

THAD AND ALICE FURE

WALK for HOPE

Breakthrough Research for Mental Illness

Walk for Hope, Run, & Festival Team Captain Handbook



8
HOPE
Research
e.com
& FESTIVAL

SUNDAY
October 8
WALK for HOPE
For Mental Illness Research
walkforhope.com
& FESTIVAL

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ROAD WORK AHEAD
SPEED LIMIT 55

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In This Packet

Thank you for organizing a team for the 36th annual Thad & Alice Eure Walk for Hope on Sunday, October 13! We want to make your job easy and enjoyable, so we've made registering and donating even simpler. This packet is full of information about these features and tips on ways to raise money for your team.

If you have ANY questions, please call our office at 919-781-WALK. See you on Event Day!



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www.walkforhope.com

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 40 years, we've provided seed funding for mental illness research, 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
- Behavioral Health Services
- Schizophrenia & Bipolar Disorder
- Alcoholism and Substance Use Disorder
- Eating Disorders
- Post-Traumatic Stress Disorder (PTSD)
- Autism
- Postpartum Depression

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



\$9.4M Initial seed funding

197 Research grants funded

\$254M Leveraged funds total

46 Mental health initiatives

\$660K MHI funding



“There is no health without mental health, and the Foundation of Hope recognizes the need for critical research that will change the lives of all those who struggle with mental illness.”

– *Samantha Meltzer-Brody, MD, MPH, Assad Meymandi Professor & Chair, 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 lead by example with your commitment and are key to raising awareness and helping us break participation and donation records.
- **You are the cheerleaders for your team.** 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!**
- **Team Captains should forward any information they receive from the FOH staff** to their team members such as important dates, events, updates, and why our work is so important.



Team Requirements

- **5 or More People:** To qualify for prizes and incentives, a walk team must include at least 5 team members, and children 6 and older count!
- **Team Registrations:** Each team member must be registered online individually. 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 above their registration fee. We can't fund research if we don't raise money!
- **Youth/Student Teams:** For everyone's safety, additional requirements for youth/student/school teams apply. Visit the Walk website or call our office for more information!

Team Benefits

- **Kickoff Luncheon Invite:** Teams of 15 or more people or teams that raise \$100 or more per team member over the registration fees are invited to send a team captain to the annual kickoff event in August.
- **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 12 for details*).
- **Lunch and Learn:** Have a mini lunch and learn party for your team or company to get revved up for the Walk. The FOH staff can make it fun and come participate and/or speak!

Register Your Team

STEP 1: CREATE YOUR TEAM

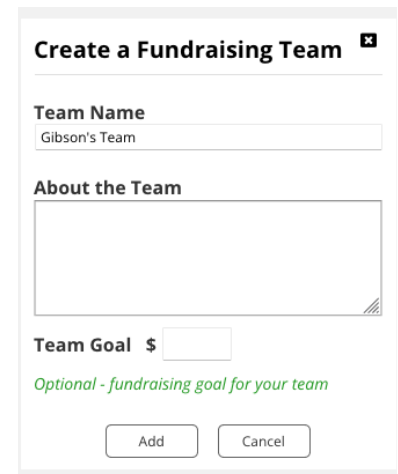
- To create or claim your team, you must first register yourself. Three ways to do it:
 - Go to www.walkforhope.com and click the REGISTER button near the top of page
 - Go directly to <https://event.racereach.com/walk-for-hope/register>
 - NEW!** Scan this QR code on your phone and instantly connect online!
- Fill out the form.
- If you walked in-person or virtually in 2023, you can select your team from the dropdown menu.** To change your team name, claim the team, then you can edit the name in your “Fundraising Tools” once your registration is complete. Otherwise, click “If you want to start a brand new team, click here.”



FUNDRAISING TEAM *

Before creating a new team, check the dropdown list to see if you can claim your team from last year.

- If you're creating a new team, a prompt will appear (see screenshot on the right). Name and describe your team, then click “Add.”
- NEW FEATURE!** You can add multiple registrations in one transaction now - great for families & teams if one person is paying all of the registration fees. Once you click “Add to Cart,” you can then “Enter Another Form” to add more people, then don't forget to “Review & Checkout” once you are done adding registrations!



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!

Use Social Media: Share your fundraising page with your Facebook friends, Instagram followers, Tiktok viewers, everyone! Update them on your team's progress and encourage them to join you or give online. You can also start fundraisers on Facebook or Instagram that count towards your fundraising total!



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



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



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

Use [#walkforhope](https://www.instagram.com/walkforhope) on your posts leading up to and during the event so we can follow and share!

Register Your Team

STEP 3: START FUNDRAISING!

