

Drive-Thru
+ virtual option

THAD AND ALICE EURE

~~WALK~~ for HOPE

Breakthrough Research for Mental Illness



32nd Annual Thad & Alice Eure Walk for Hope Team Captain Handbook

Table of Contents

WELCOME	3
ABOUT US	4
TEAMS	5
REGISTER YOUR TEAM	6
ABOUT ONLINE DONATIONS	8
FUNDRAISING TIPS	9
RAFFLE TICKETS	9
DRIVE-THRU WALK FOR HOPE	10
VIRTUAL WALK/RUN	12
OTHER WAYS TO MAKE AN IMPACT	12
EARLY CHECK-IN DAYS	13
HEALTH & SAFETY	13
TEAM FLAGS	14



Foundation of Hope Staff

Shelley Eure Belk, *Executive Director*
Jennifer Gibson
Jennifer Archambault
Blair Smallman
Mary Stevenson

shelley@walkforhope.com
jgibson@walkforhope.com
jennifer@walkforhope.com
blair@walkforhope.com
mstevenson@walkforhope.com

Mail

9401 Glenwood Ave
Raleigh, NC 27617

Office

3108 Glen Royal Rd
Raleigh, NC 27617

Phone

919-781-WALK

Web

www.walkforhope.com



August 2020

Dear Walk for Hope Team Captains and Sponsors,

Thank you for organizing a team for the 32nd annual Thad & Alice Eure Walk for Hope! Each year the Walk for Hope brings our community together in support of our friends, family, and loved ones touched by mental illness.

We recognize that this year has been unusual and stressful for so many people, which makes us more committed than ever to raising money for mental illness research. Hope will not be cancelled - so we're capturing the heart and soul of our event with the DRIVE-THRU Walk for Hope! If your team can't join us in person this year, they can participate in the VIRTUAL Walk/Run or make a DONATION instead!

Your passion helps us touch more and more lives in our community, across our nation, and around the world. **Your dedication** leads us to record-breaking goals in numbers and funds raised. We believe **research is hope**, and hope keeps us moving forward - whether on our feet or in our cars.

We want to make your job easy and enjoyable! We've updated our registration and fundraising platform to make it simpler to sign up and donate. Please read this packet thoroughly to learn more about these features and tips on ways to raise money for your team.

As usual, if you have ANY questions, please call our office at 919-781-WALK. We look forward to celebrating with you safely at the DRIVE-THRU Walk for Hope on **Sunday, October 11.**

See you on Event Day!

Shelley Eure Belk
Executive Director, The Foundation of Hope

Stay Connected



[/thewalkforhope](#)



[@walkforhope](#)



[@walkforhope](#)



[/walkforhopenc](#)

Use [#walkforhope](#) on your posts leading up to and during the event so we can follow and share!

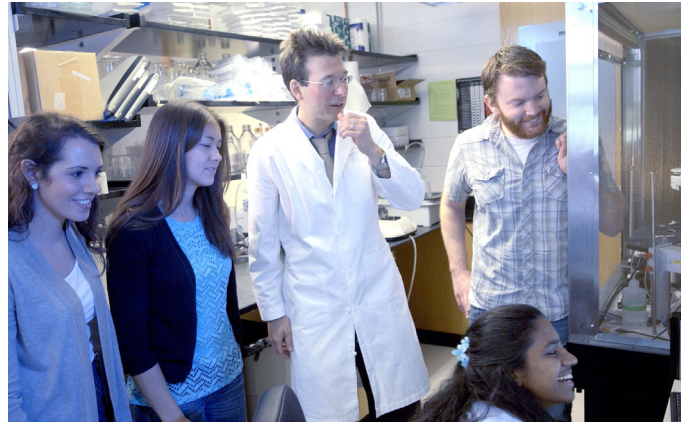
About Us

Mission

We exist to conquer mental illness by investing in groundbreaking scientific research and mental health initiatives.

Vision

Our vision is simple to state, yet grand in scope: we strive to eliminate suffering from mental illness.



