

THAD AND ALICE EURE

WALK *for* HOPE

Breakthrough Research for Mental Illness

walk • run • festival

31<sup>st</sup> Annual Thad & Alice Eure Walk for Hope  
**Team Captain Handbook**

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August 2019

Dear Walk for Hope Team Captains and Sponsors,

Thank you for organizing a team for the 31<sup>st</sup> annual Thad & Alice Eure Walk for Hope! Each year the Walk for Hope brings our community together in support for our friends, family, and loved ones touched by mental illness. With **as many as 1 in 5 Americans suffering from some form of mental illness**, we have no time to lose in supporting research that will pave the way for improved care, treatment, and, eventually, cures for many diseases.

You are not only an essential part of our annual Walk—you're also key to raising community awareness. **You** help us touch more and more lives in our community, across our nation, and around the world. **You** lead us to record-breaking goals in numbers and funds raised. **You** remind us that we can make a difference.

The goal of this packet is to make your job easy and enjoyable! We've launched a new registration and fundraising platform that simplifies sharing your story on social media and through email. Please read this packet thoroughly to learn more about these features, and to come up with other ideas for ways to raise money for your team.

We have given you the opportunity to register yourself and your team for an Early Bird price of \$55. **After August 15, that price will go up to \$60.** The sooner you sign up, the better!

As usual, if you have ANY questions, please call our office at 919-781-WALK.

We are delighted that your team will celebrate with us at the Walk for Hope on **Sunday, October 13**. Every year we look forward to working with you, and every year we are grateful and humbled by your support.

See you on Event Day!



Shelley Eure Berk  
Executive Director, The Foundation of Hope

# Contact Us

## Mail

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Raleigh, NC 27617

## Office

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## Phone

919-781-WALK

## Web

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## Stay Connected



[/thewalkforhope](https://www.facebook.com/thewalkforhope)



[@walkforhope](https://twitter.com/walkforhope)



[@walkforhope](https://www.instagram.com/walkforhope)



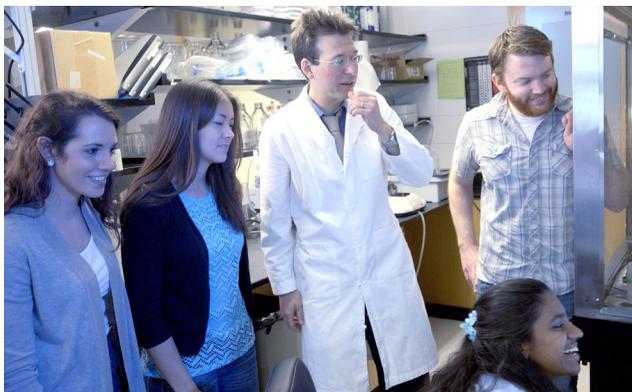
[/walkforhopenc](https://www.youtube.com/walkforhopenc)

# About Us

## Our Mission

The Foundation of Hope promotes scientific research aimed at discovering the causes and potential cures for mental illness in order to develop a more effective means of treatment. We are committed to raising community awareness and supporting effective treatment programs.

The Foundation provides financial support for ongoing and new research and treatment, as well as the development of researchers at the University of North Carolina at Chapel Hill, its affiliated psychiatric institutions, and local mental health agencies.



## What We Fund

The Foundation of Hope funds projects that explore the biological, neurological, and genetic bases of mental illness, and which forge paths to improved diagnosis and treatment. Researchers who apply for funding do so with projects that shed light on the causes of, treatments for, and even potential cures for, mental illness.

The projects we support focus on a variety of mental disorders, including but not limited to:

- Depression
- Anxiety disorders
- Bipolar disorders
- Schizophrenia
- Alcoholism
- Social phobias
- Post-Traumatic Stress Disorder (PTSD)
- Autism
- Postpartum depression



“I can’t adequately express my appreciation to the Foundation of Hope for their role in educating the public about the ravages of mental illness, and for their steadfast and critical support of psychiatric research.”

—David Rubinow, M.D., Assad Meymandi Professor and Chair of Psychiatry UNC School of Medicine, Department of Psychiatry

For more information, visit [www.walkforhope.com/what-we-fund/research](http://www.walkforhope.com/what-we-fund/research), or see pages 18-19 of this booklet.

