

2008 CASA Kid Walk Handbook



**A community coming together
in support of children in need.**

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CASA Contact Information

CASA Office
443-3197 (phone) 443-3243 (fax)

CASA Kid Walk Staff Person
Jema Patterson
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443-3197, x202

CASA Committee Chair
Alison Taplin
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444-2323 (ABC)

Your Team Mentor
(provided by Kid Walk Committee)

Deadlines

September 19th -
last day to qualify
to receive your
t-shirt at the walk.
Individuals meeting
the \$200 goal later
may not receive their
shirt until after the
Kid Walk.

October 10th -
last day to turn in
funds to qualify for
the “Top Earners”
contest.

The Basics

You're great!

Thank you for helping abused children by getting involved in the Sixth Annual CASA Kid Walk! If you are a team captain, **please return the registration and fundraising plan forms (p.5&6) at your earliest convenience** or submit them online at <http://kidwalk.humboldtcasa.org>

Suggested Goals...

It takes \$1,000 to give an abused child a CASA each year. Therefore, the **suggested minimum team goal is one child - \$1,000**. The **suggested minimum individual goal is \$200**. The five methods that generated the highest revenue last year were: Donation Cans (p. 9), Personal Donations (p.8), Online Fundraising (p.7 & 10), Ballpark Day (p.11), Neighbor's Lunch (p.11)

The Season Finale!

The Walk

Saturday, October 11th

10 a.m. - check-in opens, t-shirt and banner hand-out begins, brunch served by Hometown Buffet

10:50 a.m. - check-in closes, brunch ends, assemble for 1 mile march

11 a.m. - 1 mile march begins to the Eureka Vet's Hall

11:30 a.m. - awards ceremony, speaker, and refreshments

Rewards & Prizes

Each person meeting the \$200 individual goal gets a **free Kid Walk t-shirt**.
(see "Deadlines" for stipulations)

Teams meeting the \$1,000 goal will carry a **CASA Child's Thank You Banner** in the 1 mile march

Prizes will be given to "Top Earners" in these five categories:

- **1st place team**
- **2nd place team**
- **3rd place team**
- **Top Individual**
- **1st place "under 18" team**

Other Details...

- Email is the chief form of communication during the Kid Walk season. You will receive an e-newsletter each Tuesday during the season with important updates, reminders, and information. Please let us know if you or your team members do not have regular access to email so that we can send you the updates by "snail mail."
- Every penny of the money raised by your team ***stays local*** and will go towards helping abused and neglected children in Humboldt County.
- Posters, leaflets, and donation cans with event information are available if you'd like to use them. The Kid Walk Handbook and other fundraising resources are available online - www.humboldtcasa.org
- Your team is encouraged to turn in funds as you go - especially money raised by team events. The deadline for money to be counted in the "Top Earners Contest" is October 10th at 6 p.m.

Thank you, on behalf of the children, for your commitment!

Story of Hope

Jordan* first entered foster care at the age of two. He returned to foster care for the last time when he was eight. His mother was introduced to his father's "party crowd" when she was a teen and never stopped doing drugs. With his mom constantly under the influence and often in jail for physically abusing her children, and his father frequently in prison, Jordan was left to make his way among a drug-addicted group of adults and two other severely abused siblings.

One of the adult males in the group began sexually abusing Jordan, and it was months before anyone noticed. Jordan began showing up to school in dirty clothes smelling of his own feces, a result of coping with the abuse. His home had no running water for months at a time and often had no electricity. He was teased and ostracized by other children. He came to school everyday starving and severely neglected. The abuse was reported, and Jordan was finally taken into protective custody and placed in foster care.

His entire eight years of life had been riddled with inconsistency and fear. Jordan's emotional, social, and physical development was severely delayed from living his life in "survival mode." Like all other children in his situation, he was completely traumatized. Research shows children who have been forced to cooperate with a perpetrator are terrified of submitting to anyone. Their behavior reflects this outraged defiance, bringing the focus away from their healing and onto managing their behavior.

Jordan moved from one foster care placement to another as each new adult struggled to parent this extraordinarily abused child with ordinary

parenting skills. That's where CASA came in.

Jordan was a tiny second-grader when Kate* first met him. She immediately began advocating for the services Jordan desperately needed. As she watched each new placement fail, she realized his wounds were too deep to heal without a treatment plan full of highly trained adults. While other players in the system pushed to keep Jordan in foster care, Kate advocated aggressively for the residential treatment recommended by a psychiatric evaluation. She knew Jordan needed the constant attention of trained adults if he was ever going to heal from the trauma in his life.



Kate stuck by Jordan's side, visiting him regularly and calling often when he was out of the area. She became pregnant and had her third child while on the case, but never faltered in her service to Jordan. Finally, after months of pushing for residential treatment, Jordan entered a care facility.

