

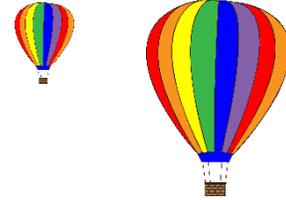
WALKER / RUNNER 2018 HANDBOOK

Radiant Health Center's mission is to prevent the spread of HIV and improve the lives of men, women, and children affected by HIV/AIDS in Orange County. RHC is the largest and most comprehensive nonprofit AIDS-service organization in Orange County serving 1,300 clients annually.

Radiant Health Center | 17982 Sky Park Circle, Ste. J | Irvine, CA 92614
949.809.5750 | Tax ID: 33-0126481

INTRODUCTION

ON BEING A WALKER / RUNNER



A couple of months ago, one of our clients, let's call him "John," came into our offices and asked if he could visit with our food pantry volunteers. This wasn't really unusual. In addition to being a RHC client, John often volunteered in the pantry himself. He wasn't scheduled to serve that day, but, of course, he was welcomed back.

When he got to the pantry and saw his colleagues, he finally shared his tragic news. That very morning, his partner, who was also HIV positive, had passed away. "I need some hugs from my RHC family," he said.

We often hear from our clients that they feel like RHC is their family. For some, we are supplemental to the care and support they get from their "real" brothers/sister, mothers/fathers, partners and friends. For others, we're the only family they've got.

But it is stories like John's that prove this expression is more than just a sweet sentiment. When it comes to our clients, we provide food, shelter, transportation, medical guidance, employment advice, and, yes, in the face of unimaginable grief, hugs. We are a family, indeed.

Here at AIDS Walk OC & Red Ribbon 5k Fun Run, our Walkers and Runners are also members of our clan - each and every one of you. You are walking (or running!) side-by-side with brothers, sisters, mothers, fathers, sons and daughters who need your support. And, your fundraising efforts contribute directly to their care.

On behalf of these men, woman and children, **Thank you.** Welcome to the family!

(If you haven't already, join us today by signing up at RadiantHealthCenters.org/Events)



VOLUNTEER OPPORTUNITIES

We rely on an army of volunteers to mount an event of this size. Volunteers can still register as a fundraiser and raise money.

Interested?

Contact our Volunteer Coordinator at tnguyen@radianthealthcenters.org

Call us at (949) 809-8761 with any questions. We're here to make your walk experience as enjoyable as possible!

WALK/RUN EVENT DETAILS

WHEN

Saturday, May 5, 2018

Registration 8:30AM, Opening Ceremony 10:00AM

Run Begins 10:30AM, Walk Begins 10:45AM

WHERE

William R. Mason Regional Park, Shelter 6

18712 University Drive Irvine, CA 92612

ROUTE

The 32nd AIDS Walk Orange County & Fun Run is a 5 km (3.2 miles) walk through the lush green pathways of the William R. Mason Regional Park. The Run will kick-off at 10:30AM, the Walk Begins 10:45AM.



Recruit, Recruit, Recruit!

If you aren't on a team, consider forming one and invite friends, family & colleagues to join you! It's more fun to walk with others! New Team members can register online. Each team member is asked to raise a minimum of \$25. Members that raises \$100+ earns a commemorative t-shirt!

Wait, Why are we still walking?

AIDS is not over, and there is no cure. In fact, we are seeing 6 new infections in the OC *each week*. We still need to advocate, educate, prevent and support. The Walk is a platform for all of these elements to come together under one event.

100% of all donated dollars stay in Orange County and help our community members who are affected and infected by HIV/AIDS.

Registration online is fast and easy...

1. Go to RadiantHealthCenters.org/Event and click "AIDS Walk 2018." Then, decide whether you would like the "Register as an Individual" or "Join a Team."
2. We are using a new registration platform this year. Due to this change, even if you have been a walker/runner before, you will need to create a new account from scratch. Login and password info from previous years will not work. Sorry for the inconvenience!
3. After you login, proceed to your **Fundraising Page** where you can customize your page and send emails to your friends and family asking them to support you!

DAY OF THE WALK/RUN

Our website includes useful tips for Runners and Walkers, including fundraising email templates, social sharing capabilities and FAQs.

