

# TEAM CAPTAIN'S KIT



22<sup>nd</sup> Annual  
Hospice  
MEMORIAL  
Walk 

**Sunday, May 20, 2018**  
**Canalside, Buffalo**

Being part of a team is one of the most fun and rewarding ways to participate in the Memorial Walk, where we come together to memorialize our loved ones and fundraise to support Hospice care in our community.

# ABOUT THE

## 22<sup>nd</sup> Annual Hospice MEMORIAL Walk



Please join us on May 20 and pay tribute to loved ones no longer with us. This is just *One Way to Help Hospice* and we welcome you to walk with your family and friends to support such an important cause. This beautiful day at Canalside includes our 5k walk or 1 mile Fun Walk, lunch, games, prizes, mascots, face painting, music and so much more!

The proceeds raised through events like the Memorial Walk directly benefit patient care. They ensure that Hospice Buffalo is always right here whenever our family and friends may need them. Hospice Buffalo, our community's only hospice program, practices a compassionate approach to end-of-life care. Our collaborative team of care providers is here to help people with serious illness live life fully, maintain their dignity, and ensure his or her quality of life is the best it can possibly be.

## Your Donations At Work

As one of the nation's oldest and largest leading Hospice organizations, Hospice Buffalo has compassionately provided care for the last 39 years to patients of any race, any age, and any illness. Your donations help us to provide care and support to patients who are under insured or not insured. They also assist in covering costs for pastoral care, music and art therapy, and bereavement, which are often not covered by insurance.



# LET'S GET STARTED

## ***When and where is the Hospice Memorial Walk?***

Sunday, May 20, 2018

Canalside, Buffalo

Registration & Check-In at 9 a.m.

Walk begins at 11 a.m.

## ***What is a team?***

A Walk team is...any number of people committed to raising funds and supporting the Memorial Walk. We hope each team raises at least \$500, but we appreciate all funds raised. Corporate teams should register under their company name. Family/friend teams should decide on a team name. Gather a few friends, family and coworkers, or sign up a whole crowd!

## ***What does the Team Captain Do?***

Team Captains are responsible for making sure all team members are registered online by **May 10, 2018**. Come to our Pre Walk Pickup & Registration Day on **May 10**, from 8 a.m. – 6 p.m., at the Hospice Mitchell Campus, 225 Como Park Blvd. in Cheektowaga. You will be able to pick up your team's fundraising rewards, along with Walker bibs for picnic entrance and our free giveaway!

## ***What are the perks of forming a team?***

Get competitive, bond with teammates, stay in shape, strive for a huge accomplishment, gain team spirit and remember those we have lost, but keep in our hearts. Teams also qualify for even more rewards and prizes!

Members of the same Walk team **do not** have to walk the same route or even walk at all! Have out-of-towners and those who can't participate sign-up to be a **Virtual Walker** on your team. Teams gather together before the Walk to get their Team Photo taken, share stories about their loved one(s), gear each other up for the Walk, then they enjoy a delicious picnic lunch in the sun along Buffalo's beautiful waterfront.

# IT'S SIMPLE TO SIGN UP

## ***Register your team!***

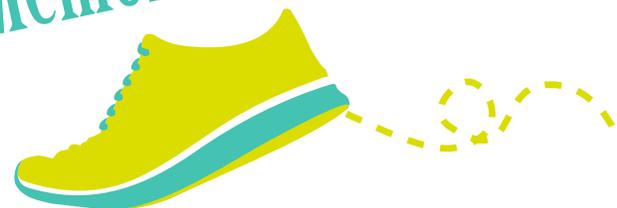
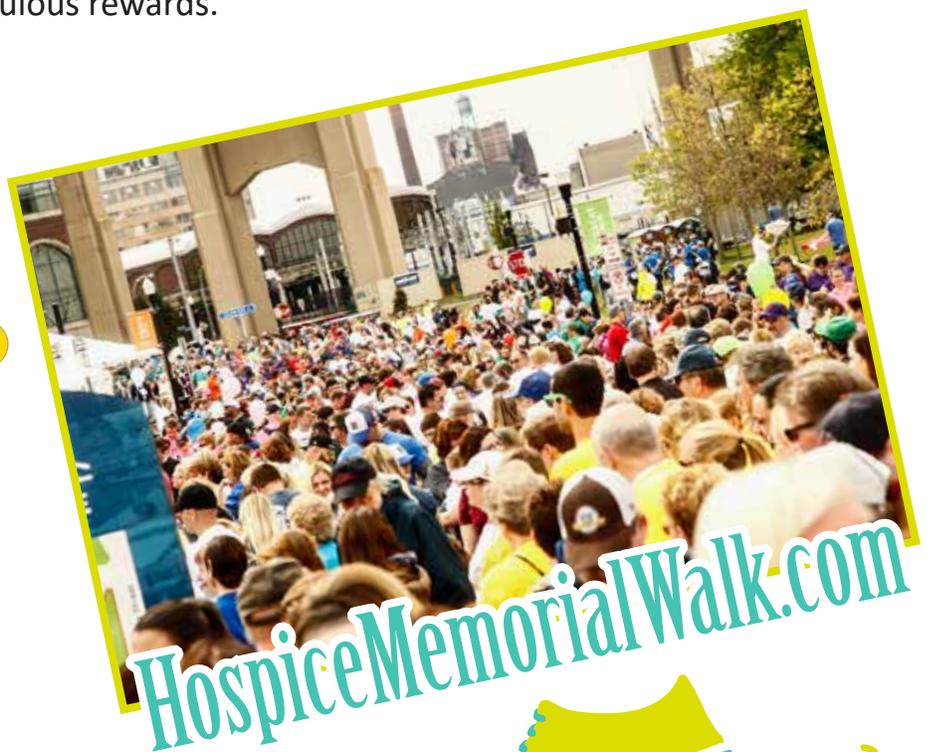
To be eligible for prizes and incentives, every team member must register individually online and pay a \$25 registration fee (ages 13 and over). If you'd like, you can fundraise the \$25 registration to participate. All teams must be registered online by **Thursday, May 10, 2018**.