He began to bloom as mental health professionals were able to work with him everyday. His behavior issues began to melt away, his bowel control finally returned, and he started to heal. The whole time Jordan was in treatment, Kate had to advocate to keep him there. When others on the case thought Jordan was well enough to move to less expensive care, she insisted that he see the treatment through to the end.

Now Jordan is a happy teenager. He's stopped fighting with his peers, he's academically stable, and he's been living in a relative foster care placement ever since he left residential treatment. Thanks to Kate's intensive CASA advocacy, Jordan has become a happy, healthy, healed success story.

*names have been changed

Team Registration

2008 CASA Kid Walk

Want to save a stamp? You may register online at [http:// kidwalk.humboldtcasa.org](http://kidwalk.humboldtcasa.org)

Team Captain: _____

Team Name: _____

Team Goal: _____

(The recommended minimum is \$1,000 - the amount it takes to give a child a CASA each year.)

Team Bio: (Why are you fundraising for CASA? How did your team form?)

Online Fundraising:

- Yes, one or more of our team members is interested in helping CASA kids by doing easy online fundraising. (CASA will make your pages.)
- No, our team has other ideas for fundraising to help CASA kids.

Recommended team size is five members. Team prizes will be for five, but you may have a larger team!

Team Member	T-Shirt Size (for individuals raising \$200 or more)	Address, City, State & Zip	Phone #	Email Address (please write legibly for our data entry volunteers!)
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Fax or mail completed form - 443-3243(fax) or CASA Kid Walk, 2356 Myrtle Avenue, Eureka CA 95501

Team Fundraising Plan

Want to save a stamp? You may submit your Fundraising Plan online at [http:// kidwalk.humboldtcasa.org](http://kidwalk.humboldtcasa.org)

Team Captain: _____

Team Name: _____

Team Goal: _____

(The recommended minimum is \$1,000 - the amount it takes to give a child a CASA each year.)

Please return this completed form at your earliest convenience.

How-To:

- Teams (and individuals!) may fundraise however they choose. Online Web Pages and Sponsorship Forms are the two most popular forms of fundraising, followed by activities, sales, and raffles.
- Most teams choose multiple fundraising projects. After choosing your team projects for the season, decide when your team will complete the projects.
- Return this completed form to the CASA office so your team mentors/chairs can better support you!

Your Plan

When?

example:
Sat. Sept 13th

What?

example: Garage Sale at Betty & Tom's house (best location) Between us we have furniture, outdoor equipment, and tools. We expect to make at least \$500.

Support Needed?

example:
Advice on advertising and a donation can to put out at the sale.

Include in Kid Walk Newsletter?

example: Yes!

When?	What?	Support Needed?	Include in Kid Walk Newsletter?

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Online Fundraising How-To's:

If you use email and the internet on a regular basis, we **strongly** encourage you to do online fundraising. It's one of the fastest, easiest, and most effective ways to reach out to your friends, family, and associates. When people make a donation using your page, you don't have to deal with cash, checks, or turning money in at the office. They will get an automatic thank you, and you will get an email notification so you can thank them personally. Here's how:

1) Get an online webpage

Individual pages generally raise more than team pages. We encourage each team member to have their very own page!

We'll do it for you!

To have the office make a page for you, email your name, your team name, your fundraising \$ goal, and a paragraph about why you're doing the Kid Walk to kidwalk@humboldtcasa.org.

Or make your own!

To make your own page, follow these instructions **exactly**:

1. Go to "www.firstgiving.com" and click on the orange "Make Your Page" button.
2. Click on the purple "Create Your Page" button
3. Search "CASA of Humboldt Eureka." You must search exactly those words. Please double check the EIN # in the title section. It should be "68-0243040." **If not, the money raised by your page won't go to CASA!**
4. Click on the title, "Court Appointed Special Advocate of Humboldt."
5. Click on the orange "Create Your Page >" Button
6. Select "Sporting Event."
7. Select "Walks" as your type of event on October 11th, 2008 and click the orange "Continue" button.
8. Type "CASA Kid Walk" into the yellow "Can't find your event?" box. (We didn't pay the corporate fee, so ours doesn't come up in the list.)
9. Follow the prompts to enter your email address on the first screen, your "details" on the next screen, choose an address on the third screen, then click "personalize and share your page" on the fourth screen. On the fifth screen (your page!) you can edit anything in yellow. Change the title, enter your fundraising goal, type a message to your supporters, upload a photo, and enter a caption!
10. Click **SAVE AND CONTINUE**. Be sure not to time out, or you'll have to start over!

If you don't have a photo to upload, we can take one for you at the office! You can see examples of other pages by clicking on the "Fundraising Pages" link at <http://kidwalk.humboldtcasa.org>

2) Tell people about your page!