Theme: *RISE ABOVE*

In 2018 AIDS Walk Orange County is ready to Rise Above AIDS! This theme reminds us that, together, we can lift each other up to overcome the epidemic. With advances in medications, emphasis on overall health equity and access to holistic care, we see a future without any new HIV infections by 2025. But we need YOUR help to make it happen! So brush off those Aviators, zip up that flight suit and straighten that tie. We can't wait to see our passengers, pilots, attendants and crew out there at the Walk!

Directions and Parking

William R. Mason Regional Park is located in the City of Irvine at the corner of Culver and University. To reach the park, take the San Diego Freeway (405) to the Culver Avenue turnoff. Head south on Culver to University Drive, then turn (west) right onto San Joaquin (which will bring you directly to the Park Entrance).

Parking is free and spans across 8 lots within the park perimeters. Parking attendees will direct you to your space. The furthest lot is about an 8 minute walk to the starting line. Arrive early if you are concerned about getting a close parking space.

In Case of Rain...

The Walk and Run is on, rain or shine! If any team members are not able to make the day of the Walk & Run, please help us to collect their donations by mailing them or dropping them off to Radiant Health Centers, 17982 Sky Park Circle, Ste. J, Irvine CA 92614

Say Cheese!

Once you arrive, consider capturing your event experience with some photos of you doing the walk. And we'd love to see them! Tweet, Facebook Post or Instagram your picture with the hashtag #AIDSWalkOC2018. Oh, and don't forget to dress to impress. We're all about the costumes and creativity! Show some spirit!

5K Runners

Runners will need to check in at the **Runners Tent** which opens at 8:30am. They will receive their bib and can turn in any outstanding donations at that time. If you are a runner, please plan to arrive early so that you have plenty of time to warm up. An awards ceremony for the top runners in each category will take place after the Run, around 10:30am.

5K Walkers

Walkers DO NOT have to check-in the morning of the event unless you have donations to drop-off or t-shirt to pick-up. The Walkers Donation Tent is the busiest place on the morning of the Walk and Run, so please arrive as early as possible so that you have plenty of time to turn in donations and collect Fundraising Awards. The Donation Tent opens at 8:30am. It is at the Donation Tent that each individual will receive a t-shirt voucher.

Woof, Woof

Our walk is dog friendly! If your four-legged friend would like to get some extra exercise, please have them join you at the Walk!

Festival

After the completion of run and walk, please hang out with us at the Festival. There will be food vendors, entertainment, *a pie eating contest (yum!)*, a kid's Fun Zone, informational booths and more! It's guaranteed to be a great time for all!



RECRUITING & FUNDRAISING

AIDS Walk Orange County is the most important fundraiser of the year for Radiant Health Centers. We need this money to deliver critical services to our clients. We know that individuals, who are supported with fundraising ideas and tools, raise more money. Here are some fundraising tips that can help you to get the most out of your experience.

SET A GOAL

Setting a fundraising goal for yourself will give you something to aim for. A good individual starting goal is \$250. (And if you reach it early, don't be afraid to **increase** it!)

MAKE IT MANAGEABLE

If you ask 10 friends for \$20 and 2 family members for \$25, you've already reached a \$250 total!

KNOW YOUR FACTS

Educate yourself about the state of AIDS in Orange County and how RHC is addressing these problems. Visit www.RadiantHealthCenters.org & learn more!

Where does the money go?

Make sure your donors know where the money goes.

RHC helps more than 1,300 men, women, children, and families in Orange County living with HIV disease. Services include food, transportation, housing, emergency financial assistance, kids and family programs, mental health counseling, support groups and HIV education and prevention services. We hope for the day when we will never have to open our doors again. Until then, we work hard to ensure everyone living with HIV and AIDS in Orange County has access to life enhancing care and prevent its spread.

BE CREATIVE

Write letters, send emails and think of something you enjoy doing, like baking cookies, fixing cars or knitting. Turn your talents into fundraising opportunities.





TURN SOME HEADS!

