

WALK TO END ALZHEIMER'S

ALZHEIMER'S ASSOCIATION®

WELCOME PACKET!



Orleans County

September 7, 2024

Genesee/Wyoming Counties

September 14, 2024

Niagara County

September 21, 2024

Buffalo

September 30, 2024

Chautauqua County & Southern Tier

October 5, 2024

Welcome to the Walk Family!

The Walk to End Alzheimer's brings together thousands of individuals, companies, and groups with a unified goal: to find Alzheimer's first survivor. The awareness and funds raised through the walk help us at the Alzheimer's Association Western New York Chapter continue to be there for families facing Alzheimer's and all other dementia. Because you walk, the end of Alzheimer's is closer than ever. With treatment advances that offer people facing the disease hope for more time with loved ones, your leadership has never been more important.

We are in a historic new phase of treatments and research which has magnified the urgency of our mission. Alzheimer's Association staff, volunteers, advocates, and all those who support our mission will continuously fight for accessible programs and services to ensure our local community and those across the country are supported in their journey. Alzheimer's isn't stopping and neither are we.

We would like to welcome you to the Walk to End Alzheimer's and extend our heartfelt thanks. It is because of you that we are one step closer to our vision: a world without Alzheimer's and all other dementia!

Sincerely, Your Western New York Walk Staff



Lynn Westcott

Senior Director of Development

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Walk Manager

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Lynn Hughes

Walk Manager

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Download our free, easy-to-use ALZ Fundraising mobile app, which allows you to:

- Update your personal page
- Send fundraising messages and track your progress
- Deposit checks
- And more!

Visit alz.org/walk, log in to your account and go to your online Participant Center (click on the link found in the top right-hand corner), to discover a hub of resources on fundraising, recruitment and more!

2024 QUICK START GUIDE

**WALK
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ALZHEIMER'S ASSOCIATION

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SET TWO GOALS FOR YOURSELF

Set goals for yourself that will inspire your friends, family, and donors to maximize your fundraising efforts. Consider setting a fundraising goal such as hitting the champions club by raising \$500 and using our Sphere of Influence worksheet to help you reach out to potential team members and donors. Achieving your goals can also land you some of our 2024 incentives!

GO FROM ZERO TO HERO

Kick-start your fundraising with a self-donation. Participants who make a self-donation typically raise double the amount of those who don't!

PLAN TWO WAYS TO FUNDRAISE

Brainstorm how you will fundraise this year. You can start a Facebook fundraiser, email your friends, or put a collection container out to get started. Looking for more ideas? Log into your participant center or contact your staff partner.

TAKE FOUR MINUTES AND EXPLORE YOUR PARTICIPANT CENTER

Go online and explore your 2024 participant center to get motivated! Your participant center is where you can find fundraising ideas, connect a Facebook Fundraiser, and much more! Click here to learn how to access your participant center.



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alz.org/WNYWalk



facebook.com/4ALZWNY

TOOLS & RESOURCES



Stay up to date on everything Walk related.



After you've registered for Walk, stay up to date on all public fundraisers, challenges, and walk day details on our website at alz.org/wnywalk and on our [Facebook](#), [Instagram](#), [Twitter](#), and [LinkedIn](#) pages.

Set a goal.



Set a goal for yourself that will inspire your team members, friends, family, and donors to maximize their fundraising efforts. [Click here](#) to see the Goal Setting Worksheet.

Plan your fundraising.



Brainstorm fundraising ideas using our [A-Z Fundraising Guide](#) chock full of fun and easy ideas! You can also utilize our [Supply Order Form](#) and receive a variety of free and low-cost tools to help in your efforts.

Use our digital tools.



Kick-start your fundraising by launching a [Facebook Fundraiser](#)! Facebook fundraisers are effortless and effective, and participants who start one earn more than the average walker. There are other ways to utilize social media, [check them out here](#). You can also download our [Walk Mobile App](#) to process any check donations you may receive.

Meet with your Walk Manager.



Lynn W, Maddie, and Lynn H are here to help brainstorm fundraising ideas, provide support and answer your questions! Contact them today at the emails below.



mrweitz@alz.org
lwestcott@alz.org
lhughes@alz.org



alz.org/WNYWalk



facebook.com/4ALZWNY

MAKE AN IMPACT

Join the Walk Planning Committee and help shape the movement to end this disease! Committee members are the heart of the event, planning everything from the kick-off to the wrap-up. Some members focus on growing the event by recruiting teams and coordinating logistics, and others work on promoting the event in the community! Contact your Walk Manager (see above) to learn more.



BECOME A VALUED COMMUNITY PARTNER

Local sponsors of the Walk to End Alzheimer's have a unique opportunity to impact the success of the event while displaying commitment to the local community. At the Alzheimer's Association, we take pride in offering mutually beneficial sponsorship packages that offer a wide range of rewards for participating companies and organizations!

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**CONTACT LYNN
WESTCOTT AT
LWESTCOTT@ALZ.ORG
OR 716.440.4251 WITH
ANY SPONSORSHIP
QUESTIONS!**

CARE & SUPPORT



The fundraising and awareness you provide as a Walk participant helps fund our local programs and resources. Check out our most popular resources below and stay up to date on all our programs at alz.org/wny.



Alzheimer's Association 24/7 Helpline (800.272.3900): The Helpline is answered day or night by trained dementia specialists. We can offer support, information, referrals, or care consultations. We are able to speak with constituents in more than 200 languages.



Care Consultations: We can provide families with a personalized plan to help safely navigate Alzheimer's disease. Please contact us at 716.626.0600 ext. 313 to schedule a telephone or in person care consultation.



Support Groups: We have a variety of support groups that meet in person with virtual options available. To find a support group to join, please call 716.626.0600.



Education Programs: We offer a variety of free virtual and in person classes. To register, call 716.626.0600 or visit alz.org/wny.



Caregiving & Safety Resources: In partnership with local Offices for the Aging and NYS grants, we can offer respite hours in community, robotic companion pets, Medic Alert bracelets, and ECMC Driver Evaluation vouchers. Please call 716.626.0600 ext. 313 or email program.wny@alz.org for more information.



ALZNavigator: Whether you're a caregiver, a person living with dementia or someone concerned about memory loss, find the support you need. ALZNavigator will guide you to customized resources and tools you need today and throughout each step of the disease — all in one place. alz.org/alznavigator

The Alzheimer's Association leads the way to end Alzheimer's and all other dementia – by accelerating global research, driving risk reduction and early detection, and maximizing quality care and support. Our vision is a world without Alzheimer's and all other dementia.



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