



# **WALK**

**FOR THOSE WHO CAN'T**

## ***Taking Strides for Independence***

**6<sup>th</sup> Annual Fundraising Walk**

**Saturday, March 24, 2012**

**Check-in and Registration - 9:00 a.m.**

**Walk begins – 10 a.m.**

**Hugh MacRae Park, Wilmington, NC**



**Walk For Those Who Can't 2011**  
**Saturday, March 24, 2012**  
**Hugh MacRae Park, Shelters #5 & 6 Wilmington, NC**

**What Is the Walk?**

Walk For Those Who Can't 2012 will be our **6<sup>th</sup> Annual Walk**. This is Canines for Services' **major annual fundraising event**. We chose to do a walk because it fits in with our mission to help people with mobility disabilities live more independent lives.

The goal of this event is to raise funds to support the programs and services of Canines for Service. Individuals and teams do this by fundraising. Prizes are awarded for the top fundraisers.

Each year Walk attendance has increased and the 2012 Walk is anticipated to be the largest yet. The venue for the Walk this year is beautiful Hugh MacRae Park in Wilmington, NC. Hugh MacRae's central location and 1.55 mile walking trail provides a perfect place to gather on a Saturday morning to walk with friends, family, coworkers and, of course, dogs.



At **Canines for Service**, we help people live more independent lives. We are dedicated to empowering people with disabilities to achieve greater independence and an enhanced quality of life through the services of specially trained dogs.

- Canines for Service provides service dogs to non-military disabled people from Virginia to Florida and east to the Mississippi and nationally to Veterans.
- Located in Wilmington, North Carolina.
- Since 1996, \$6.0 million in services have been provided to people in need.
- Service dogs take up to 3 years to train, know over 90 tasks, and are valued at \$40,000.
- People with mobility impairments receive the service dogs at no cost to them.
- A total of 51 service dogs have been placed.
- 70% of placements are in North Carolina

**Canines for Veterans** – serving our wounded warriors by providing quality trained service dogs. Prisoners at the Naval Consolidated Brig Charleston train service dogs while learning new skills and giving back to their wounded comrades.

- *The program is the first of its kind in a military prison.*
- *Seventeen wounded warriors have received their service dogs*

**Canines for Therapy** trains owners and their dogs to provide animal-assisted visitations in hospitals, nursing homes, schools, group homes and treatment facilities.

- *Over 350 teams visit local facilities in the greater Wilmington and Raleigh, NC areas bringing smiles and happiness to thousands of children and adults dealing with health issues.*

**Canines for Literacy** is part of the Canines for Therapy program, where therapy dogs help children struggling to improve their reading and communication skills.

- *Over 600 children have participated in the school programs with 83% improving their reading skills one paw at a time.*

# 2012 Walk for Those Who Can't Participant Guide

## Quick Facts:

When: Saturday, March 24, 2012  
Registration begins at 9 a.m.  
Walk begins at 10 a.m.

Where: Hugh MacRae Park, Wilmington, NC – Shelters #5/6

What: Family & Pet friendly event

## Tips for successful recruiting:

1. Get the word out. Notify friends, family and co-workers about your team. Send out a company-wide email or memo, or send family invite or start a phone tree.
2. Get people inspired by the cause. Invite an informational speaker to give a presentation about Carolina Canines and their programs. Seek permission to distribute a handout with your next company paycheck or newsletter.
3. Inspire a friendly competition between departments or co-workers to see which team can raise the most.
4. Be in communication. Once people have agreed to be a part of your team, keep them involved. First make sure they have the registration information and that they turn in their forms on time. Set pledge goals and suggest ways to achieve them.
5. Convey fun and excitement and everyone will want to join you!

## How to Raise \$100 In Only 10 Days:

- Day 1:** Put in your own \$10 contribution
- Day 2:** Ask your significant other for \$10
- Day 3:** Ask Mom or Dad for \$10
- Day 4:** Ask your best friend for \$10
- Day 5:** Ask your supervisor for \$10
- Day 6:** Ask your co-worker for \$10
- Day 7:** Ask your sister or brother for \$10
- Day 8:** Ask your in-laws for \$10
- Day 9:** Ask a neighbor for \$10
- Day 10:** Ask a business owner for \$10

## Get Started Today

1. Print out your pledge form or register and start your own online [Fundraising page](#).
2. Collect donations from everyone you know, in person or online.
3. Have a blast at the walk!

