

24 Hour Helpline
800.272.3900

www.alz.org/wv

**West Virginia
Chapter**
1601 2nd Ave.
Charleston, WV 25387
304.343.2717 **p**
304.343.2723 **f**

**Mid-Ohio Valley
Regional Office**
1218 Market Street
Parkersburg, WV 26101
304.865.6775 **p**
304.865.6776 **f**

**Northern
Regional Office**
1299 Pineview Drive, Suite 3
Morgantown, WV 26505
304.599.1159 **p**
304.599.6473 **f**



Dear Team Captain-

THANK YOU for taking the first steps to helping us end Alzheimer's! This Team Captain packet is designed to be your complete guide to everything Walk to End Alzheimer's®! Your Packet includes:

- ❖ **A Team Captain Poster-** to help you recruit team members. Hang at church. At work. Anywhere!
- ❖ **Registration Form-** to register yourself and your team members. You can also skip the paper and register online at alz.org/wv.
- ❖ **A Contribution Form-** to keep track of your donations. Feel free to make copies for all your team members.
- ❖ **Why We Walk Stats-** to arm yourself with the knowledge when talking to future team members and donors.
- ❖ **Bank Day Flyer-** Want to save time on Walk day? Turn in your cash and gather your t-shirts you may have earned on Bank Day.
- ❖ **Team Week Flyer-** We celebrate YOU on the week listed. Be on the lookout for some ways to win prizes all while ending Alzheimer's.
- ❖ **Walk to End Alzheimer's® Champion and GRAND Champion Info –** Can YOU be a Walk Champion?
- ❖ **Fundraising Tips and Ideas/ Fundraising Calendar-** Tons of tips and tricks to be a successful fundraiser and meet your fundraising goal!
- ❖ **Incentive Flyer-** Help us. Help yourself! It's our way of saying THANK YOU for fundraising!
- ❖ **Team Store Order Form-** Order items to sell to help you raise money. You can also order extra posters and flyers to hang in and around your community.

YOUR FIRST STEP is to register your team-- either online at alz.org/wv or by mailing the enclosed registration form. We also encourage you to set up an appointment to meet with your local Walk Coordinator to discuss goal setting, fundraising ideas and, most importantly, why YOU Walk to End Alzheimer's! Call us at 800.272.3900.

This Walk is **personal!** Thank you for sharing your story and doing your part to help us END Alzheimer's.

Sincerely-
The Walk to End Alzheimer's® Team

Walk to End Alzheimer's® supports programs that make a difference in the lives of individuals and families in your community dealing with this devastating disease. Your support, allows the West Virginia Chapter to provide:

- 24-hour toll-free Helpline
- Family support groups
- Care consultations
- MedicAlert® +Safe Return® program
- Caregiver Handbook
- Lunch & Learn Workshops
- Quarterly newsletter
- Educational materials
- Town meetings
- Lending Library
- Caregiver workshops & professional trainings
- Funding for research
- Trial Match™



alz.org/wv
800.272.3900

EVERYONE HAS

A REASON TO

END ALZHEIMER'S.

BECKLEY/OAK HILL

Walk to End Alzheimer's

September 13, 2014

Beckley/Raleigh Convention Center

JOIN

Team Name: _____

MY

Team Captain: _____

TEAM!

Team Captain Contact: _____



REGISTRATION FORM

Complete the registration form in black or dark blue ink. You can also register online at www.alz.org/walk.

Walk location

Team name

I am a team captain team member individual

My goal is to raise \$_____ to help end Alzheimer's disease.
(The recommended minimum goal is \$225.)

All participants who raise \$100 will receive a Walk to End Alzheimer's T-shirt.

First name

Last name

Address

City

State Zip

Phone (Day) Phone (Evening)

E-mail address

Company name

Job title

Yes, my company has a matching gifts program.

Please help the Alzheimer's Association better serve our community by completing the following:

Gender Male Female I prefer not to answer

Birthdate

Choose one African-American/Black American Indian/Alaskan Native Asian Caucasian/White Hispanic/Latino Native Hawaiian/Other Pacific Islander Two or more races Other race I prefer not to answer

Please select your highest level of education Less than high school degree High school graduate Some college Bachelor degree Post/Professional degree I prefer not to answer

T-shirt size Small Medium Large X-Large XX-Large

I would like to decline all prizes and donate the cost back to the Association. I would like to decline all prizes except for my event T-shirt.