# Event Information

## WHEN

The Angus Barn in Raleigh on **Sunday, October 13, 2019.**

### The Walk for Hope

8 AM: Check-In/Onsite Registration  
10 AM: Walk Start

### The Race for Steak

8 AM: Check-In/Onsite Registration  
9 AM: Run Start

**There is no longer a 10K Walk or Run.**

### Festival

Arrive any time! The party goes until the event ends at 3 p.m.

## PARKING

Free parking is available in two separate areas: 9600 Lumley Road or 8081 Arco Corporate Drive. Follow "Walk Parking" signs. There will be a shuttle continuously running to the Angus Barn from 7:45 a.m.-3 p.m.

**NO DROP-OFFS AT THE ANGUS BARN, PLEASE.**

## FEES

**Walk, Race, and Festival prices are the same.**

**All Walk and Race participants will receive an armband for entrance to the post-event festival.**

	Through 8/15/19	Through 9/15/19	Through 10/12/19	Event Day
Walk/Run/Festival	\$55	\$60	\$70	\$75
Youth 18 & Under/Full-Time Students	\$30	\$30	\$35	\$40
Go Above and Beyond!	\$100	\$100	\$100	\$100
Go Over the Top!	\$200	\$200	\$200	\$200

**FAMILY PRICING:** Special prices offered for families of 4 or more.

Call **919-781-WALK** for more details.

*All members must live at same address to qualify.*

# Event Information

## ROUTES

All routes begin and end at the Angus Barn. There is no longer a 10K Walk or Run.

- **5K (3.1 miles)** through Umstead State Park (turnaround at Visitor Center)
- **1-mile nature walk** around Angus Barn Lake

## ENTRANCE & ARMBANDS

An entrance checkpoint will be at the front of the Angus Barn, past the registration tables. **All participants MUST be wearing an event armband to proceed through this checkpoint.**

1. Participants *who still need to register* or turn in money will be directed to the onsite registration area to receive the event armband and T-shirt.
2. Participants *who have already registered*, turned in money, and received an event armband will be allowed to proceed through the entrance checkpoint.
3. Staff will be onsite to point you in the right direction!

## NOTES

Hopemobiles are available along the route to pick you up if you get tired.

Too tired to walk? That's okay! Drop off your donation, then stay at the Angus Barn to enjoy a festival of food, music, prizes, and kids' activities.

## QUESTIONS?

Visit our website, [www.walkforhope.com](http://www.walkforhope.com). For registration support, please see page 8 of this booklet, or call our office at 919-781-WALK.

## TEAM CAPTAIN PROTIP

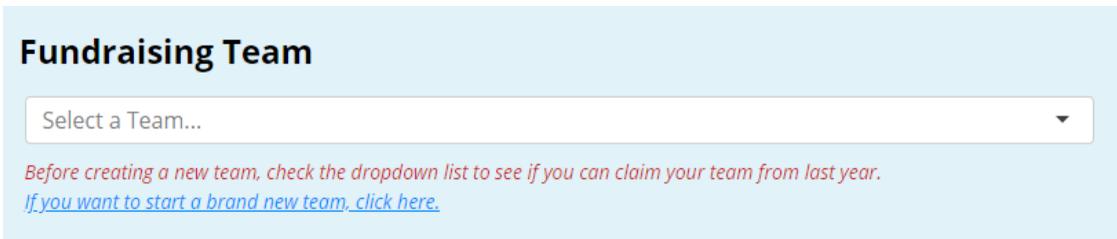
Team members typically raise over \$100 each, but we encourage you to set your goal even higher! Turn to page 14 for ideas on how to meet—and exceed—the minimum. (If your team raises \$5,000, you'll qualify for a custom flag to carry next year!)

# Register Your Team

## STEP 1: CREATE YOUR TEAM

To create your team, you must first register yourself.

- Go to [www.walkforhope.com](http://www.walkforhope.com).
- Click the REGISTER tab near the top of page. You'll be taken to our event host site. You can also go directly to <https://event.racereach.com/walk-for-hope/register>
- Fill out the form.
- **If you walked on a team in 2018, you can select it from the dropdown menu.** Otherwise, click "If you want to start a new team, click here."