## ***Set a team goal!***

Aim for a goal of \$250 per team member! We urge you and your members to strive for \$3,000! This gets you and your team access to the VIP tent at the Walk and a brick on the Hospice Campus to commemorate your loved one.

## ***Fundraise!***

With online fundraising, it's easier than ever to reach your goal! Start your fundraising early to make sure you earn all of our fabulous rewards.



# Why I Walk ...



**"Team Tom started back in August 2016 when we held a benefit for my Dad. In 2016, Sarcoma Cancer claimed his life. His final two weeks were in Hospice Care. The amount of care the staff provided was unbelievable. Team Tom Sell joined our first of many Hospice Walks in memory of my Dad and for the wonderful Hospice Staff."**

- Casey Sell, 'Team Tom Sell'

## Loved One's Legacy

Do you have a special story you'd like to share to honor your loved one? We'd love to hear it and possibly share it with others! Visit [HospiceMemorialWalk.com](http://HospiceMemorialWalk.com) and click the link on the homepage under "**Loved One's Legacy Corner.**"

Walk

to keep Hospice care going in 2018!



# WE PUT THE FUN IN FUNDRAISING

Your gifts provide funds to help improve the quality of life for our patients and their families, during their most compromising, toughest times in life. Because of your contributions and support, we are able to enlist doctors, nurses, and healthcare professionals to provide the best care during people's greatest time of need.

**H**old promotions like dress down days, baby photo contests, brown bag lunch days, and raffles to help raise additional funds and awareness for your Hospice Walk team.



**O**rganize a kickoff celebration at your company's office or at a family gathering to sign up walkers. This can be held anytime and is a great way to share how Hospice has touched you, your company and/or family.



**S**hare your Hospice story. Walking in memory of someone you have lost is great inspiration. Raising money and even recruiting new team members is easy when you share your personal connection and your determination to keep the care going.

**P**rovide incentives to help increase donations. For example, the top fundraiser on your team could win a gift card to a local restaurant, baked goods or special item you provide.



**I**nvite your team members to hang fundraising flyers in common areas at their place of business to bring awareness and attention to the Walk and their participation in it. See an example on our website's **Fundraising Toolkit**.



**C**reate your own personal webpage and send email messages to your contacts to raise donations towards your Walk total, all through **HospiceMemorialWalk.com**.



**E**ngage your team in selling Route Markers for only \$150. These signs, displayed at the Walk, are a great way to honor a nurse or doctor who made a difference, the company you work for, or to remember a special loved one. Please see enclosed **Route Marker Order Form**.

**For more fundraising tips and tools visit:**

**HospiceMemorialWalk.com > Resource tab > Fundraising Toolkit**

# TIME TO GET YOUR *TEAM* REWARDED



- VIP Tent access, with picnic seating and amenities
- Get your team photo taken at the Walk
- Buffalo Bisons tickets for your entire team (date TBD)
- 8" x 4" brick along the Hospice Memorial Walkway

- Get your team photo taken at the Walk
- Buffalo Bisons tickets for your entire team (date TBD)



## ***Biggest Team***

- Private tent at the Walk with cake for the entire team
- On stage recognition at the Walk
- Team Picture featured in 2019 Walk brochure



## ***Top Fundraising Corporate & Family/Friend Teams***

- Commemorative plaque with team photo
- 6 tickets to the Hospice Summer Affair at RiverWorks on July 26, 2018
- Post-Walk party for you and your team with catering (Family/Friend teams only)

## ***Best T-shirt Contest***

*(Voted on at the Walk)*

- \$100 Anderson's Gift Certificate to throw your own Team Thank You Party!
- On stage recognition at the Walk
- Commemorative trophy

# INDIVIDUAL FUNDRAISING REWARDS

## Raise



\$2,500+			\$200			8" x 4" brick
\$1,750 - \$2,499			\$150			8" x 4" brick
\$1,000 - \$1,749			\$100			
\$500 - \$999			\$75			
\$250 - \$499			\$25			
\$150 - \$249			\$25			
\$100 - \$149						
\$50 - \$99						

Walk T-Shirt

Memory Ribbon

Wegmans Gift Card

Hats Off to Hospice Club Membership & Hat

Tag on Hospice Light-A-Life Memorial Tree

Memorial Walkway Brick

*Your \$25 registration fee can be fundraised and counts towards earning these rewards!*





For questions or to register your team, call Jill Schifferle in the Hospice Foundation office at (716) 989-2022 or email [jschifferle@palliativecare.org](mailto:jschifferle@palliativecare.org).

*Thank You For Supporting*

  
**HOSPICE**  
**BUFFALO**