

# WELCOME PACKET

**WALK** 2018  
**RUN** &  
ROLL

**SATURDAY, MAY 5, 2018**



**Council on Aging**  
Southern California



# ONE MILE. ONE MISSION. ONE STEP.



The Walk, Run & Roll 2018 has one goal: to provide protection and support to at-risk, frail older and disabled adults. We want to make sure no senior is left behind – and we can't wait for you to join us!

When you participate in the Walk, Run & Roll, you'll help us raise money for the Council on Aging – Southern California's no-cost programs and services to help seniors remain healthy, connected and protected. And you'll have a great time doing it! That's because you'll walk with a committed community that is passionate about our elders – our parents, our grandparents, and our future selves. Aging impacts us all; together we can make a difference.

Our steps together can become a giant leap for seniors.

Thank you for your generosity and support.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Lisa', with a long, sweeping flourish extending to the right.

Lisa Wright Jenkins  
President and CEO

# WELCOME TO WALK, RUN & ROLL 2018

**WELCOME** and thank you for joining us to make a difference in the lives of seniors and disabled adults in our local SoCal communities.

The WALK RUN & ROLL 2018 is a fun, family-oriented, fundraising effort to support the Council on Aging - Southern California (COASC). For over 45 years COASC has focused on providing services to seniors and disabled adults who lack support systems, services and resources.

We serve over 290,000 older adults with free programs and services to help keep them healthy, connected and protected. Navigating the often confusing maze of services can be daunting and disheartening for seniors, especially those within underserved populations.

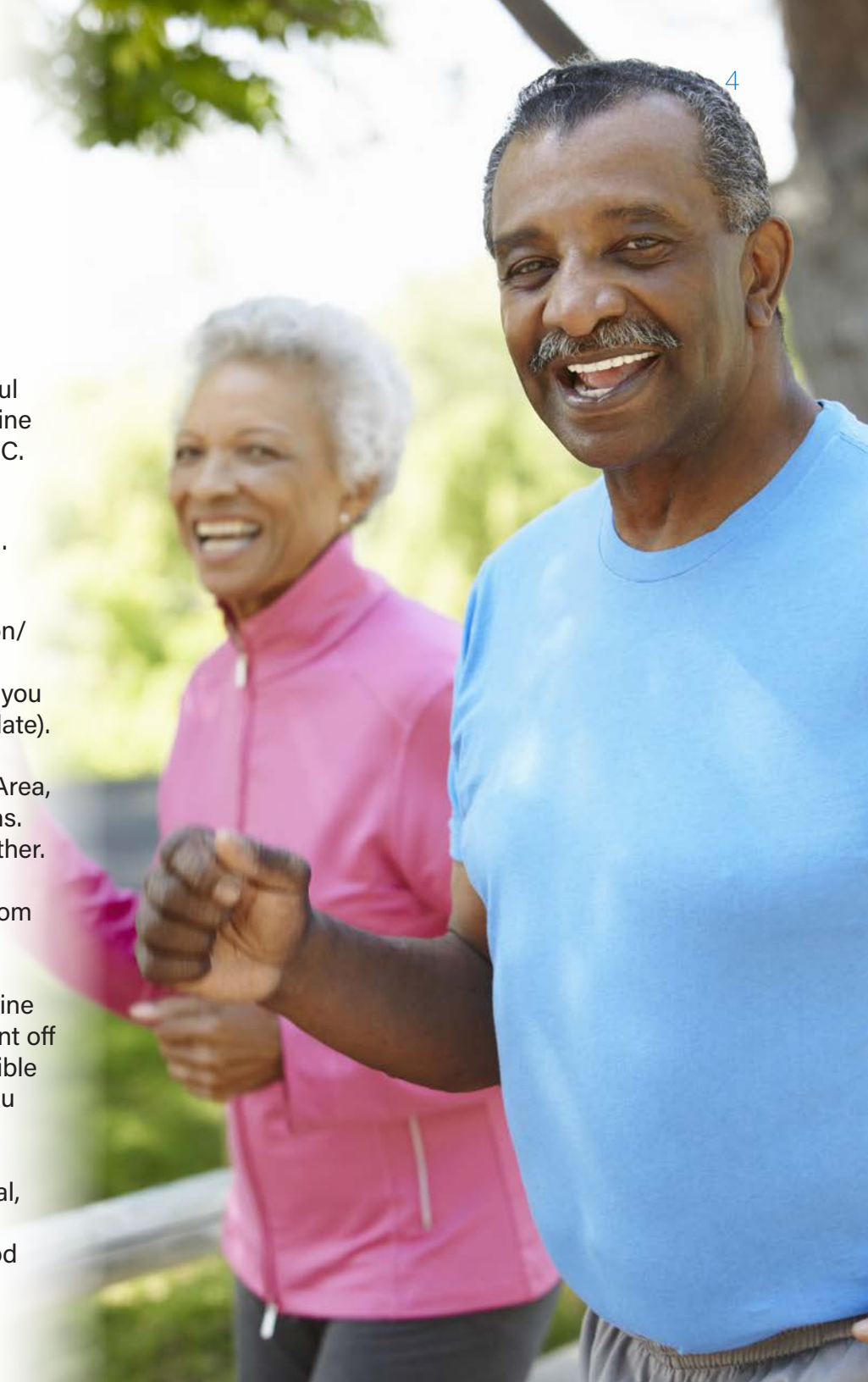
This event is designed to be fun for every member of your family, your friends and co-workers. You can walk, run, or enjoy the roll by attending with a walker, (electric) wheelchair, stroller or baby jogger! Each individual or team fundraising goal for the WALK RUN & ROLL 2018 is valued and appreciated. There's no limit to how the funds you raise can make a difference. Every dollar you raise makes an impact on real people and is vital to our mission and our efforts to care for older adults. Help us as we help seniors remain healthy, connected and protected.