Wear a red ribbon on your lapel, put up a poster in your locker or at your desk, attach a link to your email signature and Facebook page, tweet about each new donation you get — anything that can prompt a discussion, and lead to a new supporter.

DOUBLE YOUR DOLLARS!

Many companies in Orange County match charitable contributions by their employees. Ask your sponsors and donors to contact their Human Resources department to see if there is a matching gifts program. The process is usually simple and you can quickly double your fundraising dollars.

QUICK TIPS FOR FUNDRAISING

Get donations from your company or local businesses and raffle them off to your sponsors.

Not all the money you raise needs to be in the form of direct donations. Put a donation box on your desk — or have a bake sale, a car wash, or a garage sale.

Write an email or letter to all of your friends and family telling them why you are raising money to support those affected by HIV/AIDS in our community. A sample letter is included in this handbook, but be personal. The more your sponsors know it is from the heart, the more likely they are to give.

Have other effective ways to raise money and motivate your donors? Please share them with us! Email, call, write on our Facebook Wall or even tweet us with your progress.

Remember, reaching your fundraising goal can be simple. Follow this technique and get there in a flash!	
Sponsor yourself for \$25	\$ 25
+ Ask 3 family members for \$25 each	\$ 75
+ Ask 5 friends for \$10 each	\$ 50
<u>+ Ask 2 businesses you frequent for \$50</u>	<u>\$100</u>
Total Raised	\$250



“Walkify” your Facebook page. Change your cover photo to be a picture of William R. Mason Park, or use a photo from last years’ walk. Upload a new profile picture with you wearing an AIDS Walk shirt or holding a sign that reads, “I’m walking the path to end AIDS.” This is a great way to communicate with all of your friends that you are serious about supporting this cause. You could even post a video explaining “why I walk.”



Follow @RadiantHealthOC. We will be tweeting with updates about the Walk, pictures and promotional materials as well as important information about HIV/ AIDS in our community. Use this social networking tool to help connect and energize your supporters. Follow us and share your AIDS Walk OC experience.



Use the AIDS Walk OC Social Media Toolkit (included in this packet and available for download in your participant center). This toolkit will help you craft specific and unified messages that you can share on Twitter, Facebook, Instagram & more!

CONTACT INFORMATION

Radiant Health Centers
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Irvine, CA 92614

William R. Mason Regional Park
18712 University Drive
Irvine, CA 92612

AIDS Walk Coordinator
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Chief Development Officer
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Volunteer Coordinator
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**HIV/AIDS
RESOURCES**
Orange County Health Care Agency
<http://ochealthinfo.com/phs/about/dc>
The Centers for Disease Control and
Prevention (CDC)
<http://www.cdc.gov/hiv/dhap.htm>
AEGIS (AIDS Education
Global Information System)
<http://www.aegis.com>



949.809.8761



www.RadiantHealthCenters.org



EPeltier@RadiantHealthCenters.org



facebook.com/aidswalkoc



twitter.com/radianthealthOC



#AIDSWalkOC2018

THANK YOU FOR WHAT YOU DO!



Over the past 32 years, AIDS Walk Orange County has been an annual reminder of how generous and compassionate the Orange County community can be. Although it has been over 30 years since the onset of the HIV/AIDS epidemic, 1 in 5 people who are HIV positive are still unaware of their status, and we need your help more than ever.

Each year, thousands of walkers and runners from Orange County and beyond spend this special day raising money to fight HIV/AIDS. This year

marks the 32nd annual AIDS Walk, the longest running benefit walk in all of OC. It is humbling to have supporters like you helping us fight this epidemic. You are the front lines of our efforts, and it is through your strength and determination that we are able to accomplish all that we do.

On behalf of the 1,300 men, women and children RHC will serve this year, we extend our deepest gratitude



The Staff at RHC

APPENDIX A

SAMPLE WALKER/RUNNER FUNDRAISING LETTER

This letter is intended to give you a start in composing your own fundraising letter. The most effective fundraising letters are personal and specific, so please take the time to add your own reasons for why you are asking for help from your friends and family.

Subject: Support Me as I RISE ABOVE HIV!