Fundraising Dashboard: 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. **All donations that you receive will be credited to your team total too.**

WALK FOR HOPE - REGISTER DONATE RAFFLE TICKETS **FUNDRAISING TOOLS** 2024 SPONSORS ABOUT THE FOUNDATION OF HOPE

Fundraising Dashboard For Jennifer Gibson

\$60
Raised by Jennifer Gibson
[My Fundraising Report](#)

\$620
Raised by Gibson's Gladiators

Fundraising Tools

- Update My Fundraising Page
- Update My Fundraising Team
- Invite Prior Year's Team

Outreach Tools

- Visit Your Fundraising Page
- Sample Fundraising Email
- Share on Facebook

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/px_y54L4Rt2NHee1722522009305425338

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


https://event.racereach.com/walk-for-hope/donate_user/4548

Fundraising Pages: Don't forget to set up your personal fundraising page! 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. This information shows up on your personal donation page!

Update My Fundraising Page Update My Fundraising Team Outreach Tools Invite Prior Year

My Fundraising Page

My Fundraising Page Profile Picture



[Add/Change Profile Picture](#)

Why I am raising money?
Tell us why you are raising money? What is your motivation and inspiration?

Because we all have a mental health story - and we all need support, especially in the

\$60
Raised by Jennifer Gibson

Contributors to Me

Jennifer Gibson - \$60.00

Collection Envelopes: If you collect cash or check donations, we'll be glad to mail you a collection envelope if that's helpful. Check the box asking for one when you register, or email or call us.

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 6).


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!


Donate On Behalf Of An Individual Or Team

Gibson's Gladiators

On behalf of Jennifer Gibson

 Fundraising Tools for Jennifer Gibson.



Why am I fundraising?



Because we all have a mental health story - and we all need support, especially in the form of new treatments. And those only come with research, like the seed funding the Foundation of Hope provides. So the more we can fund, the healthier we - and our kids - have the chance to be.

Donation Form

Help me raise money by sharing this page.

\$620

Raised by **Gibson's Gladiators**

\$0

Raised by **Jennifer Gibson**

[click here to register](#) and start raising money yourself.

DONATE ON BEHALF OF A TEAM

COOL FEATURE! 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 6).



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.** Give to yourself; this will motivate others.
- Use your fundraising page - **share your story!**
- **Get creative:** do you bake? Paint? Craft? Sell cookies, take art commissions, launch an Etsy store!
- If your employer has a **matching gifts program**, you can double your dollars.
- **Keep people updated** on how close you are to your goal.

Raise \$80

- Ask 2 relatives for \$20 each.
- Tell your Facebook friends; raise \$25.
- Sell 5 raffle tickets for \$20.

Raise \$150

- Ask 4 relatives for \$25 each.
- Start an Instagram fundraiser; make \$30.
- Sponsor yourself! Give \$20.

Raise \$250 and Beyond

- Donate \$50 to yourself and get your employer to match it.
- Make an Instagram Reel with your story and set up a fundraiser to make \$50.
- Sell 10 raffle tickets for \$30.
- Host a movie night with snacks, and invite 7-10 friends. Ask each for a \$10 donation.

Raffle Tickets

Our favorite way to raise dollars! Sell tickets for \$5 apiece (or 5 for \$20, or 10 for \$30) to raise BIG money for your team.

This year, we're going **virtual** with our raffle tickets. Send friends and family the link for them to buy tickets online: <https://app.racereach.com/form/57872>, or show them this QR code to simply scan and purchase!

Each ticket is entered for a chance to WIN one of 3 amazing prizes:

1. Domestic air travel for 2 from Delta Air Lines
2. \$500 gift card to Blue Water Spa
3. \$250 gift card to Second Empire Restaurant

Winning names will be drawn on Monday 10/14/24.



Walk for Hope, Run & Festival

WHEN & WHERE

The Angus Barn in Raleigh on Sunday, October 13, 2024, 10:00 a.m.

The Walk for Hope

7:30 a.m.: Check-In/Onsite Registration
10:00 a.m.: Walk Start

Run

Runners push off at 9:00 a.m. for an untimed run.

Festival

Arrive anytime! The party goes from 11:00 a.m. to 2:00 p.m.

FEES

Whether you are walking or running in person or participating virtually, all pricing is the same!

Children 5 and under are FREE!

Price Schedule	Through 8/18/24	Through 9/15/24	Through 10/12/24	EVENT DAY 10/13/24
Adult	\$60	\$70	\$80	\$85
Youth 6 - 18 / Full-time Students	\$35	\$35	\$35	\$40
Go Above and Beyond!	\$100	\$100	\$100	\$100
Go Over the Top!	\$200	\$200	\$200	\$200

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

RUN

There is no official, timed RACE for STEAK. Runners can do an **unofficial, untimed** run of the 5K route at 9:00am if they want, then join their team to cool off on the Walk!

WHAT YOU GET

Each year, thousands of participants come together at the Angus Barn to walk and show solidarity for family, friends, and community members living with a mental illness. After the Walk is over, we celebrate our achievement with a family-friendly festival: an afternoon of food, kids' activities, music, and prizes.

- Delicious lunch & beer
- T-Shirts
- Prizes for top fundraisers
- Raffle prizes & giveaways
- Hear local music
- Bounce houses, petting zoo, & more!