# IMPORTANT INFORMATION

1. Planning begins well before the day of the event. To have a successful WALK RUN & ROLL 2018, we ask all of our participants to register online and begin fundraising as early as possible to fuel the mission of COASC. Register at: [WRR2018.eventbrite.com](http://WRR2018.eventbrite.com)
2. On the day of the event, park in the Student Center Structure at UCI. Parking is \$10.00 per vehicle. We encourage you to carpool.
3. Arriving at the WALK RUN & ROLL site you will go to our registration/ check in area. Here you will check in, receive your issued bib number, make/turn in any additional donations and receive your event t-shirt if you raised \$100 or more (based upon fundraising level attained as of this date).
4. As you enter the festive WALK RUN & ROLL Opening Ceremonies Area, you will see the Kids Zone, Vendor Village and COASC Program Booths. There is something for every age group to see, enjoy and explore together.
5. Opening Ceremonies will begin at 9:15 a.m. with a short welcome from local dignitaries and other special guests.
6. At 9:30 a.m. our runners will be asked to line up first at the starting line to begin the 5k route; next our walkers and rollers (no bikes) will be sent off to enjoy the 1 mile or 5k route at 9:45 a.m. Both routes are fully accessible with rest stops. This event is family friendly and non-competitive so you can walk, run or roll as little or as much as you wish.
7. When you reach the finish line you will receive your participant medal, enjoy live entertainment provided by the **Smooth Sounds of Santana**, explore the vendor village, free kids zone or indulge in the gourmet food trucks offering lunch for purchase.

Thank you so much for supporting seniors!



# GETTING STARTED

Your support is vital to help at-risk seniors in our community. Take your involvement to the next level: Become a Fundraiser! You can fundraise on an individual level or build a team by becoming a Team Captain. Every participant will be emailed a link to our online fundraising portal. Online fundraising accounts allow you to create a personal web page, send solicitation emails and track your fundraising success.

# SETTING GOALS

- **Set a fundraising goal and let everyone know what it is.** They will want to help you reach it! Make your goal meaningful. Perhaps your goal will honor a grandparent's birthday or anniversary, or a personal milestone.
- **Lead by example.** Making the first donation to yourself helps to set the bar for your goal. This personal donation will show others how important this cause is to you and will inspire your network to give to your goal as well.
- **We encourage each person who registers to strive for a minimum of \$100** which earns you the inaugural WALK RUN & ROLL 2018 event t-shirt.

## Set Goals

1.....



2.....



3.....



4.....