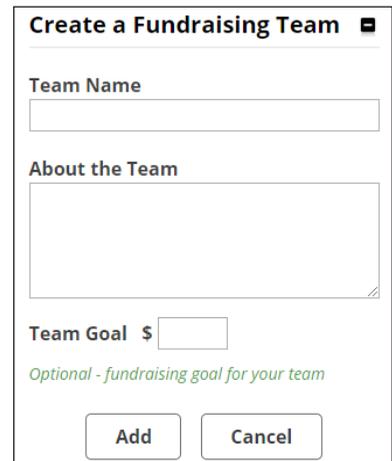
**Fundraising Team**

Select a Team... ▾

*Before creating a new team, check the dropdown list to see if you can claim your team from last year.  
If you want to start a brand new team, click here.*

- If you're creating a new team, a new prompt will appear (see screenshot on the right). Name and describe your team.
- Click "Add."
- Agree to the waiver saying you're at least 18 years old.

That's it! You're all set!



**Create a Fundraising Team** ▾

Team Name

About the Team

Team Goal \$

*Optional - fundraising goal for your team*

## STEP 2: GATHER YOUR TEAM

After you've registered and created your team, get four or more friends to join! Share your team page online, or ask friends to follow the steps above.

# Register Your Team

## STEP 3: START FUNDRAISING!

**Fundraising Pages:** Once you register, your personal fundraising page will be ready to set up. We strongly encourage you to customize this page: tell your friends and family **why** you walk, or for whom. Upload pictures, share stories—anything to attract attention to your cause. **All donations that you receive will go to your team.**

The screenshot shows a web interface titled "Fundraising Tools" for "Charlotte Moore". It features two fundraising progress bars: a red one for "Raised by Charlotte Moore" and a yellow one for "Raised by Charlotte Moore's Test Team", both showing "\$0". To the right, there are three buttons: "Visit Your Fundraising Page", "Share on Facebook", and "Sample Fundraising Email". Below the progress bars, there is a section titled "My Fundraising Tools Page" with a brief description and a link to "Your Team/Personal Fundraising Page". At the bottom, there are three tabs: "My Profile", "My Team", and "Outreach Tools".

Access your fundraising dashboard by visiting [event.racereach.com/walk-for-hope/fundteammypage](http://event.racereach.com/walk-for-hope/fundteammypage). While logged in to RaceReach, you can find your page any time by clicking “Fundraising Tools” at the top of the page.



**Use Social Media:** Share your fundraising page with your Facebook friends and Twitter followers. Update them on your team’s progress and encourage them to give online.

**Collection Envelopes:** If you collect cash or check donations, we’ll be glad to mail you a collection envelope. When you register, check the box that asks if you’d like a collection envelope, or email or call us.

**Walk Raffle Tickets:** Our favorite way to raise money! Call our office to have packs mailed to you, or stop by 3108 Glen Royal Road. *For more fundraising tips, see page 14.*

# About Online Donations

If you're comfortable with appealing for donations through social media and email, most of your contributions will come online. The easiest way to help your friends donate to your fundraising page is by sharing your specific page link with them.

Some friends may want to donate just to you; that amount will be applied to your team total.

**TIP:** *We already have several teams registered and starting to fundraise! Gather fundraising page ideas from teams who have already raised money.*

The screenshot shows a fundraising page interface. At the top, there are navigation links: "Make a Donation", "Donate On Behalf Of An Individual Or Team", "Start Fundraising", and "Full Leaderboard". The main heading is "Donate On Behalf Of An Individual Or Team". Below this, the team name "Charlotte Moore's Test Team" is displayed, along with the text "On behalf of Charlotte Moore (select someone else)" and a link for "Fundraising Tools for Charlotte Moore." A dark grey button labeled "Donation Form" is prominent. To the right, there are two "Share" buttons. Below the form, there are input fields for "Email \*", "First Name \*" (containing "Charlotte"), and "Last Name \*" (containing "Moore"). On the right side, a progress bar shows "\$0 of \$80 goal" raised by "Charlotte Moore's Test Team", and another section shows "\$0" raised by "Charlotte Moore".