How did you hear about this year's Walk? Television Advertisement Radio Advertisement Print Advertisement Web Advertisement Other Advertisement I saw poster or brochure in my community

I was recruited at a Community Event I received information in the mail E-mail from Alzheimer's Association Phone call from Alzheimer's Association Alzheimer's Association Web site Facebook

Twitter Family Friend Coworker My company Other _____

How many years (including this year) have you been participating in Walk?

What is your closest connection to the cause?

I have Alzheimer's or dementia

I am supporting or caring for someone with Alzheimer's

I have lost someone to Alzheimer's

I don't have a close connection but support the cause and a vision of a world without Alzheimer's

I prefer not to answer

I'm taking the first step by supporting the Alzheimer's Association. Enclosed is my personal donation of: \$120 \$60 \$35 Other _____

To make a credit card donation, please go online: www.alz.org/walk

Assumption of Risk, Release and Permission

Walk to End Alzheimer's™ involves walking – an activity which may include risks such as, but not limited to, falls, interaction with other participants, effects of weather, traffic and conditions of the road. In consideration of being allowed to participate in this event, I hereby expressly assume all risks, including bodily and personal injury, death, property loss or other damages of any kind arising in any way out of my attendance or participation in the Walk to End Alzheimer's and related activities. It is my responsibility to dress appropriately. Although route maps, rest stops, refreshments and other assistance may be made available during this event, I am solely responsible for my own health and safety. I represent that I am physically fit and able to attend or participate in this event. I hereby for myself, my heirs, executors and administrators, release, discharge and agree not to sue Alzheimer's Association, its chapters, their respective officers, directors, volunteers, employees, sponsors and agents, from any and all liability, claims, demands and causes of action whatsoever, arising out of my participation in or attendance at this event and related activities – whether resulting from the negligence of any of the above or from any other cause. I agree that my assumption of risk and release hereunder shall be as broad and inclusive as is permitted under applicable law. If any portion of this agreement is held invalid, the remainder shall continue in full force and effect. I grant full permission in perpetuity to the organizers of this event to use, reuse, publish and republish my name and image as a participant in the event in photographs, video or other recordings. I have read, understand and agree to the terms of this agreement.

If Participant is a minor or acts in accordance with a legal guardian, the parent or guardian must sign and agree to the below:
I am the parent and/or legal guardian of Participant, and I hereby consent to his/her participation. I have read the foregoing agreement, and I hereby agree on behalf of myself and Participant to its terms.

Signature _____ Date _____



CONTRIBUTION FORM

Make checks payable to the Alzheimer's Association. Please bring this form when you turn in contributions on Bank Night or on event day.

Copy this form for additional donations.
Donate online: www.alz.org/wv

Name _____

Team name _____

Walk location _____

Address _____

City _____ State _____ Zip _____

Phone (Day) _____ Phone (Evening) _____ E-mail _____

My fundraising goal _____

Contributor Names	Check #	Donation Amount Received
1. <i>Kick off your fundraising efforts by making the first donation!</i>		\$ _____
2.		
3.		
4.		
5.		
6.		
7.		
8.		
9.		
10.		
11.		
12.		
13.		
14.		
15.		
16.		
17.		
18.		
19.		
20.		

Online Donations
\$ _____

Total Donations
\$ _____

Subtotal _____
Matching gift _____
Total enclosed _____
Office use only _____

Matching gifts could double your money!

WHY WE WALK



alzheimer's association™

THERE ARE MORE THAN 40,000 REASONS IN WEST VIRGINIA TO JOIN US IN THE WALK TO END ALZHEIMER'S



Alzheimer's is officially listed as the **SIXTH** leading cause of death in the United States; more than prostate and breast cancer combined. **MORE THAN 5 MILLION AMERICANS AND MORE THAN 40,000 WEST VIRGINIANS ARE LIVING WITH ALZHEIMER'S.**



In 2013 15.5 million caregivers provided an estimated 17.7 billion hours of unpaid care, a contribution to the nation valued at more than \$220 billion.



Every **67 SECONDS** someone develops Alzheimer's disease.



Average per-person Medicare costs for a person with Alzheimer's and other dementias are almost **3x HIGHER** than the average per-person payments for seniors without dementia.



Currently in WV, there are enough unpaid caregivers in WV to fill WVU's Milan Puskar Stadium more than 2 times over.

70%



More than 83,000 Americans died from Alzheimer's in 2010, a near **70% INCREASE** since 2000, while deaths from other major causes of death have **DROPPED**: HIV by 42%, Stroke by 23%, Heart Disease by 26%, Breast Cancer 2%.