# FUNDRAISING TIPS & IDEAS

## TIPS

- Personalize your fundraising page through Everyday Hero.
- Share why you are raising money for COASC.
- Use social media and the tools provided to ask your peers and various networks to support your efforts.

## IDEAS

- Add a photo of yourself or the person you are honoring.
- Share a video about why you and your family are walking, running or rolling.
- Email friends and family to ask for donations
- How to raise \$1,000 in 10 Days!



# FUNDRAISING INCENTIVES

- |   |   |   |
|---|---|---|
| <ul style="list-style-type: none"> <li>▪ Shoot for milestones in your fundraising.</li> </ul>   | <ul style="list-style-type: none"> <li>▪ \$100 receives Day of Event T-Shirt</li> </ul>         | <ul style="list-style-type: none"> <li>▪ \$1,500 receives a designated Top Fundraiser Windbreaker</li> </ul>    |
| <ul style="list-style-type: none"> <li>▪ By achieving certain levels, you will also have the opportunity to receive special recognition items.</li> </ul> | <ul style="list-style-type: none"> <li>▪ \$250 receives a HYDRO Water Bottle</li> </ul>         | <ul style="list-style-type: none"> <li>▪ \$5,000 receives a SoCal two night Weekend Get Away Package</li> </ul> |
|   | <ul style="list-style-type: none"> <li>▪ \$500 receives an Insulated Backpack Cooler</li> </ul> | <p><b>*Please note fundraising prize levels are not cumulative</b></p>  |



# TEAM UP & HAVE FUN

## **BE A TEAM CAPTAIN!**

- Being a Team Captain is an opportunity to share a great experience with friends, family members and co-workers – a community coming together for a common goal and the accomplishment of a unique personal challenge.
- As a leader, you will be able to share and remind your teammates why they registered and that the funds that they raise as individuals and members of your team have a deeper significance in the lives of so many seniors who are frail and isolated.



## FREQUENTLY ASKED QUESTIONS

**Q. Do I have to register in order to participate in the WALK RUN & ROLL 2018?**

A. Yes, we want to know you're participating with us and need every participant to sign a standard waiver through their official registration. This registration also applies to participating children under 12.

**Q. Is there a registration fee to participate?**

A. Yes, there is a \$25.00 registration fee for each participant over the age of 12. Children 12 and under can register online for free.

**Q. How do I register?**

A. To register online for the Walk, Run & Roll go to <https://wrr2018.eventbrite.com> and click the green "REGISTER" button located at the top of the page. Follow the prompting by entering all information required and paying the registration fee of \$25.00

**Q. How do I register family members?**

A. Each family member must register as an individual. Please follow instructions provided in the "How do I register?" above.



**Q. Where is the event located?**

A. Our event is held at the University of California, Irvine at Aldrich Park located on campus. Please see map on the Walk, Run & Roll Eventbrite page.

**Q. How long is the route?**

A. There are 2 route lengths that are accessible and fully supported with water, snacks and restrooms for the WALK RUN & ROLL 2018. The first is a 1 mile family fun, scenic route and the second route is a 5k, which includes slightly more challenging mileage. Everyone can do either route length whether they are walking, running or rolling...using a scooter, stroller or wheelchair. **NOTE: No bicycles, skateboards, rollerblades, roller skates, hoverboard or motorized 2 wheel vehicles of any type are permitted on the routes, please.** Safety and support vehicles patrol the route to transport participants at any time. Emergency Medical Techs (EMT's) are placed at the start/finish line and a roving EMT along the route to provide first aid.

**Q. What happens if it rains?**

A. The event will happen at the UCI Campus location on the date scheduled, "rain or shine".

**Q. Are pets allowed on the route and at the event?**

A. As much as we love our pets, sorry they are NOT allowed at the event or on the route. Only registered Service Dogs are permitted in the company of the person they serve.

**ABOUT WALK RUN & ROLL 2018 TEAMS & FUNDRAISING****Q. What is a team?**

A. A team is any group of coworkers, fellow students, religious/civic organization members, friends, or family members who pre-register, raise money, and walk together on the day of the WALK RUN & ROLL 2018. Teams can have anywhere from 4 to 6,000 members! We provide materials, activities, prizes and staff who are available to help when you need it.

