

Team Hope

31st Annual HDSA Convention

Presented By:

CJ Redfern, Team Hope Walks Manager

Peggy Cribbin, Great Lakes Region
Development Director

Amy Fedele & Heidi Ramos, San
Francisco Team Hope Walk Leaders

Team Hope Walk Track Agenda

- Team Hope
 - Why We Walk
 - Since Team Hope's Inception
 - Looking Ahead – Join Us!
 - Starting A New Team Hope Walk
 - First Steps
 - Walk Timeline
 - Team Hope Fundraising
 - Sponsorships
 - Grants
 - Participant & Team Fundraising
 - Day of Event Fundraising
- Peggy Cribbin's Top Ten Team Hope Tips
- Stories of Success From The San Francisco Team Hope Walk





Why We Walk

- Team Hope is HDSA largest grassroots fundraising event.
- Team Hope Walks empower all of us in our local communities to come together and walk in unison, to raise awareness, and raise vital funds to support the mission of HDSA.
- The Huntington's Disease Society of America is the premier nonprofit organization dedicated to improving the lives of everyone affected by Huntington's disease. From community services and education to advocacy and research, HDSA is the world's leader in providing help for today and hope for tomorrow for people with Huntington's disease and their families.



Since Team Hope's Inception...

- Since Team Hope's inception in 2007, participants and sponsors have raised approximately \$10 million through Team Hope Walks for the mission of HDSA.
- The 2016 Team Hope Walks are off to a great start! So far this year:
 - 24 Team Hope Walks have taken place (out of the 108 planned).
 - Nearly **4,000** people have participated in Team Hope Walks so far this year.
 - As of the end of April, the Team Hope family has already raised over **\$475,000** for the mission of HDSA! And that number doesn't even include all of the May Team Hope Walks!
 - We are well on our way to our collective goal of \$2.4 million with the majority of Team Hope Walks coming up this summer and fall.



Looking Ahead – Join Us!

- We have 82 planned Team Hope Walks still coming up in 2016.
- Please join us at your local Team Hope Walk! Don't see a walk near you? Check out www.hdsa.org/teamhope for a full listing of upcoming Team Hope Walks or contact me to get one started in your own community!





Want To Start Your Own Team Hope Walk?

- Volunteering to coordinate a Team Hope Walk in your community is a GREAT way to accomplish a few things:
 - Raise awareness in your local community about Huntington's disease (HD).
 - Raise money to support the mission of HDSA to improve the lives of everyone with HD.
- Coordinating a Team Hope Walk is EASY.
 - Coordinating a Team Hope Walk simply involves choosing a date, a walk site/venue, forming a committee, recruiting participants, soliciting sponsors, and coordinating day of the walk logistics.
 - You'll have the support of both your regional HDSA staff as well as the Team Hope Walks Manager!
- Email teamhope@hdsa.org to take the first steps towards coordinating a Team Hope Walk in your community!



Walk Timeline



- Below is a simplified walk timeline:
 - 8-12 Months Before Desired Walk Date
 - ✓ Contact the Team Hope Walks Manager.
 - ✓ Pick a date and venue.
 - ✓ Form a walk committee.
 - ✓ Submit the Team Hope Walks Information Form.
 - ✓ A walk website will be created for you.
 - ✓ Review the Team Hope Walk Volunteer Coordinator Manual.
 - 6-8 Months Before The Walk
 - ✓ Start soliciting sponsors with your customized Team Hope Walk Sponsorship Packet, sent to you by the Team Hope Walks Manager and found on HDSA Connect (if you are a Chapter/Affiliate).
 - ✓ Begin recruiting teams and participants through mass e-blasts, flyers at Centers of Excellence and Support Groups, etc., and make sure all participants receive the Team Hope Walk Participant Packet, available on the Team Hope Walk website and HDSA Connect.