AIDS Walk Orange County, benefitting people affected by HIV/AIDS, is holding its 32nd annual event on May 5th, 2018. I plan on walking/running 3.2 miles along with thousands of others who are joining me on the path to end AIDS.

A small group of volunteers founded AIDS Services Foundation Orange County (Now Radiant Health Centers) in the late summer of 1985 because people were dying, desperately needed help, and had nowhere to turn. The 1980s were a time of despair, confusion and loss. 30 years later, we're on a different kind of crusade... In 2018 AIDS Walk Orange County is ready to Rise Above AIDS! This theme reminds us that, together, we can lift each other up to overcome the epidemic.

With advances in medications, emphasis on overall health equity and access to holistic care, we see a future without any new HIV infections by 2025. But we need YOUR help to make it happen!

I walk to raise awareness and money to prevent the spread of HIV and improve the lives of the men, women, and children affected by HIV/AIDS in Orange County. I walk to be a part of the incredible outpouring of support for people living with HIV/AIDS. And I walk because *<share personal story/reason here>*.

I share my story/reason with everyone I meet. My friends, coworkers, fellow congregants at my church, members of my book club, even clerks at the grocery store. More often than not, when they hear my "why" and hear about the amazing work RHC does in our community, they ask questions, they engage, and they kindly donate.

Radiant Health Centers helps more than 1,300 men, women, children, and families in Orange County living with HIV disease. The degree of direct services and outreach provided on a daily basis by RHC is unparalleled, and I don't want to imagine a world without organizations like it.

My personal fundraising goal is \$<insert amount> and I hope you will support me by making a donation! The link below will take you directly to my personal web page where you can make a secured online gift.

<insert link to your personal fundraising page>.

You can also mail your donation to Radiant Health Centers, 17982 Sky Park Circle, Suite J Irvine, CA 92614 (If you mail your donation, be sure to include my name on the check and let me know by email if you were able to send in a donation – so I can thank you!)

With gratitude,

<insert your name>

P.S. Your employer may have a matching gift policy. If so, this can easily double or triple your donation. If you submit a form to match your donation, please let me know.

APPENDIX B

SIMPLE TIPS FOR RAISING DONATIONS FOR THE WALK

Work the Neighborhood

There are countless opportunities to raise money within a few miles of your home. Think about it: the coffee shop, the gym, the laundromat, the car wash, the supermarket, the newsstand, the dry cleaner, the video store, the dentist's office, the bar, the deli, the parking lot, the bike shop, the pizza place. You patronize these businesses all the time. Ask them to help you out with your fundraising effort. How?

- Just ask for money — businesses, too, can be donors.
- Put a poster in the window, explaining what you're doing and how to help.
- Display a donation box and/or letters and donation forms on the counter.
- Ask the business to donate a portion of their proceeds on a given day.
- Offer to wear their name on your t-shirt in exchange for a donation.

Bring It to the Office

Your place of work is an opportunity to reach more people, and they're often a captive audience. Let people at work know what you're doing, and enlist their help:

- Just ask for money. Your company might be happy to donate to your AIDS Walk fundraising goal.
- Then, ask for more — see if your company has a matching gift program.
- Send an e-mail to the entire company with a donation form attached.
- Set up a small display. Maybe hang a poster in a prominent place like your office or the break room.
- Approach clients, vendors, anyone else your company does business with (make sure it's OK with the boss!).
- Host a lunchtime meeting and do a presentation about AIDS Walk and your commitment to your colleagues.
- Dress Red Days - have people pay \$5 per day to dress in red or to wear jeans to work for a day. Or, host a theme day, such as a "Dress UP Day," where people wear their best to work.
- Challenge – have your boss challenge everyone to raise a minimum of \$200. If everyone accomplishes this, then your boss will have to dance to *Thriller*, dress up in costume, or wash employees' cars at lunch. Be creative, but make sure you attain proper approval!
- Host a 50-50 – have everyone donate \$10 and give them a raffle ticket. At the end of the night, pull a winner – they get half the money and you get the other.
- March Madness – hold a basketball pool during March Madness.