**Q. What is a team captain and what do they do?**

A. A team captain's role is to recruit, inspire, and motivate people to join the WALK RUN & ROLL 2018 as well as raise funds. There can be more than one captain on a team. The most successful teams are those who divide and conquer. Have more fun and raise more money! Crossing the finish line with your co-workers, friends, and family is a moment to be relished. For more information about becoming a team captain, **contact Rim Hussin at [rhussin@coasc.org](mailto:rhussin@coasc.org)**

**Q. Why should I create/join a team?**

A. Our WALK RUN & ROLL 2018 is about community. Teams epitomize this concept. Teams raise more than 86% of the total money raised at most events. They are fun to lead and join.

**Q. Do I register multiple team members?**

A. Each person on the team will need to register at <https://wrr2018.eventbrite.com> Once you register you will receive an email with a link to create a fundraising page on EverydayHero. Through the EverydayHero portal you can create teams, join an existing team or fundraise as an individual. How-to instructions for EverydayHero can be found on the Walk, Run & Roll Eventbrite page.

**Q. Does my registration fee counts towards my fundraising goal?**

A. Yes, your registration fee does count towards your goal.

**Q. Who should checks be made out to?**

A. Please ask your supporters to make checks payable to Council on Aging - Southern California or COASC. **\*\*Please do not mail cash\*\*** If you receive cash donations, please write a check for that cash amount and record the amount and supporter information on the your Contribution Sheet to ensure tracking and acknowledgment of their donation on the day of the event, or mail to The Council on Aging WRR 2018 (Kim), 2 Executive Circle, Ste.175, Irvine CA 92614. Call Kim Williams at 714.479.0107 with questions.

**Q. What if my supporters don't want to donate online?**

A. No problem, you can collect the checks, made out to COASC, and turn them in the day of the event or mail them in to our corporate office at COASC Attn: WRR2018 (Kim) , 2 Executive Circle, Ste.175, Irvine CA 92614. Please make sure to fill out the Contribution Sheet for your supporters so they will receive a thank you donation for their letter and you will receive credit for your fundraising page.

**Q. How much of my donation does the charity receive?**

A. EverydayHero deducts a small 5% transaction fee from each gross donation. Additionally, a payment processing fee is deducted from the gross donation. Your supporters can choose to cover the transaction fees to ensure your chosen charity receives 100% of your selected donation amount.

**Q. Where does the money go?**

A. All the funds raised will be utilized to provide support directly to the free programs and services provided by the Council on Aging – Southern California and the 290,000 elderly and disabled adults we serve annually. We are excellent stewards of the money raised as 88% of every dollar spent supports programs and services.

**MATCHING GIFT FAQs****Q. What is a matching gift?**

A. A matching gift is a gift from a supporter's employer that matches the supporter's original gift. Most employers match dollar for dollar.

**Q. How do I know if my employer has a matching gifts program?**

A. Ask your human resources staff, or visit your company's website.

**Q. How do I request a matching gift?**

A. The first step is to talk to your employer about their matching gift process. Generally, your human resources department is a great place to start.

**Q. What do I do with the Matching Gift form once I've completed it?**

A. Refer to the instructions on the matching gift form. If you need to mail or fax the form to us, please use the following information (please include your name and event):

COASC-WRR2018 (KIM)

2 Executive Circle, Ste.175

Irvine, CA 92614

Phone: 714-479-0107 Fax: 714-479-0234

**Q. If I enter the donor's gift and the matching gift through my fundraising page, do I enter them as one gift?**

A. No, they are two separate gifts. Please enter only the employee's gift and mail/email the matching gift form, and we will enter the match.

**Q. How will I know when the matching gift has been paid?**

A. It usually takes months before we receive matching gifts; however, even though they are not yet paid, you will receive credit for matching gifts for prize purposes.

**Q. Will a pending matching gift count towards my fundraising total and goal?**

Yes, if you have submitted the required documentation it will count towards your fundraising goal.

