



Walker Kit

Local Sponsors



National Sponsors





THANK YOU FOR REGISTERING FOR WALK WITH ME!

Join together with your families, friends and co-workers on Saturday, May 5, 2012 for the Easter Seals Walk With Me event at Steele Indian School Park, 300 E. Indian School Road, Phoenix, AZ, 85012.

IMPORTANT UPDATE: The 2012 Walk With Me event will be held on the Phoenix Green area of Steele Indian School Park. The event will be accessible by entering from the Indian School and 3rd Street entrance. See map on for additional location details.

Table of Contents

THANK YOU FOR REGISTERING FOR WALK WITH ME!	2
WELCOME.....	3
OUR AMBASSADOR FAMILIES	4
MAP	6
WALK WITH ME KICKOFF LUNCHEON	7
SET A FUNDRAISING GOAL!	8
FUNDRAISING INCENTIVES	9
TIPS FOR FUNDRAISING	10
SAMPLE FUNDRAISING LETTER/EMAIL.....	11
FUNDRAISING IDEAS.....	12
PLEDGE FORM	13

***For more information or materials,
contact Kelsey Wolf at 602-224-1759 or kwolf@swhd.org.***

Create your team webpage at www.walkwithme.org.



WELCOME

January 1, 2012

Dear Walk With Me participants,

Welcome to our fourth 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 give all children the healthy foundation they need for an optimal start in life. As the state's largest community-based organization of its type, we serve children birth to five in five primary areas: child health and development, 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,

Ginger Ward
Chief Executive Officer



OUR AMBASSADOR FAMILIES



Preschooler **Ari** loves reading, music and roller coasters. Ari had a stroke when she was just two weeks old. As a result, she has cerebral palsy, which has significantly impacted her mobility. Mobility is essential for a young child's development as it allows them to explore their environment and provides independence. Power mobility equipment – like wheelchairs and scooters – is often a viable solution for children with limited mobility. Unfortunately, this equipment can be expensive and insurance coverage can be difficult to obtain as children must prove that they're capable of maneuvering the equipment. With the help of power mobility training, Ari is learning how to operate a power wheelchair, which will help her qualify for funding through her family's insurance plan.

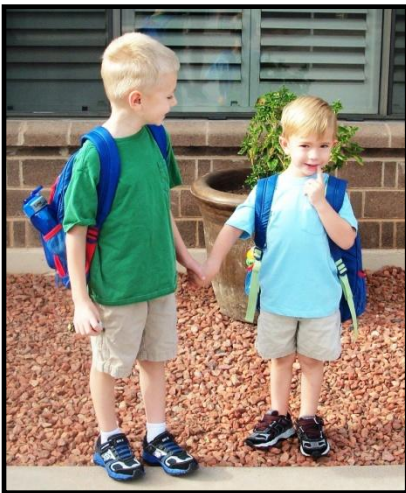
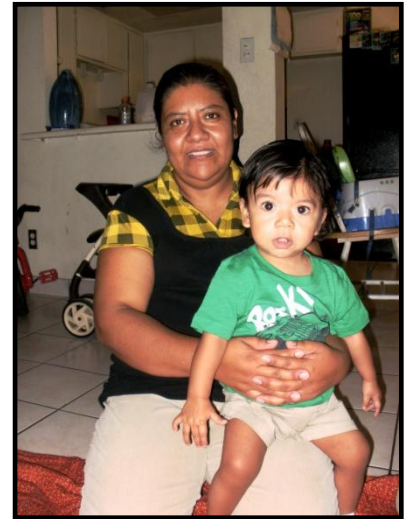
Soliz and Camila love the outdoors, swimming, music and playing with each other. Playing together however, wasn't always possible. Soliz and Camila have Wolf-Hirschhorn syndrome, which leaves them with vision and hearing impairments. They also have low muscle tone. This makes it difficult for them to sit up and face each other during play. For a long time, the only activities they could enjoy together were being read to or going for walks in a double stroller. The ADAPT Shop – which offers children with disabilities adaptive supports designed just for them and their specific needs – was able to help by making Soliz and Camila customized chairs out of foam which allowed them to sit up and face each other for the very first time.



Nathan was born one month early, weighed just 3.5 pounds and spent a month in the newborn intensive care unit. From the start his parents had a difficult time getting Nathan to eat, and as he grew older he was reluctant to take solid foods and became severely underweight. It wasn't until Nathan's family found the Children's Developmental Center – a one-stop-shop providing a team approach for children with complex behavioral and/or developmental needs – that Nathan's feeding and health began to improve. Today, Nathan is an outgoing toddler who loves playing with cars, balls and his older sisters, Caley and Reese. He eats almost anything and his family can't get enough food in him! With the exception of ongoing speech therapy, Nathan is developmentally on track.