Beliefs

- Scientific research is the key to finding effective and long-lasting treatments and cures for mental illness
- Mental illness adversely impacts individuals, families, friends, and entire communities
- Stigma is one of the greatest barriers to improving outcomes of mental illness
- Early-stage scientific research creates exponential value
- Everyone with a mental illness deserves successful treatment

What We Fund

For the last 36 years, we've provided seed funding for the research of mental illness, spearheading countless opportunities that forge paths to improved understanding, diagnosis, and treatments for these disorders.

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

- Depression
- Anxiety disorders
- Bipolar disorders
- Schizophrenia
- Alcoholism and Substance Abuse
- Eating disorders
- Post-Traumatic Stress Disorder (PTSD)
- Autism
- Postpartum depression

For more information about the studies we fund, visit www.walkforhope.com/research.

\$6.5M Initial seed funding

157 Research grants funded

\$160M Leveraged funds total

42 Mental health initiatives

\$570K MHI funding



“The Foundation of Hope brings transformative ideas to life by funding cutting-edge research that each day brings us closer to their bold vision of ending the suffering of mental illness.”

—Samantha Meltzer-Brody, MD, MPH, Assad Meymandi Professor & Chair of Psychiatry
Department of Psychiatry, UNC-Chapel Hill School of Medicine

Teams

Team Captain's Invaluable Role

- **Teams raise 70% of our Walker revenue each year!** Team Captains are an incredibly important part of our annual Walk and key to raising community awareness. Your dedication leads us to record-breaking goals in participation numbers and funds raised.
- **You are the cheerleaders for your team.** It is your responsibility to make sure all team members are aware of the great work that the FOH is doing and why it is so important. Every year, we love to increase our participant numbers and spread awareness but it's **not enough just to walk - we need to fundraise for our mission!**
- The Team Captain serves as a liaison between your team and the FOH. **Team Captains should forward any information they receive from the FOH staff** to their team members such as important dates, events, and updates.
- **We strongly encourage every participant to make a self-donation.** This is a great way to lead by example and show you are committed to supporting mental illness research!



Team Requirements

- **5 or More People:** To qualify for prizes and incentives, a walk team must include at least 5 team members, and children count! (6+ years old)
- **Team Registrations:** Each team member must be registered individually. We encourage each person on a team to register online by visiting walkforhope.com. If you have a large team or need help registering your team members, we're more than happy to assist - just contact our office.
- **Team Fundraising Minimum:** There is no team fundraising minimum beyond each team member's registration fee, but don't be afraid to set a goal and aim high! Our hope is that every team member raises a minimum of \$100, including their registration fee. We can't fund research if we don't raise money! *See page 9 for tips on how to meet - and exceed - your goal.*
- **Kickoff Luncheon Invite:** Teams of 15 or more people **or** teams that raise \$100 or more per team member are invited to send a team captain to the annual kickoff luncheon in August. Yes - your registration fee counts towards that minimum. (Examples: Teams of 5 members = \$500; Teams of 10 members = \$1,000).
- **Team Flags:** Teams that raise \$5,000 or more qualify for a custom flag to carry next year or a new date patch on an existing flag (*see page 14 for details*).

Register Your Team

STEP 1: CREATE YOUR TEAM

To create or claim your team, you must first register yourself.

- Go to www.walkforhope.com and click the REGISTRATION button near the top of page or go directly to <https://event.racereach.com/walk-for-hope/register>.
- Fill out the form.
- **If you walked on a team in 2019, you can select it from the dropdown menu.** Otherwise, click “If you want to start a brand new team, click here.”

FUNDRAISING TEAM *

Select a Fundraising 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.

☐ I'd like to cover the processing fee so that 100% of my donation goes to this great cause.

- If you're creating a new team, a prompt will appear (see *screenshot on the right*). Name and describe your team, then click “Add.”
- Agree to the waiver saying you're at least 18 years old.
- **NEW THIS YEAR!** You can add multiple registrations in one transaction now - great for families & teams if one person is paying all of the registration fees. Use “Add to Cart and Continue” to add more people, or use “Add to Cart and Checkout” if you are ready to submit and pay!