Collecting pledges has never been more fun! Create your own **Free Web Page** and collect donations from all your contacts on-line! No webpage making experience necessary: step-by-step instructions are provided. It's fun and easy.

## Can't attend the Walk?

You can register as a Virtual Walker; create a fundraising page and still help!

*Don't forget to remind your supporters that their donations help provide independence to those in need, brighten the day of someone in a hospital or nursing home and help a child learn to read, and is tax deductible!*

## Double Your Money

Some corporations support their employees and non-profit organizations through a matching gift program. For every dollar you give they will match. For example, if you give \$50, they match \$50, for a total of \$100 raised to help *take strides for independence*.

Follow these simple steps to donate through your company's matching gift program:

1. Check with your company's human resources or payroll department to see whether it offers a matching gift program.
2. Ask for donation guidelines and make sure the Carolina Canines for Service, a 501(c)(3), is eligible.
3. Donate through the matching gift program, filling out the appropriate forms to ensure that the match is donated. Attach a copy of the form to your pledge sheet!

## Some Rules, Because We Gotta

Children under 12 are free

Pets are welcome, but here are some guidelines.

- All pets must be on a leash no longer than 6 feet. Please NO retractable leashes.
- All pets must be current on all vaccinations.
- All pets must be under control of the walker at all times.
- Please, no more than two (2) pets per walker.
- Please clean up after your pet!

## How You Help

| You Raise | Your Money Will   |
|-----------|---|
| \$25      | Provide for one Service Dog Training Manual for a Foster Family or Canines Veteran Prison Handler         |
| \$50      | Provide for one month of food and training treats for a service dog in training                           |
| \$100     | Provide for an annual veterinary examination for one service dog in training                              |
| \$250     | Provide for one adaptive service dog harness and assistance dog leash                                     |
| \$500     | Provide for training equipment and supplies for one service dog in training for one year                  |
| \$1,000   | Provide for the screening and evaluation of one rescue dog for the Canines for Veterans program           |
| \$1,200   | Sponsor a Service Dog in Training for one year  |
| \$1,500   | Provide for one year of instructional time for a Canines for Veterans Prison Handler                      |
| \$5,000   | Provide for the partnering of one person with their service dog including follow-up training for one year |

## Registration

- Register online or by using the Registration Form
- Create your Team Name ( a team can be one or more people)
- Set a Fundraising Goal
- **Ask for Donations**

## A Few Things You Need to Know

- Tee-shirts given to the first 500 walkers
- Doggie Bandanas to the first 300 dogs
- Participants Guide is available on [www.walkforthosewhocant.org](http://www.walkforthosewhocant.org)
- For inclusion in the Top Fundraisers Awards, registrations and donations (online or manually) must be received in our office by March 22, 2012 at 5 p.m.

## Fundraiser Awards\*

The goal is for *YOU* to raise funds to help with our mission! So, we are offering some incentives.

### **Walk Top Dog - Top Fundraiser Raising \$3,500 or more**

A week at a 2 bedroom condo at Windsor Hills Resort in Kissimmee, Florida - 2 miles from Disney!

Maximum of 6 people

Must be 21 years of age or older

Must sign rental agreement and adhere to all policies

Security deposit required

Travel dates must be in September 2012

### **Walk Big Dog – Raising \$2,500 - \$3,499**

Receives Appetizers for 20 at Carrabba's Italian Grill

Weekday evening must be pre-scheduled with Carrabba's

Must use prior to December 31, 2012; some black-out dates may apply

Drinks not included

### **Walk Puppy Pal – Raising \$1,500 - \$2,499**

Two night stay for 2 at the Holiday Inn Express of North Charleston

Must use prior to April 13, 2013

Blackout dates may apply

\*Total raised includes registrations plus donations

Total will be tabulated by our office 5 pm Thursday, March 22, 2012 and winners will be announced following the Walk for Those Who Can't

Some restrictions apply

# WALK FOR THOSE WHO CAN'T 2012

## Check List

- \_\_\_\_\_ Read the information provided to familiarize yourself with the mission of Canines for Service, the event and team information. Visit Canines for Service website, [www.caninesforservice.org](http://www.caninesforservice.org), and watch the video *Triple Win*.
- \_\_\_\_\_ Register yourself and create a team online or using the form in this packet
- \_\_\_\_\_ Decide on team goals -- both in numbers of members and pledge dollars you wish to raise.
- \_\_\_\_\_ Formulate a plan on how to recruit team members and achieve your team goals.
- \_\_\_\_\_ Distribute Walk registration forms and Walk information to all of your team members.  
  
