

2009

COURAGE Walk

supporting



Saturday, September 12, 2009

9 a.m. to 1 p.m.

Haile Plantation Village Center

Angela @ 352.338.7577

www.dwightsfight.org

5K (3.2 miles) run, walk, push, pull
family-friendly activities
refreshments

bringing awareness; offering encouragement
on behalf of the Gainesville Community Foundation

GAINESVILLE
COMMUNITY
FOUNDATION



Welcome

Thank you for participating in the 2009 Courage Walk supporting Dwight's Fight Against ALS on behalf of the Gainesville Community Foundation. After my diagnosis of Lou Gehrig's Disease in early 2008, my family, friends and colleagues rallied around me by providing their love, support and generosity beyond measure. From this outpouring came the formation of the charity that bears my name, yet will directly impact the lives of others in Gainesville and North Central Florida who are diagnosed with this horrific disease.

It is my hope that we can join together to spread awareness of ALS and offer tangible encouragement to the men and women of our community who battle this disease so courageously.

YOU are a key element in making the 2009 Courage Walk a success! By supporting this year's Courage Walk, your donations will be used to provide gift tote bags filled with generous offerings to ALS patients and their families upon diagnosis. It is our goal to have corporate "Partners for the Mission" help generate gift certificates that will make the journey a bit easier and manageable for these families. In addition, the Dwight's Fight Loaner Closet will make available some of the most needed and durable medical equipment (walkers, lift chairs, bath equipment, etc) upon request.

From my family to yours - thank you!

Dwight Johnson
and
Friends of Dwight's Fight Against ALS



be strong. be courageous. Joshua 1:9

What is ALS?



Amyotrophic Lateral Sclerosis (ALS) is a progressive neuromuscular disease that attacks motor neurons in the brain and spinal cord. Early symptoms include muscle weakness or stiffness. As the disease progresses, the body's muscles continue to weaken, which ultimately leads to total paralysis including the ability to speak, swallow or breathe.

Although writings describing ALS date back as far as 1869, New York Yankee great Lou Gehrig brought attention to the disease in 1939 when he retired from baseball after being diagnosed. He died two years later.

"...YOU HAVE BEEN READING ABOUT A BAD BREAK I GOT. YET TODAY I CONSIDER MYSELF THE LUCKIEST MAN ON THE FACE OF THE EARTH." LOU GEHRIG, JULY 4, 1939

Other famous people who have/had ALS include Jim "Catfish" Hunter, actors Michael Zaslow and David Niven, Sesame Street creator Jon Stone, PGA golf caddy Bruce Edwards, mathematician Stephen Hawking, Morrie Schwartz (subject of Mitch Albom's book, "Tuesdays with Morrie") and many more.

Did you know?

- The cause is unknown and there is no cure
- ALS is not contagious
- As many as 30,000 Americans have ALS at any given time
- Nearly 5,600 people in the U.S. are diagnosed each year
- Life expectancy averages two to five years from diagnosis
- Every day 15 people are diagnosed with ALS
- Every 90 minutes someone dies from ALS
- Average financial cost to families with ALS is \$200,000/year
- Research shows people with military service are 60% more likely to develop ALS than civilians

Data from ALS Association and MDA

Ways to Participate

The 2009 Courage Walk is a **FREE**, family-friendly 5K (3.2 miles) event. Run, jog, walk, push, pull or walk the family dog! Although there is no fee, participants are encouraged to raise donations to help aid the event mission. **There will be prizes awarded for the top individual donors and a raffle for those who raise \$100 or more.**

All donations will be turned in on the day of the event.

EACH WALKER MUST HAVE A REGISTRATION FORM AND TURN IN THEIR DONATIONS at the REGISTRATION TABLE on the DAY OF EVENT.

**All donation checks made out to: "Gainesville Community Foundation"
memo: "Dwight's Fight"**

Individual Walker

- Anyone may participate in the 2009 Courage Walk. An individual is not part of a specific team
- Fill out event registration form and bring, along with donations, to the registration table the morning of event

Team Captain

- Organize a team of family, friends, neighbors, co-workers, etc. to walk together on day of event
- Give your team a name
- Motivate and organize your team by creating team t-shirts, wearing a specific color, etc.
- Challenge each team walker to raise \$100 or more
- Organize a place for your team to meet the morning of event
- Remind each walker to fill out their own event registration form and turn in, along with all donations on morning of event

Team Walker

- Become a member of a specific team
- Communicates with Team Captain and participates on day of event with team
- Must have own event registration form and turn in separately with donations at event

Sleep Walker/Virtual Walker

- A Sleep Walker or Virtual Walker does not attend the actual event
- May be out of town and walks as an individual in his/her community or organizes a "mock walk" with a team at another location
- Sends photograph to post on website
- Online donations for those not attending walk at www.gnvcf.org (pull-down menu to "Dwight's Fight")



Sponsorships

To become a sponsor, please contact Casey Smith at 352.339.4261

*Partner for the Mission (donations will vary)***

- Partner with Dwight's Fight Against ALS by contributing gift certificates or products for gift tote bags for recipient patients and families. See Welcome page for statement
- Logo will appear on "Partner for the Mission" banner at event (deadline: Aug. 15)
- Exposure on several websites, printed promotional pieces, etc.

*Title Sponsor (\$3,500)***

- Logo will be displayed on prominent signage/banners, as well as website, radio and television
- Logo will appear on signs (3'x2') at all four entrances of Haile Plantation

*Kid's Fun Area Sponsor (\$1,000)***

- Business will be promoted as official Kid's sponsor for event with prime set-up located near registration/hospitality area
- Logo will appear on two signs (3'x2') to be placed on walk route

*Start/Finish Sponsor (\$1,000)***

- Logo will appear on official Starting Line and Finish Line banners
- Logo will also appear on two signs (3'x2') to be placed on walk route

*Half-Way Station Sponsor (\$500)***

- Logo will appear on banner at half-way mark located near rest/first-aid/water station
- Logo will also appear on one sign (3'x2') to be placed on walk route

*Motivational Sign Sponsor (\$250)***

- Logo and/or personalized support sentiment will appear on one sign (3'x2') to be placed on walk route
- Fill out Sign Sponsor Order Form on next page

**** All sponsors above will receive a commemorative gift**


Gift of Honor Sign Sponsor (\$25)

- Personalized support sentiment honoring a friend, loved one or family will appear on one laminated sign (8 1/2"x11") to be placed on walk route
- Keepsake sign available for pick-up after walk
- Fill out Sign Sponsor Order Form on next page

For more information, please contact Casey Smith @ 352.339.4261




Sign Sponsor Orders




Motivational Sign Sponsor (\$250)

- Sign is 3' x 2', sturdy, weather-proof; will be posted along walking route
 - Send check and logo or artwork in JPEG form to the address below
 - Deadline is August 25th
 - Please provide motivational message here:
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Gift of Honor Sign Sponsor (\$25)

- Sign is 8 1/2" x 11" laminated; will be posted along walking route
 - Please provide a sentiment honoring a friend, loved one or general message supporting the Courage Walk in the space provided
 - Send check and this form to the address below
 - Deadline is August 25th
-
-



Contact Information:

Company

Name _____

Contact

Name _____

Mailing

Address _____

Contact

Phones _____

and _____

E-mail

Address _____

Please email or send this form, logo (JPEG) and check made out to:

"Gainesville Community Foundation" memo: Dwight's Fight, by August 25, 2009 to:

9506 SW 56th Place, Gainesville, FL 32608

email: angela@avie.biz

FAX: 352-338-7068 Phone: 352-338-7577

