

The Day of the Walk!

September 25, 2021

Verona Park

Bloomfield Ave. & Lakeside Ave. Verona, NJ

5K Race - \$45 Registration

Registration 7:00 am • Race begins 8:30 am • Awards 9:15 am

Walk - \$35 Registration

Registration 8:30 am • Opening ceremony 9:30 am

Walk begins 10:00 am • Awards 11:00am

Approximately 1.2 miles

T-Shirts

All registered walkers and runners will receive a Valerie Fund t-shirt. Some teams enjoy designing their own to wear on the day of the walk.

Additional Info

- Registration fee is all inclusive - free breakfast, lunch, entertainment, giveaways and a t-shirt .
- Coordinate a time and place to meet with your team at the park. Make sure you have contact info for all of the team members.
- Don't forget to bring your banner and take a team picture.
- All current/former TVF patients & children 3 or under are FREE.
- Pets and strollers are welcome!
- For parking info please visit www.thevaleriefund.org/Walk

Contact Info: 973-761-0422

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The Valerie Fund 2101 Millburn Avenue Maplewood, NJ 07040

THE VALERIE FUND WALK & 5K RUN

PRESENTED BY ED & SUE GOLDSTEIN
& JAG-ONE PHYSICAL THERAPY

Saturday

SEPTEMBER 25, 2021

Essex County's Verona Park
Verona, NJ

Walkers \$35 / Runners \$45

Registration fee is all inclusive —
Free breakfast, lunch, entertainment,
giveaways and a t-shirt.

As a Team Captain you are taking the
first step in making our goal of
reaching \$1,000,000 a reality!

If you need a new banner please contact
Diana at darcure@thevaleriefund.org

We can fight childhood
cancer and blood disorders
TOGETHER...one step at a time!



Post a photo of who you're walking or running for on Instagram with a quick caption like "I'm walking for Nathaniel because he needs our help!" Put a link to your team's fundraising page in your profile and include "link in bio" to make it easy!

We also have an **Instagram/Venmo bingo board** you can use. Email us for the image and more info.



Facebook is a great place to tell your story. Share who you walk for, why they needed support, and what The Valerie Fund has done for them. In Facebook you can include a link right in the text to make it super simple for friends to use. If you wanted to go the extra mile, you could even include a video to REALLY get some views.



Twitter definitely requires you to get creative given the limited text but grab your favorite photo of who you run for, your team from last year's walk/5K, or even your dog wearing your walk shirt. Who wouldn't stop scrolling for a dog photo?! Include the link to donate and hit that "tweet" button!



You might not think of LinkedIn as a natural place for fundraising but what about getting your employer involved? Has your company been a sponsor of the event? Give them a shout out and include a link for those who want to add their own personal



We're also helping coordinate flamingo flocking where a friend or neighbor gets a flock of plastic flamingoes on their lawn and makes a donation to get them to migrate away.

For more information on the flamingo flocking, contact Tina at tkaplan@thevaleriefund.org

Reaching out to potential Sponsors/Donors

Sample letters are available on our website under "Event Info" -> Materials. Include your team name on the correspondence you send out. Reach out to your network of people—you never know what doors will open!

Fundraising Ideas!

- Organize a **Dine-&Donate** at a local restaurant or ask your favorite store to participate in a fundraiser, where a percentage of the total purchase will be donated.
- **Sell promotional items** such as Valerie Fund wristbands or shoe-laces —Ask us how!
- Plan a **Casual Dress-Down** day at work.

Community Outreach

- Pick up posters and brochures at the office and put them in stores throughout your local community. Spreading the word about the Walk is crucial. This is a great service project for students.
- Reach out to a company whose employees participate in a day of service.
- Any fundraiser you organize will be promoted on the website. Send us the details and a flyer.

[View the Community Support Page for upcoming Fundraisers:](https://www.thevaleriefund.org/Walk2018/communitySupport.php)
<https://www.thevaleriefund.org/Walk2018/communitySupport.php>

Double your Donation with Matching Gifts

Many employers sponsor matching gift programs and will match any charitable contributions made by their employees. Some companies even match gifts made by retirees and/or spouses!

How to be a volunteer at the event?

Visit our website and click on this button on the homepage →

I Want to Volunteer!

[TheValerieFund.org/Walk](https://www.thevaleriefund.org/Walk)