Walk Timeline



- Timeline continued
 - 4-6 Months Before The Walk Date
 - ✓ Market the event through press releases and DONATED radio, TV, and newspaper time, PSAs and advertisements.
 - ✓ Add your walk to local community calendars and news boards.
 - ✓ Solicit in-kind donations for prizes, raffles (if allowed by your state), and day of walk equipment or event needs (like tables, chairs, etc.).
 - 1-2 Months Before The Walk Date
 - ✓ Confirm day of walk schedule, volunteers, responsibilities, etc.
 - ✓ Order T-Shirts.
 - Day of Walk
 - ✓ Set Up
 - ✓ Registration
 - ✓ Walk!

CALLING ALL VOLUNTEERS

Hello to our HD community: At this time the Los Angeles Chapter is looking for volunteers for our upcoming 5K Walk 2013.

This event has become a staple in the Los Angeles Community thanks to all of you who have donated your time and efforts. We are looking for people who would like to join our growing walk committee to help with event planning, securing auction items, day of set up. We welcome you and your talents to join us create another amazing 5K Walk benefiting those afflicted with Huntington's Disease.

For further information on how you can help contact

DeAnna DeNaro at deannayah@gmail.com
President, Los Angeles Chapter

TEAM HOPE

Enter brief Description of Event.

Thank You to Our Sponsors

JOIN US!

WHEN: Enter info.

WHERE: Enter info.

COST: Enter info.

RESERVE YOUR SPOT TODAY!
TO REGISTER VISIT
[Enter Link Here](#)

What is Huntington's Disease?
Huntington's disease is a fatal genetic disorder that causes the progressive breakdown of nerve cells in the brain. It deteriorates a person's physical and mental abilities during their prime working years and has no cure. HD is known as the quintessential family disease because every child of a parent with HD has a 50/50 chance of carrying the faulty gene. Today, there are 30,000 symptomatic Americans and more than 200,000 at risk of inheriting the disease. Many describe the symptoms of HD as having ALS, Parkinson's and Alzheimer's — **simultaneously**.

Team Hope Fundraising



- Sponsorships
- Grants – Community & Employee Volunteerism
 - Check out local community grants and volunteer programs that award cash grants for volunteer hours, like:
 - Kohl's
 - Boeing
 - Wells Fargo
 - Most companies open up their grant applications in January or February, so be sure to check the organization website for more details in the late fall of 2016 to be prepared for the 2017 season!
- Matching Gifts
 - Make sure you and your donors are applying for matching gifts!
 - You can find a full listing of matching gift companies by visiting:
<http://hdsa.org/how-to-help/hdsa-matching-gifts-program/>

Team Hope Fundraising



- Participant & Team Fundraising
 - Register and start fundraising for your Team Hope Walk as soon as possible, preferably six to eight months before the walk date.
 - Set a fundraising goal for yourself.
 - As soon as you register, download and read the Team Hope Walk Participant Packet. Don't be afraid to ask! Reach out to your family members, friends, co-workers, businesses you frequent, etc., to donate. The best way to get a donation is to ask for a donation! Ask early and often! Be sure to ask face to face, via email, through your social media accounts, DonorDrive e-blasts and letter writing campaigns on a regular basis. You can easily double your donations online!
 - Personalize your ask letter! Your contacts will want to donate because YOU asked them to!
 - Plan a wrap around fundraiser to help you raise money for the walk. You can do a car wash, bake sale, dine in for a cause, in your genes, office pot luck, etc. Ask your HDSA Staff Team for more ideas!
 - Have fun with your FUNdraising! Ex. 30 push-ups for each \$30 donated, pie in the face



