

**AIDS
WALK
PORTLAND™**



Walker Kit
Sunday, Sept. 23, 2012

PIONEER COURTHOUSE SQUARE

▪REGISTER ONLINE▪

aidswalkportland.org

Cascade AIDS Project

CAP
cascadeaids.org

Take **A Stand**

General Information

Date: Sunday, September 23, 2012

Attendance and Results: 9,000 attended AIDS Walk Portland 2011, raising over \$470,000.



How it Works: Walkers register online, then solicit pledges and donations from friends, family and co-workers. Donations may be made online or in person. There is no registration fee and you can participate even if you can't make it to the Walk.

The 26th Annual AIDS Walk Portland will raise critical funds and awareness for HIV/AIDS prevention, care and support services throughout Oregon and SW Washington. Over the past 25 years, the Walk has raised over \$4.9 million.

Your contribution makes CAP's work possible. By joining AIDS Walk Portland you will directly reduce the impact of HIV/AIDS on our community.

Highlights of Programs and Services Provided by CAP

Camp Starlight

In 2011, Camp Starlight gave 44 children and youth affected by HIV/AIDS a caring, safe, spiritual, and fun camping experience through the support of sixty volunteers. We plan reunions all year long for our camp families. Bowling nights, camp reunions, family picnics and zoo days foster ongoing community support for our families.

Pivot

Our community space Pivot (formerly the Men's Wellness Center) has served more than 2,000 gay, bisexual and transgender male communities. Our programming extends to HIV and STI testing, +alk (a program to reduce stress and stigma around HIV status), social events (such as movie and bingo nights), community and educational programming, and safer sex supplies.

Latinos United Confronting AIDS (LUES)

LUES provides culturally driven HIV prevention education in the Latino community. With the support and guidance of CAP staff, Latino youth produced six short radio novellas. They were broadcast on the radio in Spanish, reaching thousands of listeners with messages about HIV prevention.

Teen2Teen

Teen2Teen rallies passionate youth aged 15 to 19. Our volunteers are trained as peer educators on HIV/AIDS, sexuality, gender expression, healthy relationships and much more!

Housing Programs

CAP has 76 units of long-term affordable housing for people living with HIV/AIDS and their families. We help house over 500 people living with HIV each year.

Prevention Services

We have distributed over 350,000 condoms throughout our community to promote safer sex and screened over 1,000 individuals for HIV and STIs.

Some of this year's proceeds will also go to benefit community partners. Our partners are Our House of Portland, Partnership Project, The HIV Day Center, Quest Integrated Services and Martha's Pantry.

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How to Register for the Walk

Join 11,000 others in AIDS Walk Portland at 10:00am on Sun., Sept. 23, 2012.



To register online:

- Go to our website, www.aidswalkportland.org.
- Proceed to **Register for the Walk** or **Login for Walkers**.

You can register either as an individual walker or as a team. Teams are the backbone of the Walk. In 2011, 353 teams raised over \$340,000 in pledges!

To start a team:

- Click **Start a Team** on the registration page
- Enter your personal information, team name and your contribution and recruiting goals

To recruit family, friends, co-workers, and other loved ones, ask them to:

- Choose **Join a Team** on the registration page
- Fill in their personal information
- Choose your team from the dropdown menu

Be a celebrity! Join the Walk of Fame by making a commitment to raise \$1,000. There are special prizes and a VIP breakfast hosted by Departure Lounge if you meet your goal! (See website for more details.)

Frequently Asked Questions

Q: How long is the Walk? Is the route accessible?

A: The Walk is 2.5 miles. Our route is flat and accessible to strollers and wheelchairs.

Q: What does it mean to be a team captain?

A: First, rest assured that it does not take a lot of time. A team captain is the main point of contact for a team. You may want to share updates with your team, offer prizes to encourage them or check in with them to lend support. Make the Walk an opportunity to catch up with co-workers, friends, and loved ones. CAP staff is always available to support you any way we can.

Q: Who comes to AIDS Walk Portland?

A: This is a welcoming, inclusive event. We encourage everyone to attend, especially those representing diverse communities of race, color, gender, gender expression, sexual orientation, faith, age, national origin, citizenship status and physical or mental disability.