## TEAM CAPTAIN PROTIP

Keep your momentum going with team meetings! Get your team together to talk about fundraising goals and how you're working to achieve them.

*If you want to schedule a team meeting with one of the Foundation of Hope staff, we're happy to help! Just email Jennifer Archambault at [jennifer@walkforhope.com](mailto:jennifer@walkforhope.com), or call 919-781-9255, and we'll set it up.*

# Early Check-In Days

Early check-in days will be held at the Angus Barn, 9401 Glenwood Avenue in Raleigh:

Thursday, October 10 • 12 p.m. – 6 p.m.

Friday, October 11 • 10 a.m. – 6 p.m.

Saturday, October 12 • 10 a.m. – 6 p.m.

Early check-in is the best way for teams to turn in their money, collect their T-shirts and armbands, and save tons of time on Sunday morning.

Event morning is a time of intense activity at the Angus Barn, *which is why we've raised our same-day registration price by \$5*. We hope that as many people as possible will take advantage of early registration and check-in, and we **strongly encourage team captains to communicate the benefits of early check-in to their team members**.

## SAME-DAY REGISTRATION

On Event Day, participants who haven't signed up in advance are still welcome to register onsite, with a fee increase of \$5. **Same-Day Registration fees are as follows:**

### Walk for Hope

\$75 Adult  
\$35 Children (6-12)  
\$35 Full-Time Students

### Race for Steak

\$75 Adult  
\$35 Children (6-12)  
\$35 Full-Time Students

### Festival-Only

\$75 Adult  
\$35 Children (6-12)  
\$35 Full-Time Students

*Children 5 and under are free.*

The Same-Day Registration fee increase incentivizes early registration and helps us minimize traffic on Event Day. Please communicate to your team members how important it is to register early **and** check in early.

# Race for Steak



Research & Treatment of Mental Illness

## ROUTE

- **5K (NC15114NW)**
- Begin and end at the Angus Barn.
- Follow along Hwy 70, through Umstead State Park.

Visit our website for detailed route map. **There is no longer a 10K run.**

## START TIMES

8 AM: Check-In/Onsite Registration

9 AM: Run Start

## FEES

The Run and the Walk cost the same. Runners will automatically receive an armband for the post-event festival.

	Through 8/15/19	Through 9/15/19	Through 10/12/19	Event Day
Walk/Run/Festival	\$55	\$60	\$70	\$75
Youth 18 & Under/Full-Time Students	\$30	\$30	\$35	\$40
Go Above and Beyond!	\$100	\$100	\$100	\$100
Go Over the Top!	\$200	\$200	\$200	\$200

**ONLINE RACE FOR STEAK REGISTRATION CLOSING AT 11:59 PM ON THURSDAY, OCTOBER 10.**

**After that, you may register at the Angus Barn on early check-in days (see page 11) or on event day.**

# Race for Steak

## Steak Dinner Prizes

The top 3 runners (male AND female) will receive the following prizes:

- First Prize: \$100 gift certificate to the Angus Barn
- Second Prize: \$60 gift certificate to the Angus Barn
- Third Prize: \$40 gift certificate to the Angus Barn

## Age Group Prizes

The first-place runners (male AND female) will receive goody bags with coupons to some of our favorite local dives!

### Age groups:

- 13 & Under
- 14-19
- 20-29
- 30-39
- 40-49
- 50-59
- 60+



Runners take off at the 2017 Race for Steak.

# Fundraising Tips

We know it can be awkward to ask people for money. But you'd be surprised by the generosity of your friends, relatives, and, yes, total strangers! Even the smallest donations can add up to something big. Here are some ways to set practical goals, then meet (and exceed!) them.

## General Advice

- **Set a fundraising goal** and share it through social media, emails, and in conversation.
- **Lead by example.** The easiest donation will come from you; this will motivate others.
- Use a fundraising approach that **reflects your style**, whether it's a phone call or a handwritten letter.
- We give you a fundraising page. Use it! **Put your story on your page and link to it on social media.**
- **Get creative:** do you bake? Paint? Sing? Sell cookies, take art commissions, write custom songs!
- Find out whether your employer has a **matching gifts program**. If so, you can double your dollars.
- **Keep people updated** on how close you are to your goal.