Team Hope Fundraising



- Day Of Event Fundraising
 - Consider having a raffle at your event, selling HDSA items such as blue bracelets, Amaryllis, BMW sweepstakes, or have a cake walk with baked goods!
 - Silent Auctions aren't just for big fancy dinners! Get some big ticket items (like Southwest Airlines donated tickets!) and auction them off at the walk! Remember to price items at the value of the gift.
 - Incentives are always a great motivator! Consider having incentive prizes donated for the:
 - Top Fundraiser
 - Top Fundraising Team
 - Team With The Most Members
 - Need auction items or incentive prize ideas? Look no further! You can apply for:
 - CVS Gift Card (<http://www.cvshealth.com/social-responsibility/other-ways-we-give->)
 - Redbox Gift Card (http://redbox.qualtrics.com/SE/?SID=SV_efVvxcf1V73DyNn)
 - Disneyland Tickets
 - Largest fundraiser leads the walk!
 - Largest team wins a donated pizza party!
 - VIP Walk Tent for the top team!
 - Top 3 Fundraisers will have their names printed on the walk T-shirts!

Peggy Cribbin's Top Ten Team Hope Tips



Top 10 Successful Tips

- #1 Start Early Planning**
- #2 Save the Date**
- #3 Gather A Great Committee**
- #4 Be Organized**
- #5 Reach Out To Past Participants**
- #6 Reach Out To Past Sponsors**
- #7 Engage New Sponsors**
- #8 Utilize Social Media**
- #9 School Your Volunteers**
- #10 It's Time To Celebrate!**



Please Welcome

Amy Fedele & Heidi Ramos

**From The San Francisco
Team Hope Walk**

Amy's Story

- Thanking Everyone
- About My Team



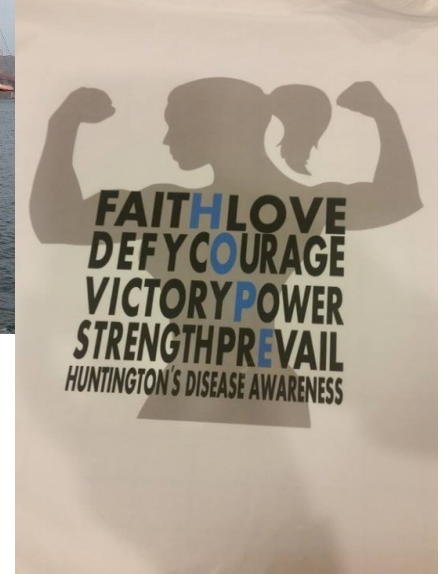
- Who I am walking for
- About my Mom (Her Story)

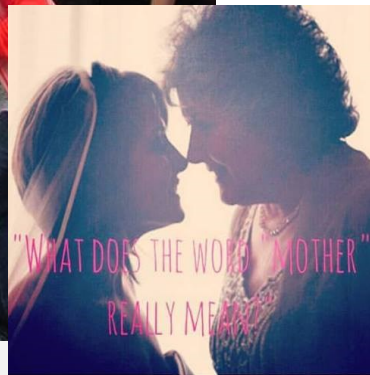


- About Me
- About my Family



- In the end:
- Team Shirts (Benefits) If your company sponsors me, over \$500, I will add your company name to my team shirt!





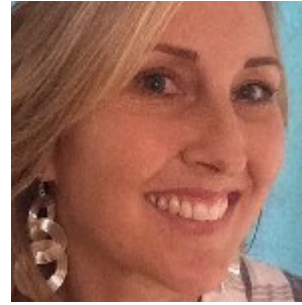
My feet may look funny,
 My muscles may be weak
 I may wobble and stumble
 I may appear to be bleak

If you get to know me
 You will see my roaring strength
 I am a fighter
 One that will go to any length

I have an inner light
 One that shines ever so bright
 So See me for who I am
 And not this condition that I have to
 fight



Heidi Ramos's Story



My name is Heidi Ramos and I am extremely honored and humbled to share my HD experience, strength, and hope this year at the Huntington's Disease Society of America's San Francisco 5K Walk!

This will be my third walk to raise awareness for Huntington's Disease. It is also the 10th anniversary of the San Francisco HDSA walk!