YOUNGER ONSET



Nearly 200,000 have younger-onset Alzheimer's where symptoms appear well before age 65. This is **NOT** just a disease for old people!

1 out of 9 people age 65 and older has Alzheimer's and nearly 1 in 3 individuals over age 85 will develop Alzheimer's.

IN THE LAST 12 MONTHS THE ALZHEIMER'S ASSOCIATION WV CHAPTER:

Answered 1,158 Helpline calls • Educated 1,589 professional and family caregivers at workshops and trainings
Distributed over 20,000 pieces of educational materials • Conducted 100 free community workshops
Mailed 56,000 copies of our comprehensive free newsletter, Caregiver • Conducted 192 Care Consultations

TEAM BUILDING AND COMMUNITY INVOLVEMENT

Walk to End Alzheimer's teams share an incredible experience and take pride in their efforts to make a difference in the lives of families facing Alzheimer's disease. It enhances morale and builds team spirit for everyone affected by the disease. Walk to End Alzheimer's also raises money to provide services to assist those touched by this disease. Uniting with your friends, family, neighbors and community creates an **UNSTOPPABLE FORCE** against Alzheimer's!! The end of Alzheimer's **starts with us!**

THE TIME IS NOW! ALZHEIMER'S CAN'T WAIT!



July 28 - Aug 1

Get ready for 5 exciting days of recruitment and fundraising! Build your team for a chance to win great prizes, all while making a difference in the lives of people affected by Alzheimer's Disease!

Mail Out MONDAY!

Your chance to kick off the week with a fundraising blitz! Be the team captain that sends out the most emails from their participant center from 6 a.m. to midnight on Monday to win! Send emails to family, friends, co-workers, church members, neighbors...ANYONE! You never know until you ask!

****Your Chance to Win!*** Be the team that recruits the most members from 8 a.m. to midnight on Monday and win a gas card to fill up your tank!

Team Up TUESDAY!

Rally your team to raise funds for your Walk team!

****Your Chance to Win!*** Be the team that raises the most funds between 8 a.m. and midnight to win!

“One Up” WEDNESDAY!

With the implementation of our new Incentive Program, you are the winner! Close to the next incentive level? Work one getting that one extra donation to One Up to the next level! In 2013, if all 4,000 participants would have asked for one more donation of \$35, we would have raised an additional \$140,000!

Thank You THURSDAY!

We all know we couldn't have a great team without a lot of support! Take the day to thank your team members and donors in a very special way!

Fundraise FRIDAY!

Our last and final day of Team Week 2014! And your chance to win the Team Week 2014 Grand Prize!!!

****Your Chance to Win!!!*** Grand Prizes will be given out to the team captain who recruits the most team members from Monday at 8 a.m. to Friday at 5 p.m. AND the fundraising Grand Prize will be given to the team member and their team captain who raises the most funds from Monday at 8 a.m. to Friday at 5 p.m.!



These Walk Champions will be recognized throughout the year as they become Walk Champions. They will also be recognized with some special "Walk Privileges" during the Walk day ceremonies!

As a Walk to End Alzheimer's® participant, you understand the need to speak up, advocate, and be the **VOICE** for those who are no longer able to speak for themselves. With the cases of Alzheimer's expected to **TRIPLE** by 2050, we need your **HELP** now more than ever!!! Become a Walk Champion and help fund even more research and programs to help families who are devastated by Alzheimer's!



WALK CHAMPIONS ARE:

- Walk participants that raise **\$500** individually. (comprehensive team money does not count)
- Fundraises online and/or turns in all money **BEFORE** Walk day registration.
- Champions can be part of a team **OR** an individual walker.

GRAND CHAMPIONS ARE:

- Walk participants that raise **\$1,000** individually. (comprehensive team money does not count)
- Fundraises online and/or turns in all money **BEFORE** Walk day registration.
- Champions can be part of a team **OR** an individual walker.
- **GRAND CHAMPIONS** receive a special t-shirt **AND** a special Champion Medal

FOR MORE INFORMATION, CONTACT
KAARMIN FORD AT 304.343.2717
OR kford@alz.org



don't wait! plan today for a successful team!

4-6 months before the Walk

- Register your team online
- Set your team goals
- Begin recruiting team members
- Find out about your company's matching gift program
- Begin collecting donations – it's never too early!