## Raise \$70

- Ask 2 relatives for \$15 each.
- Leave a jar at your local cafe; raise \$10.
- Tell your Facebook friends; raise \$25.
- Sell 5 raffle tickets for \$1 each.

## Raise \$150

- Ask 4 relatives for \$25 each.
- Have a chili cook-off with a small entry fee and a donation jar. Make \$25.
- Sell 6 raffle tickets for \$5.
- Sponsor yourself! Give \$20.

## Raise \$250 and Beyond

- Ask 4 team members to ask their Facebook friends and Twitter followers for \$25 each.
- Make a short YouTube or Instagram video with your story and ask viewers for \$5.
- Sell 2 packs of 25 raffle tickets for \$20 each.
- Host a movie night with snacks, and invite 5-10 friends. Ask each for a \$10 donation.
- Sponsor yourself!

## Raffle Tickets!

Sell tickets for \$1 apiece (6 for \$5, or a pack of 25 for \$20) to raise BIG money for your team. Call us at **919-781-WALK**, or pick yours up at 3108 Glen Royal Rd. Each ticket is entered for a chance to WIN:

1. Domestic air travel for two from Delta Air Lines
2. \$1,000 gift card to Bailey's Fine Jewelry
3. \$250 gift card to the Angus Barn Restaurant

# Other Ways to Help

## Donate

Every donation supports support groundbreaking research projects and vital community initiatives.

## Volunteer

Giving time is important, too! We welcome support throughout the year and at our annual events.

## Sponsor

Our event wouldn't be possible without the generous sponsorship of businesses large and small. Visit our website to learn more about the organizations helping us keep hope alive for so many.

## Host

Gather friends, family, and community members at your own special fundraiser.

## Join Club Hope

Make an automatic monthly donation to the Foundation of Hope. Call 919-781-9255 to learn how you can make a difference.

## Stocks and Securities

We can receive stock gifts directly through your brokerage account. These gifts are easy to make, and you receive a charitable income tax deduction.

# Our Story



Established in 1984 by Thad and Alice Eure, the Foundation of Hope for Research and Treatment of Mental Illness is a Raleigh, North Carolina non-profit organization aimed at discovering the causes of, and potential cures for, mental illness.

The Eures' commitment to finding a cure for mental illness began when a family member was diagnosed with a chronic bipolar disorder. The family struggled privately for years, searching for organizations and doctors that would offer

meaningful care, but at the time, there were few viable treatments—and almost no research was being done to find the biological and genetic bases for mental illness.

In 1989, after Thad's passing, employees of his restaurants decided to honor his memory by raising money for the Foundation of Hope. They called their event the Thad Eure, Jr. Walk for Hope; in October of 1997, shortly after Alice's death, they renamed the event in loving memory of both Thad and Alice. The goal was to raise awareness of the Foundation's mission, and to help fund grants and projects that would lead to new treatments.

Approximately 200 participants raised \$30,000 at the first walk, which stretched 12 miles between Thad and his wife Alice's first restaurant, the Angus Barn, and their last, 42<sup>nd</sup> Street Oyster Bar. In the nearly 30 years since, the Foundation has awarded over **\$6 million to 140 research grants**; these seed grants have leveraged an **additional \$155 million** from the National Institute of Health. The Foundation has also given over \$464,000 to 39 community service grants, shoring up resources for local organizations who work directly with North Carolina's mentally ill.

In 2019 (so far!), the Foundation of Hope has awarded a total of **\$489,297** in grants to 7 new research projects. That number will increase later this year, following an additional application submission cycle.

# Why We Care

Mental illness touches us all.

As many as **1 in 5 American adults** experiences a mental illness. **That's nearly 44 million people.** In North Carolina alone, that's close to 2 million people.

We all have a stake in this.

As you tell your friends and family about the Walk for Hope, remember: you're not just raising money for research. You're raising awareness, and helping change the conversation about these illnesses. Here are some facts you can use to inspire your team, and help loved ones understand why this cause is so important:

- **Depression is the world's leading cause of disability.** Major depressive disorder affects 17.4 million American adults.
- At least **1 in 5 youth aged 13 to 18** experiences a severe mental disorder. In North Carolina, **58,000 adolescents** surveyed between 2009 and 2013 **reported major depression.**
- **Suicide is the tenth-leading cause of death** in the U.S. In 2013, in the U.S., as many people committed suicide as died from breast cancer.
- In 2012, mental illness cost the United States **\$467 billion in lost earnings** and public disability insurance payments.
- An estimated **2.4 million Americans** live with schizophrenia. Less than 50% receive treatment, and 1 in 10 commits suicide.
- **Only 41% of U.S. adults** with a mental health condition received mental health services in 2014.