**Q. When do I receive my Special Incentive prize based upon my fundraising level?**

A. Prize redemption instructions will be provided via mail or email following the prize deadline (June 30th 2018). Please watch for details. **\*Please note fundraising prize levels are not cumulative.**

**Q. Can I donate my Special Incentive Prize back to the COASC?**

A. Yes, you can donate your prize back to the COASC. Thank you for this generous additional gift.

## **DAY OF THE WALK RUN & ROLL 2018**

### **Q. What do I need to bring to the event?**

A. Two weeks before the event, you will receive a pre-event email.

- The email instructions include a reminder of the date, time and location of the event site in addition to driving and parking instructions.
  - The morning of the event, go straight to the Registration/Check in tables. There you will be able to check in, drop off any donations you may have and receive your participant bib number to wear.
  - If you did not register two weeks prior to the event you will need to go to the registration table, supply your information, and receive instructions to turn in donations.
1. Wear comfortable shoes
  2. Layer items of clothing. In Irvine, the spring time weather can range from cold and rainy to very hot.
  3. Wear sunscreen and/or a hat to protect you for a hot or sunny day.
  4. Water is supplied at the event as it is a necessity that we are happy to provide. If you have a certain brand preference or need a sports drink, you will want to bring your own. We have many points of water distribution at the start/ finish line and at our 3 rest stops, but it's important that you have it available to you at any time. Some light snack or food items may be donated for distribution at our rest stops. Gourmet food trucks will be at the event after you finish your chosen route for you to purchase lunch, if you wish. Although this food option is supplied at the event, it's important to note that many individuals have different taste ranges and/or allergies so if there are items that you prefer, please bring them. Individuals with special diets are also encouraged to bring food items compatible with their diet.
  5. Any last minute check donations can be turned in when you check-in at registration tables.

### **Q. Is the route handicapped accessible?**

A. All WALK RUN & ROLL 2018 routes are accessible for strollers, scooters and wheelchairs, by walker, or with a cane. There will also be accessible restrooms along the route at each rest stop.

**Q. How long is the route?**

A. There are 2 route lengths that are accessible and fully supported with water, snacks and restrooms for the WALK RUN & ROLL 2018. The first is a 1 mile family fun, scenic route and the second route is a 5k, which is slightly more challenging mileage. Everyone can do either route whether they are walking, running or using a scooter, stroller or wheelchair. **NOTE: No bicycles, skateboards, rollerblades, roller skates, hoverboard or motorized 2 wheel vehicles of any type are permitted on the routes, please.** Safety and support vehicles patrol the route to transport participants at any time. Emergency Medical Techs are placed at the start/finish line and a roving EMT along the route to provide first aid.

**Q. Can I use my motorized scooter or do I need to walk the route?**

A. Scooters and power chairs are permitted at WALK RUN & ROLL 2018, however, charging stations will not be available. Please be sure that your scooter or chair is fully charged to make it around the route and through the event venue.

**Q. I would like to bring my kids with me. Do they need to register?**

A. Yes, all participants must be registered. There is a \$25.00 registration fee for each participant over the age of 12. Children 12 and under can register online for free at <https://wrr2018.eventbrite.com>

**VOLUNTEER OPPORTUNITIES****Q. Who Can Volunteer?**

A. Families, corporate groups and individuals are encouraged and welcome to volunteer. Some volunteer positions require a criminal and/or DMV background check, and some may involve medium or heavy lifting. But if you want to help, we can find a place for you! Groups and individuals of all ages and abilities are invited to volunteer. We are always looking for youth clubs, corporate, and service-oriented community groups to lend a hand before, during, and after our events.

When you decide to volunteer, you become part of the Council on Aging – Southern California — a collective of passionate individuals working together to provide support, have fun, and make a difference in the lives of seniors and frail adults in our communities.

**Q. Can I Volunteer AND raise funds?**

A. Yes! Volunteers can raise money too. WALK RUN & ROLL 2018 volunteers have access to a variety of great fundraising tools. When you register online, you have access to an EverydayHero fundraising page where you can set a fundraising goal, update your personal webpage to share your story with others, email supporters, track your progress and qualify for great fundraising special incentives!

**Q. What are the Volunteer opportunities at the WALK RUN & ROLL 2018?**

A. Thank you for your interest in volunteering! Once you register as a volunteer, you will receive an email that describes all of the volunteer opportunities prior to and during the event. From there, you can select how you would like to donate your time.

Any additional questions? Please reach out to Rim Hussin 714-479-0107 ext 209 or via email at [rhussin@coasc.org](mailto:rhussin@coasc.org)