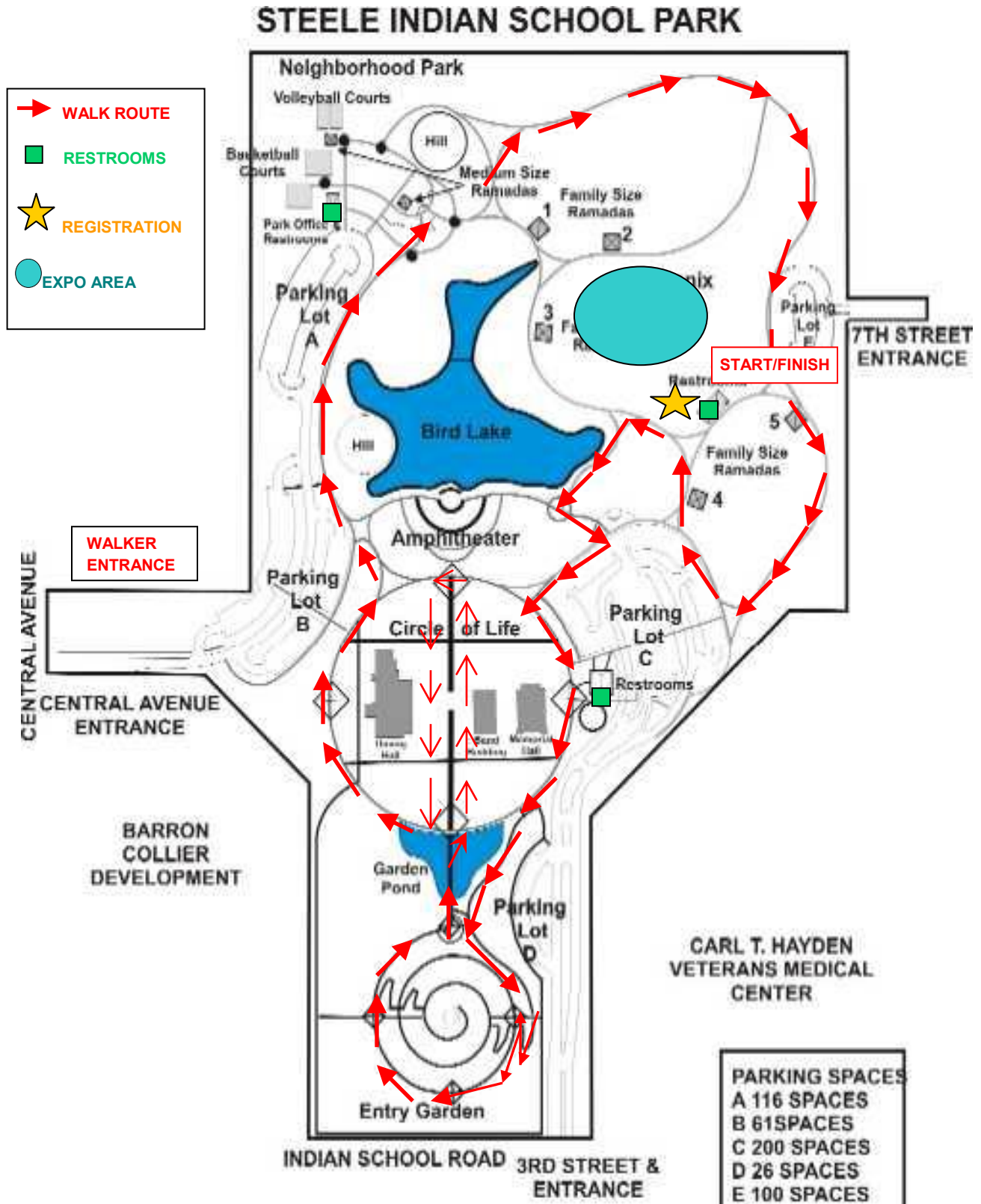
Giovanni is the youngest of four siblings, all of whom have participated in the Head Start program. Giovanni was born with Williams syndrome, causing delays in his development for which he now receives therapy. Each week, the family's home visitor works with Giovanni and his family to reinforce activities that will help him reach his developmental goals and also teach the family activities they can do with Giovanni to support his development. Today, Giovanni is a smiley toddler who loves classical music. He recently learned how to pass a toy between his two hands. His next goal is to learn to roll over from his tummy to his back.



Like a true people person, **Luke** loves any social game, like tag, hide-and-go-seek and circle time activities at his preschool. Luke also loves to talk. This wasn't always the case as Luke was diagnosed with autism at 17 months. He didn't speak until age 2½ and preferred to spend his time alone. Luke's parents brought him to Southwest Human Development for services, including the Side by Side program – a parent-child playgroup designed to help children with autism build social, communication and problem-solving skills. After working with the program, Luke experienced a language explosion and now speaks all the time. According to Luke's mom, he became more comfortable around people because the playgroup provided a safe place for Luke to interact with other kids.

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

MAP





WALK WITH ME KICKOFF LUNCHEON

Join us for lunch, provided by Sweet Tomatoes, on **Thursday, March 22**. Learn more about this exciting event, meet our honorary ambassador families, network with other team captains, and find out how your support benefits children with disabilities.

Thursday, March 22, 2012

11:30am-1:00pm

Memorial Hall

Steele Indian School Park, 300 E. Indian School Road
(use 3rd Street entrance)

Please RSVP by March 21 to: Kelsey Wolf at 602-633-8185, or by email at kwolf@swhd.org.



SET A FUNDRAISING GOAL!

Working together, it's amazing how quickly a team can reach its fundraising goal! If each walker on a ten-person team raised just \$250, for example, the team total would be \$2,500!

Help your team succeed by setting a goal and listing the fundraising activities you all want to use to get there. In June, we will have a special recognition ceremony for all individuals who raise \$1,000 or more, and all teams who raise \$5,000 or more.

Worksheet:

Our team goal is: \$_____

Our team 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

Raise \$35+	Receive a Walk With Me t-shirt
Raise \$100+	Receive a Walk With Me t-shirt + a \$10 CVS Pharmacy gift card
Raise \$250+	Receive a Walk With Me t-shirt + stainless steel reusable water bottle
Raise \$500+	Receive a Walk With Me t-shirt + digital photo frame
Raise \$1,000+	Receive a Walk With Me T-shirt + handheld mini video camera

** Incentive prizes are subject to change due to availability*

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.



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 Street
Phoenix, AZ 85008



SAMPLE FUNDRAISING LETTER/EMAIL

Date

Hi (Family, Friends, Co-workers),

I am sending this (email/letter) to ask for your support. On Saturday, May 5, 2012, 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 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)



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 Kelsey Wolf at 602-633-8185 or email kwolf@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