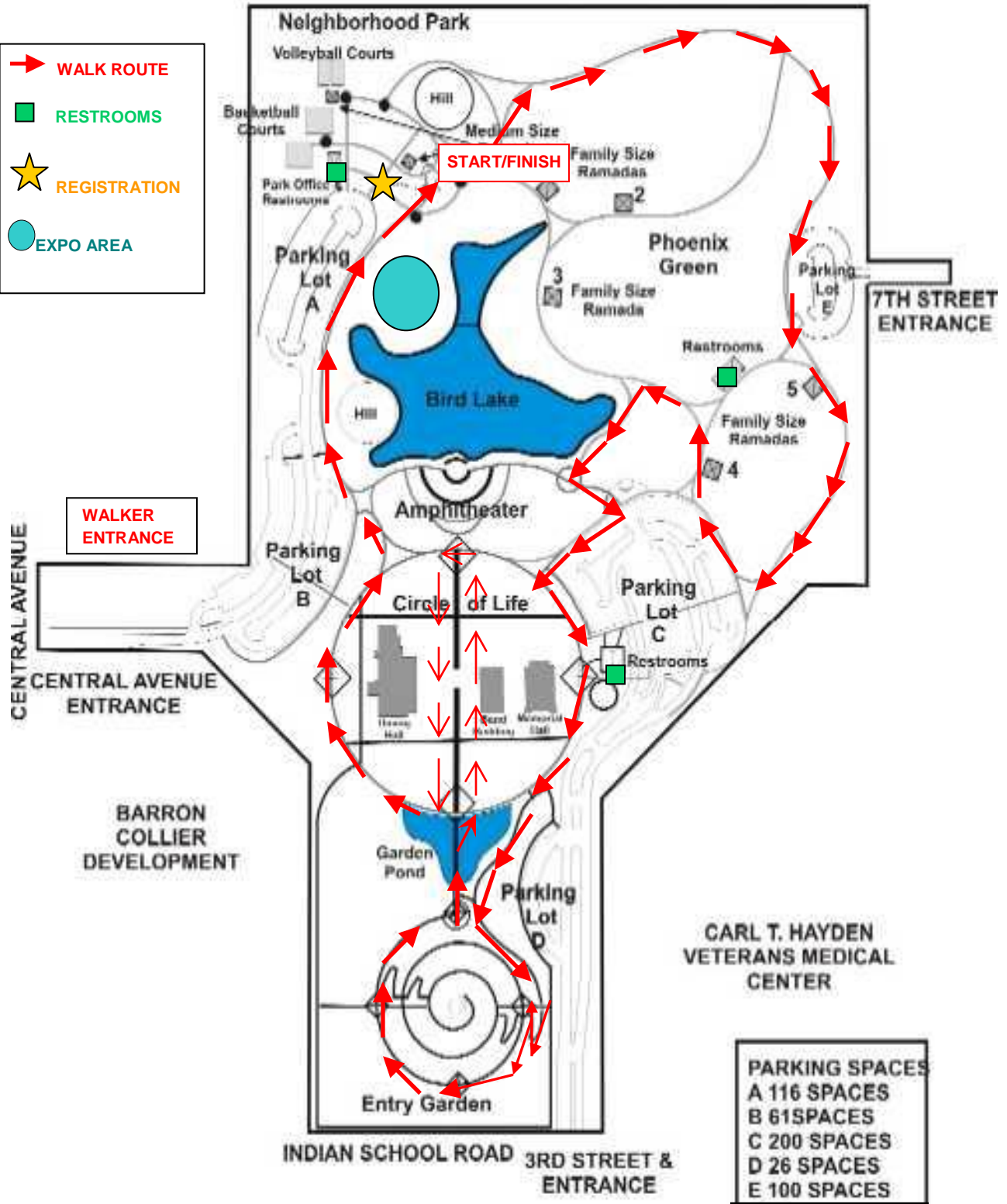
Please make checks payable to Easter Seals. Write your name on any sponsor's check so you may be properly credited. Remember, corporate sponsors can support you in your Walk efforts online as well, at www.walkwithme.org. Log on today! Make a copy of this form and pass it on to a friend.

My personal fund-raising goal is \$ _____

	Sponsor's Name	Address, City, ST, Zip	Phone	Amount	Matching Funds Available?
1.	<i>Bill Big Bucks</i>	<i>123 Main St. Anywhere, USA, 12345</i>	<i>123-456-7890</i>	<i>\$100</i>	Y N
2.					Y N
3.					Y N
4.					Y N
5.					Y N
6.					Y N
7.					Y N
8.					Y N
9.					Y N
10.					Y N
11.					Y N
12.					Y N
13.					Y N
14.					Y N
15.					Y N
16.					Y N
17.					Y N

STEELE INDIAN SCHOOL PARK

- WALK ROUTE
- RESTROOMS
- ★ REGISTRATION
- EXPO AREA



PARKING SPACES	
A	116 SPACES
B	61 SPACES
C	200 SPACES
D	26 SPACES
E	100 SPACES