Q: What if I don't make my fundraising goal?

A: No sweat! Set an ambitious goal so your friends and family will be encouraged to support you. We can work with you to reach it, but there are no penalties if you do not.

Q: Can I bring my dog?

A: This is a dog-friendly event. All well-behaved, leashed dogs are welcome. Water is available along the route. Dogs must have all necessary shots.

Q: I'll be out of town on September 23. Can I still help?

A: If you cannot make the Walk, register online as a **Sleep Walker** and help us reach our goal of fundraising \$450,000.

Q: Is there a fee to register?

Nope!

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Building and Motivating a Strong Team

You're not done yet! Now that you've registered, it's your time to shine. Recruiting a team of walkers and supporters is as fun as you make it. So have a blast! Here are some friendly tips:



Start With A Goal

We need you to go a step further and become a fundraiser by asking your friends, relatives, co-workers—your entire social circle—to sponsor you. Set an ambitious goal. Then, exceed it!

Work It At Work

Hang a donation sheet and AIDS Walk Portland poster by a copier or the water cooler. Collect donations at a staff meeting or e-mail your co-workers a link to the Walk.

Make It Competitive

Set up a little contest among your supporters. Send out weekly updates to raise the heat.

Office Potluck or Bake Sale

Ask each of your co-workers and host a potluck or bake sale. Collect a donation at the door or from your till.

Educate

Hold an HIV/AIDS awareness day at your school or work. CAP can provide a speaker presentation on HIV and the Walk.

Special Occasions

Have a birthday, anniversary or other special occasion coming up? Instead of gifts, ask for donations.

Talk It Up!

Ask your doctors, dentist, grocer or favorite business owner to support you in the Walk. Think global.

Online Fundraising

On your personal webpage, use graphics and tell your story. Send e-mails to your potential supporters.

Dinner Party

Cook a nice dinner or host a barbeque. Ask your guests to donate, instead of bringing a six-pack.

Form A Team

Have more fun working together with teammates to raise money. Think of creative ways to fundraise as a team. Offer a prize to the highest fundraiser.

Make It Personal

We all have reasons why HIV/AIDS is an intimate topic. Share details of a loved one affected by HIV or someone who you know is living positively.

Use Facebook & Twitter!

On Facebook, use the Attach A Link feature of the status bar to send out a link to your personal donation page. On Twitter, tweet your AIDS Walk homepage URL. Ask friends to donate or to join your team and fundraise themselves!

HIV/AIDS Facts

Local

In 2005, 165 new cases of HIV were reported in Multnomah County.

Statewide

Over 6,000 cases of AIDS were reported in Oregon.

100 die each year because of HIV or AIDS.

National

More than **1,000,000 people** are living with HIV/AIDS in America.

Approximately one quarter of those with HIV or AIDS do not even know they're infected.

African Americans account for 47% of those with HIV, even though they comprise only 13% of the U.S. population.

There were approximately **42,000 new cases of HIV infections** in 2005. That means **every nine and a half minutes another person contracts HIV.**

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Route Map

The route is 2.5 miles this year. The map will be posted on the website.

How to Raise Money

Once you have a sponsor, the next step is to collect and hand in your donations. Here is how:

- Credit card information may be entered on your AIDSWalkPortland.org profile, called in or mailed to CAP. All online donations should be received by **5:00 pm on Friday, September 21.**
- Checks and cash can either be mailed to CAP or handed in on the day of The Walk with your donation form.

Prizes

Top fundraiser-at-large, top youth fundraiser and top team fundraisers go home not only with the deep satisfaction of their contribution but also with recognition and prizes. Our prizes will be listed on AIDSWalkPortland.org. Check back regularly for updates.

Matching Gift Companies

Many companies will match donations or pay for volunteer hours that their employees donate to qualifying non-profit organizations. Be sure to check if your company will match your donation. A matching gift company will have its own form to hand to your team captain or AIDS Walk Portland. Don't forget to ask donors to see if their companies will match their donations too!

Cascade AIDS Project
208 SW Fifth Ave., Suite 800
Portland, Oregon 97204
503.223.WALK (9255)
aidswalkportland@cascadeaids.org