Learn more at the National Alliance on Mental Illness (NAMI): [www.nami.org](http://www.nami.org)  
and the National Institute of Mental Health (NIMH): [www.nimh.nih.gov](http://www.nimh.nih.gov)

# 2019 Research Grants

This is what your efforts helped to fund (so far).

Whether you walked, ran, or otherwise donated to the Foundation in 2018, the money you gave made a difference. You supported efforts to better understand the mechanisms of addiction, depression, autism spectrum disorder, and women's mood disorders.

This year, after reviewing many worthy grant proposals, we have selected seven studies we believe will uncover profound insights into the nature of mental illness.



**Dr. Jessica Baker • \$46,942 • Eating Disorders**

*A Mechanistic Examination of Continuous-Cycle Oral Contraceptive Administration in Bulimia Nervosa*

Researchers will study the impact of birth control on eating behaviors and various aspects of the response to reward in women with bulimia nervosa.



**Dr. Paul Geiger • \$38,400 • Women's Mood Disorders**

*Depression in the menopause transition: cortisol circadian rhythms and sleep impairment as mechanisms of risk*

Women in menopause experience are at a 2-4-fold increased risk for developing significant depressive symptoms, and report substantial changes in sleep health. Researchers will examine the role of hormone variability on sleep impairment as a potential mechanism for the development of depression.



**Dr. Zoe McElligott • \$50,000 • Substance Abuse**

*Evaluating oxytocin in opioid withdrawal: a translational study*

Using a preclinical model of opioid use disorder (OUD) in mice, researchers will investigate the ability of the hormone oxytocin to alleviate the physical opioid withdrawal symptoms, sleep dysregulation, and protracted affective behaviors.

# 2019 Research Grants



**Dr. Rebekah Nash • \$39,886 • PTSD**

*Genetic Risk Factors of Post-traumatic Stress Disorders in Solid Organ Transplant Recipients*

Researchers will test whether certain genetic variants can help us understand if, how, and why some people will develop PTSD and other neuropsychiatric symptoms following solid organ transplantation.



**Dr. Jose Rodriguez-Romaguera • \$200,000 • Anxiety**

*Dissecting the Neural Circuits of Hyperarousal States in Psychiatry*

Anxiety is a complex state consisting of cognitive, emotional, and physiological components. Researchers will study the neural circuits that regulate the hyperarousal state that often precedes cognitive and emotional changes associated with anxiety.



**Dr. Guorong Wu • \$39,069 • Autism**

*Quantifying the brain developmental trajectory of autism-associated brain overgrowth using 3D cellular resolution imaging*

Researchers will develop computational models to study cortical development in the mouse brain, including how typical development is altered by an autism-associated genetic mutation.



**Dr. Anthony Zannas • \$75,000 • PTSD**

*Epigenetic Mechanisms of Post-traumatic Stress and Depression After Sexual Assault*

Combining data from a large cohort of sexual assault survivors with experiments in human cells treated with stress hormones, researchers will try to understand the epigenetic mechanisms that shape vulnerability for PTSD and PMD after sexual assault.

To learn more, visit [www.walkforhope.com/research](http://www.walkforhope.com/research)



## Raise Your Flag

Teams who raise **\$5,000 or more** earn bragging rights and a custom flag to carry at next year's event. We want to see your team's name on this list, so rally the troops and get brainstorming!

In 2018, three new teams qualified to join the ranks of our 2019 flag-bearers:

- Mary's Legacy
- Steps for Change
- Team 26



FOUNDATION *of* HOPE

*Breakthrough Research for Mental Illness*

The Foundation of Hope for Research & Treatment of Mental Illness  
9401 Glenwood Ave. Raleigh, NC 27617 • 919-781-WALK • [www.walkforhope.com](http://www.walkforhope.com)