Add to Cart
and Continue

Add to Cart
and Checkout

Cancel
this form

Create a Fundraising Team ✕

Team Name

About the Team

Team Goal \$
Optional - fundraising goal for your team

STEP 2: GATHER YOUR TEAM

Yay, you're in - now it's time to get your friends and family involved! After you've registered and created your team, get four or more friends, family members, and colleagues to join you so you have **at least 5 people**. Share your team page online, or send them this packet so they can follow these steps and sign up!

TEAM CAPTAIN PROTIP

Team members typically raise over \$100 each, but we encourage you to set your goal even higher! Turn to page 9 for ideas on how to meet—and exceed—the minimum.

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 be credited to your team total too.**

Fundraising Dashboard For Jennifer Gibson

\$0

Raised by Jennifer Gibson

My Fundraising Report

\$0

Raised by Jennifer Gibson's Test Team

My Team's Fundraising Report

This is your **Fundraising Dashboard** page where you can manage your fundraising.

Here is a link to your **INDIVIDUAL/TEAM Donation Page** where people will make donations on your behalf or you AND your team.

https://event.racereach.com/walk-for-hope/donate_user/pu_Tb2ixvAY63D41588689649305424635

Here is a link to JUST your **TEAM Donation Page** where people will make donations to whole team (no particular member).

https://event.racereach.com/walk-for-hope/donate_user/3002

Update My Fundraising Page

Update My Fundraising Team

Outreach Tools

Fundraising Tools

Update My Fundraising Page

Update My Fundraising Team

Outreach Tools

Visit Your Fundraising Page

Sample Fundraising Email

Share on Facebook

Access your fundraising dashboard by visiting 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.

WALK-RUN-FESTIVAL ▾

REGISTER

DONATE

SPONSORS

FUNDRAISING TOOLS

ABOUT THE FOUNDATION OF HOPE

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. While raffle ticket sales can’t be used to cover registration fees, they are a GREAT way to help fundraise up to the \$100-per-team-member goal! *To learn more about raffle tickets, see page 9.*

About Online Donations

DONATE ON BEHALF OF AN INDIVIDUAL

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

You can find your INDIVIDUAL/TEAM donation link on your personal fundraising page (see screenshot on page 7).

When your friends donate on your behalf, that amount is applied to your personal fundraising goal AND your team total.

Keep an eye on your totals on your fundraising page, and see where you stand against other participants and teams at <https://event.racereach.com/walk-for-hope/donate> - our top individual and team fundraisers win GREAT prizes on Event Day!

The screenshot shows a fundraising page titled "Donate On Behalf Of An Individual Or Team". At the top, there are navigation links: "Make a Donation", "Donate On Behalf Of An Ind. Or Team", "Start Fundraising", "Team Leaderboard", and "Ind. Leaderboard". The main heading is "Jennifer Gibson's Test Team". Below this, it says "On behalf of Jennifer Gibson (select someone else)" and "Fundraising Tools for Jennifer Gibson." To the right, there is a section titled "Help me raise money by sharing this page." with "f Share" and "Twitter Share" buttons. Below this, there are two donation progress bars. The first shows "\$0 Raised by Jennifer Gibson's Test Team" and the second shows "\$0 Raised by Jennifer Gibson". At the bottom right, there is a "Donate Now" button. On the left, there is a "Donation Form" with fields for "Email *", "First Name *", and "Last Name *". The "First Name" field contains "Jennifer" and the "Last Name" field contains "Gibson".

DONATE ON BEHALF OF A TEAM

NEW THIS YEAR! We value your feedback as we work to make our event and registration system better each year. We know for those captains with large teams, it can be helpful to have a General Team Donation link, so we created it! Now you can share a link inviting supporters to donate to your team as a whole and not just to individuals.

You can find your TEAM Donation page link on your personal fundraising page (see screenshot on page 7).

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.

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

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.
- Sell something you crafted; raise \$10.
- Tell your Facebook friends; raise \$25.
- Sell 5 raffle tickets for \$1 each.