PARKING & DROP-OFFS

Free parking is available in 2 separate areas: RDU Park and Ride Lot 5 off Commercial Blvd and 8051 Arco Corporate Drive. Follow Walk Parking signs and guides. There will be shuttles continuously running to/from the Angus Barn from 7:30am - 3:00pm.

Rideshares (Uber, Lyft) and drop-offs have a dedicated lot this year at 9521 Lumley Rd (Dailyprint). For safety - absolutely no drop-offs at the Angus Barn!

ROUTES

Both Walk routes begin and end at the Angus Barn. There is not a 10K option.

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

ENTRANCE & ARMBANDS

All participants MUST be wearing an event armband to proceed through the entrance checkpoint past the registration tables. Staff will be onsite to point you in the right direction, whether you still need to register and get your armband or have it already!

NOTES

There's breakfast and coffee for early arrivals! Hopemobiles are available along the route to pick you up if you get tired. But you don't have to walk! Drop off your donation, and just enjoy the festival. **Don't forget to set up a meeting spot with your team!** Only certified service animals are allowed - please leave pets at home.

QUESTIONS?

Visit our website, www.walkforhope.com. For registration support, please see page 5 of this booklet, or call our office at 919-781-WALK.

VIRTUAL Option

WHEN & WHERE

Sunday, October 13, 2024

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

FEES

Whether you are walking or running in person 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 8/18/24	Through 9/15/24	Through 10/12/24	EVENT DAY 10/13/24
Adult	\$60	\$70	\$80	\$85
Youth 6 - 18 / Full-time Students	\$35	\$35	\$35	\$40
Go Above and Beyond!	\$100	\$100	\$100	\$100
Go Over the Top!	\$200	\$200	\$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 option is untimed and you can walk or run at your leisure. VIRTUAL participants get a T-shirt too! You are welcome to come pick them up at the early check-in days or we can mail them to you after the Walk for Hope for a small fee.

PRIZES

VIRTUAL participants are eligible for the top individual and team prizes. We'll also do a special drawing so a VIRTUAL participant will win a \$100 gift card 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. We LOVE seeing your smiling faces online!

Thanks to Our 2024 Sponsors

LEADERS OF HOPE



PARTNERS OF HOPE



CIRCLE OF HOPE



FRIENDS OF HOPE



AMBASSADORS OF HOPE

5 West • Amazon • American Asset Corporation • CSL Logistics
 Capital Promotions • FreshPoint • Holly Hill Hospital
 Lamm Corporate Events • Leesville Animal Hospital • Liquid Pleasure
 Midtown Magazine • North Raleigh Periodontics • Patio Pro
 Performance Foodservice - IFH • RaceReach • Salt Wine Company
 The Car Park • The Tate Agency • Triangle Downtowner • Triangle Springs
 Wake Living • Wake Stone Corporation • Wegmans • White Dahlia

WALK BUDDIES

42nd St. Oyster Bar
 American Label Tech
 Backyard Bistro
 Bruegger's Bagels
 Bunn DJ Company
 Capital City Customs
 Carolina Woman
 Circa Magazine
 Custom Engraving
 Diamonds Direct
 Investnet Tamarac
 First Citizens Bank
 GFL Environmental
 Golf Cart Guy
 Health and Healing Mag.
 Main & Broad
 Pasadena Villa Outpatient
 Centers of NC
 Perkins Counseling &
 Psychological Services
 Reddy Ice
 Sassool
 Shankle Sound
 Southeastern Paper
 Synergy Face + Body
 TOITOUUSA
 Umstead Park
 Your Southern Charm

Early Check-In Days



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

Thursday, October 10 • 12:00 p.m. – 6:00 p.m.

Friday, October 11 • 10:00 a.m. – 6:00 p.m.

Saturday, October 12 • 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 morning.

Event morning is a time of intense activity at the Angus Barn. We strongly encourage team captains to communicate to your team members how important it is to register early and check-in early. Take advantage of our early check-in days!

Same-Day Registration

On Event Day, participants who haven't signed up in advance are still welcome to register onsite, with a day-of fee increase of \$5.

Walk & Festival Same-Day Pricing

\$85 Adult

\$40 Children (6-18)

\$40 Full-Time Students

Children 5 and under are free!



Health & Safety

The health, safety, and well-being of our participants, volunteers, and staff is of the utmost importance to us, so any required safety protocols for the Walk for Hope will be posted on our website.

If you're not comfortable coming in-person to the 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!

If your team is registered and/or actively donating, your flag will line the Angus Barn wall on Route 70 the week before the Walk. They can also be carried on the Walk proudly, so get fundraising with your team!

For 2023, we're thrilled that **SEVEN teams** qualified to join the ranks with a new flag:

- #growwithSienna
- Charging for Hope
- Jojo's Joggers
- Priya's Team
- Run a Mock
- Weatherby Healthcare
- We've Got This