Timing is Everything

Special circumstances can provide an ideal opportunity to grab a donation. For example:

- Birthday coming up? Ask for donations in lieu of presents.
- Set up an office pool, selling betting squares with 50% of the money going into the pot and 50% towards your fundraising goal. Who knows, maybe the person who wins the pot will graciously choose to donate those winnings towards the goal as well!

APPENDIX B (cont'd)

Go Paperless: The Internet and email have significantly affected the fundraising world. Use them to your advantage. Let people know that they can make donations on your behalf at <https://give.classy.org/AIDSWalkOC18> Add a short message about donating to your e-mail signature.

Extra “Change In My Pocket” Box: Create little boxes for your friends and family and have them place one on their dresser. At the end of the day they can drop that spare change in the box. Before the pledge deadline, you can gather the boxes and count the dough.

Voice Mail Message: This will alert everyone who calls you that you’re up to something special! Let them know that you need their support.

Fundraising dinner at your local favorite restaurant: Ask your favorite local restaurant to host a Fundraising Dinner for you. They supply the food and you supply the pledge forms.

Movie ticket donation: Ask your local movie theater to donate several movie tickets. Sell them and put the money toward your pledges.

Delegate: Give 10 of your friends 10 donation forms each and ask them to help raise money for you.

Business Cards: Print up some inexpensive business cards (you can even do it on your own computer). Have all the pertinent information on the card including your name, team name, name/date of the event and your address (or PO Box #). Hand these out to everyone you meet. Don’t forget to add <https://give.classy.org/AIDSWalkOC18>

Doctor / Therapist / Veterinarian / Insurance Agent: Ask him/her to make a check out for you instead of the other way around.

Dentist: Hopefully you won’t have to pull teeth to get him/her to help you out a little.

Hair Salon: Ask your barber or hairdresser to donate \$2.00 of every haircut they complete over one weekend.

Neighbor: Write to all your neighbors on your block (or in your building). Attach a letter stating what you’re walking for and ask them to make a donation.

Meet the Press: Does your company/neighborhood association distribute a newsletter? Does your company have interoffice email? Does your neighborhood association hold monthly meetings or is there a place to post announcements? Take advantage of these! It’s a perfect way to get the word out.

In honor/memory of: If you’re riding in honor/memory of a loved one, include a picture of you with your loved one in your pledge letter, on posters, etc., or offer to walk in honor/memory of a friend’s loved one and wear their picture on your shirt the day of for a \$25.00 donation.

Church Bulletin: Place an advertisement in your church bulletin. Let the congregation know what you’re up to.

Remind Them: In case you didn’t receive an answer the first time you asked ... ask again! Your potential donor may need a little coaxing. Send out reminder letters/emails updating everyone on your fundraising status – list the people who have given already and say thanks. Others may want to be listed in your next email and therefore send a pledge!

Share the Experience: Tell your story. The more you talk about your commitment to the AIDS Walk OC the more people will share in that excitement and want to pledge to you.

Alumni Organizations: Call your own college or university and ask them to place an ad in the alumni newsletter asking for donations.

APPENDIX C

MORE INFO FOR SCHOOL TEAM CAPTAINS

Social Media

Do you or other members of your team use social media? Follow AIDS Walk OC for updates on Twitter, Facebook, Instagram, and YouTube. Interact with AIDS Walk OC using the hashtag #WhyIWalk #AIDSWalkOC2018 and participating in our social media campaigns leading up to the Walk. You may use social media to spread the word about your participation in the AIDS Walk.

Host a Mini-Kick Off

Holding a special on-campus or off-campus event is a great way to spread the word that your school/organization is participating in the Walk. An example of this type of event would be an Applebee's "Dine to Donate". Find out if a portion of food and drink sales can be donated to your team. Invite students and locals out for a night of fun and awareness to help gain support for your team.

On-Campus Event

Student leaders and organizations are often required to host events throughout the year. Invite a representative from the Radiant Health Centers to your campus to speak about the Walk, the HIV/AIDS epidemic or other HIV/AIDS related issues. Request for campus speakers must be made at least two weeks in advance. To request a representative, please send an email to EPeltier@RadiantHealthCenters.org with your team name and "Request for Campus Speaker" in the subject line and the date, time, venue, and topic that you will like to be discussed in the message body. Please note that not all requests for speakers will be able to be accommodated.