In 2014, my incredible friends and family raised \$4,700 for Team Heidi Ramos. In 2015, we raised another \$6,300. This year I have opened up my account early and my husband and I are working on ways to supplement our fundraising by selling home made goods, most recently, beef jerky. I'm also selling stuff on eBay, and all proceeds go to HD.

Unfortunately, HD is a disease that doesn't get a lot of attention, so any money that is donated still gets me right in the heart. I am so grateful for your donations.

I inherited this disease from a biological parent that I never met, so I'm super blessed that no one in my family has HD. I have never seen it face to face. I have never had to take care of a suffering parent, a sibling, a spouse, or a child with this disease. I am however, watching this disease manifest itself in my HD community. I tested positive for the gene in 2009 in San Diego at the HDSA Center of Excellence in LaJolla. I took several months off of life and was afraid to live. I sat on the couch with my family and friends watching over me. Then one day I was able to get up - and I haven't stopped since. I'm married and have an incredible life even with HD. I'm surrounded by loving family and friends that I couldn't do this without. We live each day for today, and have fun now - as my future is not guaranteed. HD can come any time for me. Never ever be in a rush to get tested. It's something you can not "un-know", once you test positive it stays with you forever.

Find a support group where you can help others, and in return this will help you. I'm a very proud member of the Mill Valley HD Support Group where I feel at home with other HD warriors.

This event is always a lot of fun - Please come and support US! Blue wigs are optional!



...And then came US!



Finding Sponsors, Honorees & Volunteers

Sponsorship


- Gyms: 24 Hour Fitness
- Corporations: VISA, Costco
- Doctors and Hospitals
- Small Businesses

Honorees

- HD Doctor
- Community Advocate

Volunteers:

- Community Programs- Boys and Girls Club
- Collage Students
- Local Businesses




10th Annual HDNA San Francisco
Team Hope 5K Walk & Run
Saturday, October 29, 2016
Sports Basement - Crissy Field
610 Mason Street San Francisco CA

*9am Registration & breakfast *10am Walk and Fun Run


[REGISTER HERE](#)

Honoring
Heidi Ramos
Community Advocate



I am extremely honored and humbled to share my HD experience, strength, and hope this year at the HDNA SF Walk. I inherited this disease from a biological parent that I never met, so I'm super grateful that one in my family has this disease. I tested positive for the gene in 2008. I'm a member of the Mid Valley HD Support Group where I feel at home. Please come and support us and have a ton of fun!

Dr. Alexandra Nelson
Neurologist at the Huntington's Disease Center of Excellence at the UCSF Memory and Aging Center



Benefiting the HDNA's fight to improve the lives of those affected by HD!

[#GIVE10FOR10](#)

QUESTIONS? CONTACT AMY AT 925-595-4420 OR amy_fedeles@yahoo.com



Awareness & Fundraising

Raising Awareness

- Hula Hoop for HD
- Pie In The Face videos posted to YouTube
- “Save The Date” Postcards for San Francisco HDSA Walk
- Speaking at local events: Education days (Stanford University)
- Sporting Events

Raising Money

- CHANGE FOR CHANGE
- SAVE THE CHANGE for the month of May
- T –Shirts
- Making & Selling Beef Jerky
- Garage Sales and Ebay
- Company Match (Up to \$1,000)
- Kohl's and GAP (\$2000- \$3000)
- Restaurant Fundraisers



Pizza with a purpose.

Bring in this flyer, present it to your server, and we'll donate 20% of your check to the organization listed below. Purchases include dine in, take out, catering and all beverages.