Raise \$150

- Ask 4 relatives for \$25 each.
- Host a BBQ for a small donation; make \$25.
- Sell 6 raffle tickets for \$5.
- Sponsor yourself! Give \$20.

Raise \$250 and Beyond

- Leave a jar in your office breakroom with a sign and Walk brochures: make \$50.
- Make a short Facebook Live or Instagram video with your story and ask viewers for \$5.
- Sell 2 packs of 25 raffle tickets for \$20 each.
- Host a movie or trivia night with snacks, and invite 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 one of 3 amazing prizes:

1. Domestic air travel for two from Delta Air Lines
2. \$1,000 gift card to Patio Pro
3. \$500 gift card to Bailey's Fine Jewelry



DRIVE-THRU Walk for Hope

WHEN & WHERE

The Angus Barn in Raleigh on Sunday, October 11, 2020
10:30 a.m. - 2:00 p.m.

FEES

Whether you are driving thru or participating virtually, all pricing is the same!

Children 5 and under are FREE!

Price Schedule	Through 9/11/20	Through EVENT DAY 10/11/20
Adult	\$55	\$60
Youth 18 and Younger / Full-Time Students	\$30	\$30
Go Above and Beyond!	\$100	\$100
Go Over the Top!	\$200	\$200

Note: Special pricing is available for families of 4 or more living at the same address. Call us for details.

ROUTE

The DRIVE-THRU Walk for Hope will loop through the beautiful Angus Barn property as a fun, safe activity for the whole family! Participants will stay in their vehicles the entire time and will be served by staff and limited volunteers.

- Delicious lunch to-go
- T-Shirts
- Prizes for top fundraisers
- Raffle prizes & giveaways
- Hear local music
- More surprises too!

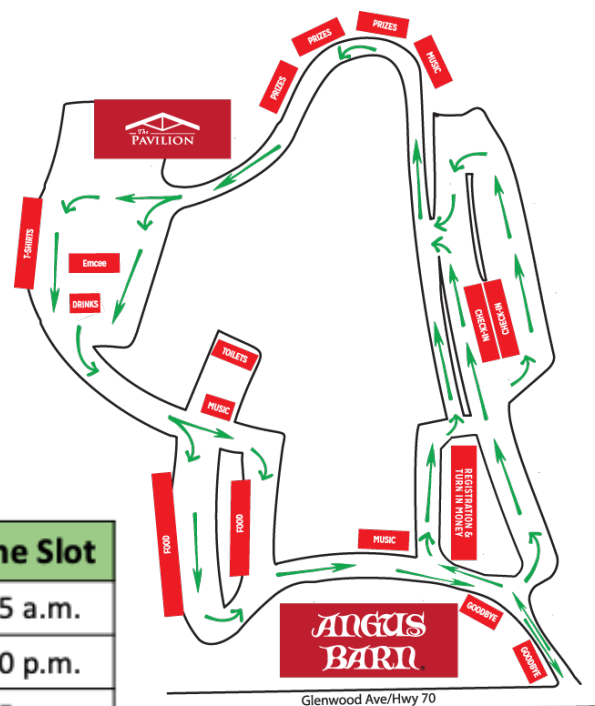
There is no RACE for STEAK this year - we encourage runners to join us for the DRIVE-THRU Walk for Hope or to sign up for the VIRTUAL Walk/Run.

DESIGNATED ARRIVAL TIMES

To minimize traffic issues on event day, we are staggering car arrival times. Participants must come during their assigned time window designated by last name.

1. If you are in the same vehicle as friends or family with different last names, come at the time of the DRIVER'S last name.
2. If your team is planning to picnic together offsite after the DRIVE-THRU, give us a call and we can coordinate a team time slot that accommodates your group.

Last Name of Registrant	DRIVE-THRU Time Slot
A - D	10:30 a.m. – 11:15 a.m.
E - K	11:15 a.m. – 12:00 p.m.
L - R	12:00 p.m. – 12:45 p.m.
S - Z	12:45 p.m. – 1:30 p.m.