3-4 months before the Walk

- Hold a team kick-off party
- Continue recruiting team members
- E-mail your team with important Walk to End Alzheimer's updates

2-3 months before the Walk

- Host a team fundraiser – cook-off, garage sale, party, etc.
- E-mail your team with weekly updates
- Be sure your team members are registered

1-2 weeks before the Walk

- Be sure you have all the Walk details from the Alzheimer's Association
- Let your team know what time and where to meet you at the Walk
- Collect any offline pledges and turn them in to the Alzheimer's Association at Bank Night the Wednesday before the Walk

Walk Day

- Meet your team at the assigned location
- Turn-in additional pledges
- Take a team picture
- Sign-up as an advocate
- Enjoy the day and celebrate the difference you are making with your team!

After the Walk

- Collect and turn in additional pledges
- Congratulate and thank team members for their hard work
- Host a thank you wrap-up party and recognize top team members
- Start planning for next year! It's **NEVER** too early to start fundraising!



Register Online!
at www.alz.org/wv

It's fun and easy to:

- **Join** or start a team
- **Create** a webpage
- **Send** e-mails to friends & family to rally support
- **Recruit** team members
- **Keep track** of your fundraising goals and view your success
- **E-mail** statistics



**Participants who
raise at least \$100
receive a Walk to
End Alzheimer's
t-shirt!!**



**Awards are given for
Top Fundraising,
Most Walkers and
many more!**

**For more INFORMATION or
to schedule a FUNDRAISING
PRESENTATION with your team,
please contact your Walk
Coordinator, Kaarmin Ford at
kaarmin.ford@alz.org or by
calling 800.272.3900**

fundraising tips & ideas

Take your fundraising letter and Walk to End Alzheimer's information everywhere!



Add a link to your Walk to End Alzheimer's team page to your e-mail signature.



Call your local paper and see if they will write a story about you and why you're walking. Be sure to include ways for people in your community to donate!

Ask friends to donate instead of purchasing a gift for your birthday, anniversary or any occasion.

Hold a Bachelor Auction!

Have an Executive Carwash!
Have your boss wash your or your customers' cars!



Host a Dance-a-thon!

Host a scrapbooking party! Get refreshments donated, then charge at the door. If you have a loved one affected by Alzheimer's, incorporate their photos in the scrapbook.

Ask a local place of worship if you could speak to the congregation about your commitment to helping those living with Alzheimer's and the research needed to end the disease. Collect donations after the service or ask if a special collection can be taken up for Walk to End Alzheimer's.



Play a friendly round of poker or other card or board game with all the winnings going to your team!



Fundraising & Food Go Hand-in-Hand!

Try organizing a(n):

- Pancake breakfast
- Pig roast
- Pasta dinner
- Bake sale
- Hotdog sale
- Ice cream social



Have employees bring a bag lunch and donate the money they would've spent on going out to eat. Invite the Alzheimer's Association to come speak about disease related issues.



Partner with a local chain restaurant to host a Walk to End Alzheimer's Night where a portion of the proceeds from the day is donated. Be sure to tell your team, friends, family, neighbors and co-workers! Everyone loves to go out to eat, especially when they are supporting you and your fundraising efforts!

To schedule a FUNDRAISING PRESENTATION with your team, please contact your Walk Coordinator, Kaarmin Ford at kaarmin.ford@alz.org or by calling 800.272.3900



2014

Recognition Program

To register or find a walk near you, go to www.alz.org/walk



\$100*

Walk to End Alzheimer's
Official Event T-Shirt

*Check with your local Chapter
on the t-shirt minimum



\$300

Sports Bottle,
Lunch Bag or
Tablet Sleeve



\$500

Hoodie,
Tote Bag or
Picnic Blanket
+ Champions Club



\$750

Windbreaker Jacket,
Grip Backpack or
Weekender Bag



\$1,000

Cooler Chair,
Bluetooth Speaker
or Hooded Jacket
+ Grand Champions Club



\$1,500

Three Position Chair,
Softshell Jacket or
Messenger Bag



\$2,500

Digital Frame,
Rolling Backpack or
Eddie Bauer Jacket



\$5,000

Insulated Jacket or
Elgin Messenger Bag



\$7,500

Portable Hammock
or Fusion Chair



\$10,000

Wheeled Duffel or
Adirondack Chair

**Join the
Champions
Club**

**Earn a Champions Club Medal and an exclusive Grand Champions Club T-Shirt along with the other great prizes!
Become part of the Champions Club by raising \$500
or the Grand Champions Club by raising \$1000.**



For details regarding this program and fundraising tips, please visit www.turnkeywow.com/walktoendalz.