Forms can be found on [www.walkforthosewhocant.org](http://www.walkforthosewhocant.org)
- \_\_\_\_\_ Encourage online registration at the Firstgiving.com site  
  
<http://www.firstgiving.com/carolinacanines/2012-Walk>
- \_\_\_\_\_ Instruct team members to complete their registration form, sign the waiver, and begin obtaining pledges.
- \_\_\_\_\_ Maintain regular communication with your team.
- \_\_\_\_\_ **Not using the online tool?** Collect all walker registration forms, waivers and pledges/donations, **deliver with completed team roster and donations to the CFS office by 5 pm on March 22, 2012.**
- \_\_\_\_\_ Check-in at the registration table the day of the Walk and plan a location and time for your team to meet on Walk day.
- \_\_\_\_\_ Make sure to have fun on Walk day!



# WALK FOR THOSE WHO CAN'T

## 2012

**Use this form ONLY if NOT registering online**

**Captain's Name:** \_\_\_\_\_

**Team's Name:** \_\_\_\_\_

Minimum donation of \$25 requested to participate in the Walk.  
Tee-shirts to the first 500 Walkers; Doggie bandanas to the first 300 dogs  
Children under 12, Free (No t-shirts provided.)

**WAIVER:** I hereby waive all claims against Canines for Service, sponsors, employees, volunteers or other personnel for any injury I, or my dog, may suffer from my participation in this event. I grant full permission for organizers to use photographs, videotapes, recordings or any other record of this event in which I may appear for any legitimate purpose. **If under 18 years of age a parent or guardian must sign. NO ONE MAY ENTER THIS EVENT WITHOUT SIGNING THIS WAIVER.**

**Waiver MUST be signed by every participant.**

| Full Name (Printed) | Signature | Date |
|---------------------|-----------|------|
| 1.                  |           |      |
| 2.                  |           |      |
| 3.                  |           |      |
| 4.                  |           |      |
| 5.                  |           |      |
| 6.                  |           |      |
| 7.                  |           |      |
| 8.                  |           |      |
| 9.                  |           |      |
| 10.                 |           |      |
| 11.                 |           |      |
| 12.                 |           |      |
| 13.                 |           |      |
| 14.                 |           |      |



# 2012

**Use this form ONLY if NOT registering online**

PRINT Name: \_\_\_\_\_ Team Name: \_\_\_\_\_

Address: \_\_\_\_\_ Are You the Team Captain?

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  Yes  No

Contact Telephone: \_\_\_\_\_ Will you be walking with a dog?

Email: \_\_\_\_\_  Yes  No

I've enclosed  Cash  Check or  paid via PayPal Total \$ \_\_\_\_\_ If yes, how many? \_\_\_\_\_

How did you hear about the Walk for Those Who Can't?

CFS  Website  Newspaper  TV  Radio  Business \_\_\_\_\_  Other \_\_\_\_\_

| My supporters are: | Street Address | City, State Zip | Telephone | Cash | Check | Total |
|--------------------|----------------|-----------------|-----------|------|-------|-------|
|                    |                |                 |           |      |       |       |
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|                    |                |                 |           |      |       |       |
|                    |                |                 |           |      |       |       |
| <b>TOTAL</b>       |                |                 |           |      |       |       |

Remember in order to receive a t-shirt for the Walk, you must bring a minimum of a **\$25.00 donation in cash, check or money order on the day of the Walk or have pre-registered online and paid via PayPal on Firstgiving.**

Ask your friends, family and co-workers to sponsor you. Remember the goal of the Walk is to raise funds to help change the lives of someone in need.

Don't STOP... just copy this form and keep going!!!

[www.walkforthosewhocant.org](http://www.walkforthosewhocant.org) 910-362-8194

Please make checks payable to CFS-WALK and mail with this form to:

Canines for Service  
PO Box 12643, Wilmington, NC 28405

**Please ensure we receive your registration and donations mail by 3/19/2012**