DRIVE-THRU Walk for Hope

NO PARKING

There is no parking at the DRIVE-THRU. Picnicking on the Angus Barn property is not permitted - boxed lunches must be taken offsite to enjoy!

NOTES

Only registered participants with an armband will receive a T-shirt and boxed lunch. All to-go boxed lunches must be consumed offsite. Staff will be onsite to direct your car in the right direction when you arrive and answer any questions you have!

QUESTIONS?

Visit our website, www.walkforhope.com. For registration support, please see page 6 of this booklet, or call our office at 919-781-WALK.

Thanks to Our Sponsors

LEADERS OF HOPE



PARTNERS OF HOPE



CIRCLE OF HOPE



FRIENDS OF HOPE



Visit www.walkforhope.com for a full listing of sponsors!

VIRTUAL Walk/Run

WHEN & WHERE

Sunday, October 11, 2020

YOU CHOOSE your virtual experience: what time, where, and how far!

FEES

Whether you are driving thru or participating virtually, all pricing is the same! Our VIRTUAL participants can still raise money and make a huge difference!

Children 5 and under are FREE!

Price Schedule	Through 9/11/20	Through EVENT DAY 10/11/20
Adult	\$55	\$60
Youth 18 and Younger / Full-Time Students	\$30	\$30
Go Above and Beyond!	\$100	\$100
Go Over the Top!	\$200	\$200

Note: Special pricing is available for families of 4 or more living at the same address. Call us for details.

WHAT'S INCLUDED

The VIRTUAL Walk/Run is untimed and at your leisure. VIRTUAL Walkers and Runners get a T-shirt and armband! Participants are welcome to pick them up at the early check-in days or we can mail them to you after the DRIVE-THRU event.

PRIZES

VIRTUAL Walkers and Runners are eligible for the top individual and team prizes. We'll also do a special drawing just for our VIRTUAL participants for three \$100 gift cards for a delicious dinner at the Angus Barn!

BE SOCIAL

We'd love to be part of your VIRTUAL experience! Take photos or videos of your activity, and tag us on social media using **#WalkforHope** so we can like and share. Until we can all walk together again, we will enjoy seeing your smiling faces online!

Other Ways to Make an Impact

Donate

Every donation funds 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

Visit our [website](#) to learn more about the generous sponsorship of businesses large and small.

Join Club Hope

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

Stocks and Securities

We can receive stock gifts directly through your brokerage account- it's easy and you receive a charitable income tax deduction.

Early Check-In Days



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

Thursday, October 8 • 12:00 p.m. – 6:00 p.m.

Friday, October 9 • 10:00 a.m. – 6:00 p.m.

Saturday, October 10 • 10:00 a.m. – 6:00 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.

Due to public health and social distancing guidelines, same-day registrations will be extremely limited at the DRIVE-THRU Walk for Hope. We STRONGLY encourage all participants - DRIVE-THRU and VIRTUAL - to pre-register and attend Early Check-In Days.

Health & Safety

The health, safety, and well-being of our participants, volunteers, and staff is of the utmost importance to us. We'll be strictly following all CDC, state, and local guidelines and safety protocols at the DRIVE-THRU Walk for Hope. All staff, volunteers, and vendors will wear masks and gloves at all times and will pass a health check and wellness screening prior to beginning their shift. Visit www.walkforhope.com for more information about our COVID-19 precautions.

If you're not comfortable joining us at the DRIVE-THRU Walk for Hope, please consider joining us VIRTUALLY or making a DONATION to support our mission!



Team Flags

Teams of at least 5 people who raise **\$5,000 or more** earn a custom flag printed with the team name to carry at next year's event. For each year your team raises \$5,000 or more, you will get a patch with that year on it added to your flag!

The week before the Walk, the flags line the Angus Barn wall on Route 70. They can be carried on the Walk proudly, so get fundraising with your team!

In 2019, we're thrilled that **three new teams** qualified to join the ranks of our 2020 flag-bearers:

- Students Walk for Hope
- Team Glitter
- Time After Time



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