Redemption certificates for incentive gifts will be sent via email post event. Please check with your local Walk staff for details and confirm your Chapter's participation in this program.

Recognition program brought to you by Turnkey Promotions.
Call 800.405.7829 or visit www.turnkeywow.com/nonprofit.

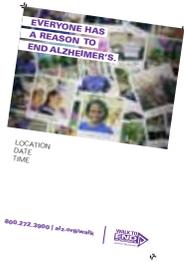


Walk Cards - FREE -

These business cards help build awareness about Walk. You can even leave them behind when talking to others about Walk. They are also good "counter" items to leave at businesses (limit 50 per order per person).

Number of Walk Cards requested _____

Number of Walk Cards* given to sponsoring organization _____



Walk Posters - FREE -

Help us spread the word by hanging posters and flyers around your neighborhood in store windows, church bulletin boards and ANY place that will let you hang them!

Number of Walk Posters requested _____

Number of Walk Posters* given to sponsoring organization _____

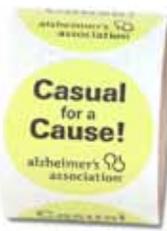


Paper Forget Me Nots - Sell for \$1

Each year, thousands of these paper Forget-Me-Not flowers are sold in local stores and banks for \$1 per flower at the point of purchase to patrons. The flowers then create a community-driven visual display.

Number of FMN requested _____

Number of Forget Me Nots* given to sponsoring organization _____



Casual for a Cause Stickers - Sell for \$1 or \$3

Sell these stickers for the opportunity to dress down at work!

Number of Stickers requested _____

Number of Stickers* given to sponsoring organization _____

"End Alzheimer's" Bracelet - Sell for \$2

These \$2 bracelets are a great conversation starter and another way to show your support for the Alzheimer's Cause!



Number of Bracelets requested _____

Number of Bracelets* given to sponsoring organization _____



Logo Lapel Pin - Sell for \$5

This \$5 pin is inspired by our logo and serves as a reminder of our mission that "Our work is about people and science."

Number of Lapel Pins requested _____

Number of Lapel Pins* given to sponsoring organization _____



Forget-Me-Not Pin - Sell for \$15

These beautiful hand-painted brooches/pins sell for \$15 and make great gifts!

Number of FMN Pins requested _____

Number of Forget-Me-Not Pins* given to sponsoring organization _____

2014 Walk to End Alzheimer's Team Store

alzheimer's association®

By ordering items from The Alzheimer's Association, West Virginia Chapter's Walk to End Alzheimer's store, you can sell fun items that raise awareness for the disease and apply the money toward your Walk to End Alzheimer's team! No money is needed up front, and all proceeds MUST go toward your Walk team.

The sponsoring organization agrees that the Alzheimer's Association, WV Chapter, will receive all net funds from the event. **All unsold merchandise** should be returned by ___/___/2014

Please provide payment for merchandise not returned:

- \$1 for each Paper Forget-Me-Not
- \$1 for each Casual for a Cause sticker
- \$2 for each "On the MOVE" bracelet
- \$5 for each People-Science lapel pin (silver or gold)
- \$15 for each Forget-Me-Not pin

The Alzheimer's Association, WV Chapter, sincerely thanks your organization for proposing this special event to benefit the Alzheimer's Association, WV Chapter!

Organization Name: _____

Your Name: _____

Signature: _____

Date: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: (____) _____ (____) _____
Work Home

Email: _____

Please complete and return this form to the Alzheimer's Association, WV Chapter at: 1601 2nd Ave. Charleston, WV 25387 or fax to 304.343.2723.

* To order more Walk to End Alzheimer's or Alzheimer's Association inventory, please call Kaarmin Ford at 800.272.3900 or e-mail at kford@alz.org. Please note that in order to receive subsequent material, you must turn in funds raised from the previous material given.



Don't Know What To Do
With Your Donations?

Come to Bank Day!!

Turn in Money & Pick Up
Walk to End Alzheimer's T-shirts!
Make your walk-day check-in easier!!

Wednesday, September 10th
4 p.m. - 6 p.m.
Bowers Hospice House
454 Cranberry Dr., Beckley



or

Use your personal Web site to send e-mails and securely receive online donations.



or

Mail donations to The Alzheimer's Association, WV Chapter chapter office.



or

Turn in donations the day of the walk.

Sign up for Walk to End Alzheimer's today! 1.800.292.3700 www.alz.org/wv