FUNdraiser in support of:
Huntington's Disease Society of America
Thursday, October 1st, 2015
11:00 AM until 10:00 PM

Valid at the following location:
California Pizza Kitchen

53 3rd St San Francisco
415-278-0443

5614 Bay St. Emeryville
510-654-0747

Hillsale Shopping Center San Mateo
650-286-9018

Stanford Shopping Center Palo Alto
408-325-2753

Valley Fair Shopping Center/Santa Clara
408-243-0081

408-243-0081

408-243-0081

408-243-0081

408-243-0081

408-243-0081

408-243-0081

408-243-0081

408-243-0081

408-243-0081

408-243-0081

408-243-0081

408-243-0081

408-243-0081

408-243-0081

408-243-0081

408-243-0081

408-243-0081

408-243-0081

408-243-0081

408-243-0081

408-243-0081

408-243-0081

408-243-0081

408-243-0081

408-243-0081

408-243-0081

408-243-0081

408-243-0081

408-243-0081

408-243-0081

Broadway Plaza Walnut Creek
925-938-0720

Corte Madera Town Center
415-945-0401

Stoneridge Mall Pleasanton
925-251-0771

Oakridge Mall San Jose
408-225-7188

408-225-7188

408-225-7188

408-225-7188

408-225-7188

408-225-7188

408-225-7188

408-225-7188

408-225-7188

408-225-7188

408-225-7188

408-225-7188

408-225-7188

408-225-7188

408-225-7188

408-225-7188

408-225-7188

408-225-7188

408-225-7188

408-225-7188

408-225-7188

408-225-7188

408-225-7188

408-225-7188

408-225-7188

408-225-7188

408-225-7188

408-225-7188

408-225-7188

408-225-7188

408-225-7188

408-225-7188



Join the **Pizza Dough™ Rewards program** on your next visit or at cpk.com and receive a **free** Small Plate for registering.

FUNdraiser offer valid only on the date(s) and at the CPK location identified on the flyer. Only 501c organizations and non-profits schools are eligible to participate in CPK's FUNdraiser program. CPK will donate twenty percent of food and beverage sales to the organization. Tax, gratuity, gift card and retail sales are excluded from the donation. Offer valid for dine in, take out, online, catering or curbside orders. Not valid for delivery orders. Offer void if flyer is distributed in or near restaurant. For more information about the 501c organization participating in the FUNdraiser, please contact the organization directly.



Huntington's Disease Society of America San Francisco Chapter Fundraiser and 5K Walk/Run

**Saturday October 24, 2015 - 9am Check-In at the
Sports Basement (Crissy Field) 610 Mason Street, San
Francisco**

**Team Heidi Ramos is raising awareness about
Huntington's Disease! Please consider walking with us or
donating to our team. We would be honored to see you
there.**

Blue wigs are optional!

Heidi Ramos 925-207-4543

Registration & Donation Website:

**[http://hdsa.donordrive.com/index.cfm?
fuseaction=donordrive.participant&participantID
=2234](http://hdsa.donordrive.com/index.cfm?fuseaction=donordrive.participant&participantID=2234)**



Kick off the walk with us at El Charro Restaurant
 10% of all food purchases donated to HDSA, with this flyer

Where: El Charro Mexican restaurant
Address: 3339 Mt Diablo Blvd, Lafayette, CA 94549
Date: October 23rd 2015
Time: 11 am- 10 pm (Must present this flyer to server)

A special area will be made available from 5:30 pm- 9:00 pm, for all HDSA friends and family.

Meet our walk ambassador, Amy!



I am honored to be this year's Huntington's Disease Walk Ambassador for the HDSA San Francisco Team Hope Walk. I am thankful for this opportunity to share my story and hope I can help make a difference. Read my story [HERE](http://hdsa.donordrive.com/index.cfm?fuseaction=donorDrive.participant&participantD=4162):
<http://hdsa.donordrive.com/index.cfm?fuseaction=donorDrive.participant&participantD=4162>



Find a Support Group and Make Friends



YOU MEET THOUSANDS OF PEOPLE
AND NONE OF THEM REALLY TOUCH YOU,
AND THEN YOU MEET ONE PERSON,
AND YOUR LIFE IS CHANGED FOREVER





THANK YOU!!!!



Questions? Comments?

CJ Redfern

Manager, Team Hope Walks

212-242-1968 ex. 218

cjredfern@hdsa.org