

The Day of the Walk!

June 7, 2025

Verona Park - Bloomfield Ave. & Lakeside Ave. Verona, NJ

5K Race - \$50 Registration

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

Walk - \$40 Registration

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

Walk begins 10:00 am • Awards 11:00am

Approximately 1.2 miles

Kids Color Run - \$25 Registration

Registration 8:30am • Race at 9am

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, food trucks, 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

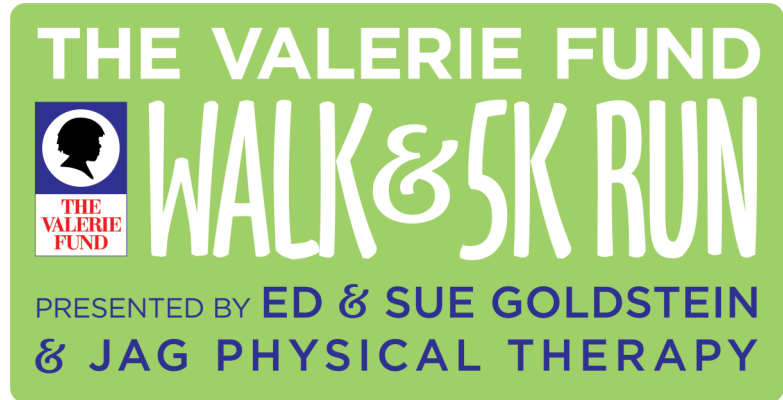
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The Valerie Fund 2101 Millburn Avenue Maplewood, NJ 07040



Saturday

JUNE 7, 2025

Essex County's Verona Park Verona, NJ

Walkers \$40 / Runners \$50
Kids Color Run \$25

Registration fee is all inclusive -
Free food, 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!

TheValerieFund.org/Walk

20 Years Together – Connection, Community, Commitment

This milestone highlights the connections with our friendships and community bonds we've forged along the way. We are united by a shared commitment to providing love, care, and support to our Valerie Fund children. Each step we take is a step toward brighter futures for these brave kids.



Get Social With Us



Social Media ideas for any platform

- **Instagram** - Post a photo of who you're walking or running for with a quick caption like "I'm walking to support Nate!" Put a link to your team's fundraising page in your profile and include "link in bio" to make it easy! We will be hosting 20th Anniversary social media challenges, so watch for more information to join.
- **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 easy for friends to use. If you wanted to go the extra mile, you could even include a video to REALLY get some views.
- **Let your community rally around you. Don't forget to share your posts with any community groups you may be in!**
- **X (formerly Twitter)** - 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 button!
- **LinkedIn** is a great place for fundraising if you want to get 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 donation. (Sidenote: Do you think your company might want to become a sponsor? Let us know!)

**Want to VOLUNTEER
at the Event?** →

I Want to Volunteer!

Visit our website and click on this button - It's right above the #tvfwalk posts

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.
- **Start a Bracket Challenge** for your favorite sporting event.
- **Have a child in school?** Talk to the PE Teacher or Athletic Director about hosting a satellite walk, or sporting event with staff and students.
- Plan a **Casual Dress-Down** day at work.
- **Host or attend a Community Support Fundraiser.** Any fundraiser you organize can be promoted on our website. Send us the details and a flyer. To Diana at darcure@thevaleriefund.org and we can post it online. Community events are on the walk website under the "Community Support" tab.

Offer 50/50 Raffle Tickets

- The walk team who sells the most **50/50 Cash Raffles** will win **10 tickets to a Yankees game.**
- Each ticket is \$25, or buy four and get the fifth free!
- Let your friends know they can support your team by purchasing raffle tickets from you, or they can go online to the Walk website and put your team name in the drop down box. www.valeriefund.org/walk—just click the RAFFLE button to enter.

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.

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!