Fundraising

Fundraising is an essential component of the AIDS Walk. As a campus Team Captain, it is your job to coordinate fundraisers with your school, local restaurants, student groups, etc. to raise money for your team. After you set a realistic fundraising goal for your team, please refer to the following list of fundraising activities to help your team raise money and awareness.

RAFFLE: Ask a local restaurant or grocery store for a donation of gift card or popular item. Have students and campus personnel purchase raffle tickets (usually priced between \$1.00-\$5.00 depending on the item being raffled). After a week of ticket sales, announce the winner using social media, bulletin boards, and word of mouth and allow them to claim their prize. Be sure to thank everyone for participating in the raffle and encourage them to make additional donations to your team.

BAKE SALE: Bake sales are one of the most common forms of fundraising in a school setting. Get creative by asking your favorite local bakery to donate a gift certificate to put on display at your bake sale. Allow every donor who purchases a baked good a chance to win the gift certificate.

TALENT SHOW: Coordinate a talent show, poetry night, or concert at your school. Collect donations at the door as an admission fee. Be sure to include student acts and promote your team's participation in the Walk. Be sure to inform attendees that all donations will go towards your team's fundraising goal.

SPORTING COMPETITIONS: Try hosting a 3-on-3 basketball, volleyball, or flag-football tournament to raise money for your team. Have participants pay a fee of \$5 per player and charge event attendees a \$1.00 donation to watch the event. Food, music, and giveaways are great at these types of events. Offer prizes to the winning team, which can be gift certificates to local stores or restaurants, or even small trophies.

APPENDIX C (cont'd)

TRIVIA NIGHT: Cater to everyone's competitive spirit and raise money at the same time by organizing a trivia night! Find a local restaurant with a private room that your group can rent for the evening. Charge a flat fee for people to participate in the trivia contest. Don't forget to offer prizes for the winners, which can be gift certificates to local stores or restaurants, or even small trophies.

SPAGHETTI DINNER: This could be one of the most popular fundraisers for all groups due to its simplicity, ease to run, and familiarity with the general public. It is the Spaghetti Dinner Fundraiser and it is appropriate for all groups. Ask local grocery stores, bakeries, and food suppliers for donations of food. Have tickets for pre-sale and at the door. Consider discounting pre-sale tickets to get more sales.

DRESS DOWN DAY: (Great for High School Teams) Contact your principal and find out if your group can host a fundraiser to dress down. Have students make a \$1 donation in exchange for a "Dress-Down Day" Pass.

PANCAKE BREAKFAST: This fundraiser is best held somewhere that offers places to sit and eat, like a cafeteria. You can charge either by the pancake, or by the plate with a set number of pancakes served. Try hosting during "Family Weekend" or other school-related weekend events to attract students and their families.

EATING CONTEST: A timed eating contest is always amazing and fascinating to watch. Choose from pies, hot dogs, ice cream, cake ... you are only limited by your imagination. Charge an entry fee to contestants and award a cash prize to the winner.

INTERNATIONAL FOOD FESTIVAL: Have students bring in a dish to represent cultures and nations of the world. Each dish should be accompanied by music, a flag or some type of representation of that culture. Ask students to donate \$1 to sample each dish.

CAR WASH (Great for High School Teams): Pick a Saturday to host a car wash at your school. Advertise at local gas stations, churches, and local businesses. Charge a donation of \$5 for each car and offer additional services like tire cleaning, waxing, and vacuuming for additional donations.

HOT DOG STAND: Obtain permission from your school to sell hot dogs at a sporting event. Charge \$1 or \$2 for each hot dog and additional for sodas, soft pretzels, and chips. Ask your local grocery stores for food donations to minimize costs.

BOARD GAME TOURNAMENT: Assemble 2-4 person teams that will work together to accumulate points or you can allow individuals to participate. Charge an entry fee for each team, in order to earn money for your team. Give a portion of the proceeds as the winning prize or get prizes donated from local businesses.

Have another idea? Please feel free to share your ideas with our Facebook or Twitter accounts. If you have any questions about fundraising, team outreach, or materials, call (949) 809-8761.