



Fundraising Guide

Empowering Families and Preventing Child Abuse

www.RunWalkKy.com

Welcome!

It is once again time to gear up for the 21st Annual Run and Walk for Children to benefit Family Enrichment Center. This is a great opportunity for you to impact thousands of children and families who may be affected by violence. The Run and Walk for Children is the major fundraiser for Family Enrichment Center and that is why your support is important to us. You are vital to the success of the Run and Walk for Children and to everything Family Enrichment Center hopes to accomplish. We thank you for your commitment to helping us in our efforts to prevent child abuse.

Reach Your Goal

There are 3 ways in which you can raise money to reach your fundraising goal:

- 1. Individual Fundraising**
- 2. Team Fundraising**
- 3. Online Fundraising**

*Remember to start as early as you can and to use a variety of activities/methods. This is the most effective, the most exciting and generates more awareness about child abuse prevention efforts.

Fast Facts About Child Abuse

- ~ Every 10 seconds a child is reported as being abused or neglected.
- ~ In the U.S. on average, there are 5 children who die each day as result of child abuse and neglect.
- ~ Most children who die as a result of child abuse in Kentucky are younger than 3 years of age.



“The solution of adult problems tomorrow depends in large measure upon the way our children grow up today. There is no greater insight into the future than recognizing when we save our children, we save ourselves.”
~ Margaret Mead,
Anthropologist

- ~ At least 4 out of 5 children are abused by at least one parent.
- ~ In Kentucky more children die (or nearly die) from neglect than from physical abuse.
- ~ In 2007, Kentucky (per capita) had the unfortunate distinction of **leading the country** in the number of child fatalities due to abuse and/or neglect .

Individual Registration Fees

Early Bird Entry 5K-- \$30*	after 2/18/17--\$40	Race Day-- \$50
Early Bird Entry Half--\$45*	after 2/18/17--\$55	Race Day-- \$65
Half Relay – (Two Person Team) \$80* after 2/18/17 - \$100		Race Day -- \$120
Virtual Run -- \$39 (No t-shirt or pasta party ticket)		

Team or Family of 3 (or More) Discount of 10%

Additional pasta tickets \$5 each number of tickets

***Early Bird Registration** must be postmarked by **2/17/17** to be **guaranteed** a race T-shirt and **FREE** Pasta Party ticket.

Fees are NON-REFUNDABLE and NON-TRANSFERABLE to another person and/or event.

Team Registration Fees

Team **registration fees** and money raised may be turned in early or at the pasta party at on Friday, March 24th. **Each participant will receive a 10% discount, run/walk t-shirt and pasta ticket! Reduced fees only apply if your team is raising money in addition to team fees.**

How to Be a Good Team Captain

It is very important that your team has someone who will coordinate efforts on behalf of your team. Teams are only as good as their leaders! Team Captains are the liaisons between Family Enrichment Center and your team and they will coordinate the team's fundraising events throughout the year as well as the team's participation on race day.

Remember everyone that signs up on your team doesn't have to walk or run, they can pay the fee and just be part of a great team and come to cheer you on!

- Select a Co-Captain to help you
- Don't forget to turn in any other forms needed by Family Enrichment Center staff
- Set a goal amount for fundraising efforts above and beyond race registration fees (minimum of a \$50 per person is a great goal or at least \$1,000 for the team)
- Coach and motivate your team to success
- Hold creative fundraisers to help your team raise money
- Take up the fight to prevent child abuse and volunteer to help with Family Enrichment Center programs and services.

Fundraising Tips & Ideas

How the Dollars You Raise for the Run and Walk Are Spent...

Family Enrichment Center began in 1977 and was incorporated in 1979 as a local nonprofit and has been the leader in child abuse prevention and awareness services for children and families since that time. We provide parenting education, support, crisis intervention, early childhood education, and visitation services. - **95% of net proceeds go to provide services for children and families.**

- 1. Arm yourself with facts about child abuse and its effects in your community and learn about the Family Enrichment Center.**
- 2. Be enthusiastic about your participation.**
- 3. Dedicate your personal or team fundraising efforts in honor of a child/family that you know. Put a face to the CAUSE.**
- 4. Thank Your Donors!**

- Bake Sale - hold a Friday bake sale at work so employees will have treats for the weekend. Encourage breakfast items, as well as sweets
- Pay to wear jeans at work on Fridays or decorate money jars and place them by the mail or at the front desk
- Do a "Prescription to Stop Child Abuse" by filling up empty prescription/vitamin bottles with change. You'd be amazed at how much change a pill bottle can hold!
- Personal "Ask" to Friends and Family. Donate money yourself and ask friends for whatever their budget will allow. Do this by sending a mass email to your address list and ask friends for this donation or send letters explaining about child abuse prevention and why it is important to support this cause. Give a deadline, so that people will respond quickly
- Raise \$300 in Eight days –
 - Day 1 – Start with sponsoring yourself for \$25.00
 - Day 2 – Ask **three** family members to contribute \$20.00 each
 - Day 3 – Ask **three** friends to contribute \$15.00 each
 - Day 4 – Ask **five** co-workers to contribute \$10.00 each
 - Day 5 – Ask **four** people from your place of worship, health club or civic group to contribute \$10.00 each
 - Day 6 – Ask **three** neighbors to contribute \$10.00 each
 - Day 7 – Ask **your boss** to make a company contribution of \$25.00 (or ask about a matching gifts program
 - Day 8 – Ask **one** business you frequent to contribute \$25.00 (doctor, dentist, mechanic, etc.)
- For BUNCO or LCR, instead of playing for gifts, have everyone bring money and make a donation.

TEAM AWARDS

Biggest Team

This winner will be the team boasting the most participants and will receive:

- Team members will be listed by name and their picture placed on Family Enrichment Center's website and the run/walk website.
- Team members will be listed by name and their picture placed on Family Enrichment Center's Facebook pages.
- Team Plaque

Best Team T-shirt

This is a contest where the teams will create a t-shirt, a winner will be picked and will receive:

- Team members will be listed by name and their picture placed on Family Enrichment Center's website and the run/walk website.
- Team members will be listed by name and their picture placed on Family Enrichment Center's Facebook pages.
- Team Plaque

Team Raising the Most Money

This winning team is the one that raises the most money in addition to their registration fees and will receive:

- Team members will be listed by name and their picture placed on Family Enrichment Center's website and the run/walk website.
- Team members will be listed by name and their picture placed on Family Enrichment Center's newsletter Facebook pages.
- Team Plaque



THANK YOU!!!

FAMILY ENRICHMENT CENTER COULD NOT
CONTINUE OUR WORK WITHOUT YOU.

YOU OR YOUR FRIENDS MAY CONTRIBUTE
ONLINE BY VISITING OUR WEBSITE:

WWW.FAMILYENRICHMENTCENTER.COM



Empowering Families and Preventing Child Abuse
1133 Adams Street
Bowling Green, KY 42101
270-781-6714