Email your family, friends, associates, groups with the link to your page. Add the link to your signature for your everyday emails. If you have a blog, myspace, or facebook, you can post the link there.

3) Watch the temperature rise.

Each page has a thermometer that keeps track of how close you've come to your goal. You and your donors can see your progress. If you're more tech savvy, you can even post a "thermometer" in your blog or on your web page.

That's all there is to it!

If you have any questions, contact Jema at 443-3197 or kidwalk@humboldtcasa.org.

Fundraising Ideas

Donations & Mailings

Online Fundraising: Have each team member create a Firstgiving web page, or ask the office to do it. You can upload a picture, write a personal message, and send the link to your website to all your family and friends explaining what you're doing. Best of all, they can send it to THEIR family and friends to further your cause. When someone makes a donation, they'll receive an automatic thank you, and you'll get an email notification so you can thank them personally.

Don't Come: A "don't come" fundraising event is a novel and humorous way of asking for donations. Send out invitations selling tickets to the most extravagant event you can imagine - (i.e. the Chicago Bulls will NOT be playing the Utah Jazz this Sunday at the school gymnasium. Get your tickets!) Invite everyone - friends, family, co-workers, politicians, business people, etc. You can even send out press releases - don't forget to include information on how to buy your "ticket."

Donations: This approach goes hand in hand with online fundraising. Make a list of people you know, and ask them to help you meet your goal. Include family, friends, neighbors, co-workers, business associates, doctor, dentist, hairdresser, barber, church member, service club member, holiday card list and personal phone directory. Send each person a letter or email (templates available) or ask them in person. Track each donor on your donation form. Put your own contribution first on the donation form and put other large donations on top to encourage others to give more.

Company Match: Ask your employer to match donations raised.

Vendor Donations: Where do you spend your money? Does your workplace do lots of purchasing? Ask those places to make a donation!

Memo/Email: Send out a company memo or write an e-mail to your entire social group or church congregation asking for donations. Include an article in the company/church/group newsletter (template available) with a donation request.

Payroll Deductions: Inquire whether your business could set up voluntary year-round payroll deductions for participating co-workers. Your fundraising takes care of itself!

Bakeless Bake Sale - A creative way to ask for money with a mailing. Type up the poem below or copy it off the Kid Walk section on the CASA website (click the "fundraising ideas" link). Then mail it out to potential donors.

A bit of news we have today...
A BAKELESS BAKE SALE is on the way.
In these busy days, who wants to bake,
A pie or cookies or even a cake.

You'd be surprised if you counted the cost,
of ingredients, heat, and the time you've lost.
Baking for sales is extra work.
Yet nobody really wants to shirk.

So we've thought of a plan that's really grand,
and feel quite sure you'll understand.
In an envelope, if you like, please include the price...
of a pie or cake or anything nice.

Without fuss or bother, you've done your part.
We hope you'll give with a willing heart.
Wishing success for our BAKELESS BAKE SALE,
This is the end of our little tale.

Fundraising Ideas

Activities

Flamingo Flocking: A great way to spread laughter in the community while collecting donations. Buy ten flamingo lawn ornaments and place them on the lawns of ten different friends/acquaintances. Include a note that states the cost of having it removed (\$10), the cost to send it to someone else's yard (\$5 more), the cost of finding out who sent it to you (\$5 more), and the cost of insurance to avoid getting it again (\$5 more). If you're going to keep the flamingos within your social group, church, etc, another option is to sell insurance to the members before the games begin.

Sticky Fly: At a school, church, or social gathering, sell duct tape strips (i.e. 25 cents/foot) that people can purchase and use to tape the principal, pastor, friends, etc. to the wall. If s/he sticks, they agree to donate a certain amount of money to the cause. If two people compete, the first to fall donates the most money, second to fall donates less, etc.

Teacher/Preacher Penance: The principal, boss, president or head pastor chooses wild tasks for associates (dye hair, kiss a cow, wear sequin tie, etc.), and the associates choose one for her (or him). Jars are put out for a set time period. Bills add "points" (100, 500, 1000 for \$1, \$5, \$100 etc) and coins deduct points (1, 5, 10, 25 for penny, nickel, dime, quarter). At end of competition, s/he with the most points has to perform the task. For school kids, exclude bills and use nickels, dimes, and quarters to add points and pennies to deduct points.

Tacky tie: Much like "teacher/preacher penance" – make tacky ties, put them out so people can vote on the tackiest tie with their \$ - the teacher/pastor/boss/president wears the tie from the jar with the most money on a designated day.

Car Wash: With a little creativity, car washes can be amazing fundraisers. A fun variation is to set up a "FREE Topless Car Wash!" just off a busy street. The catch is the bottom of the car will be washed for free, but you have to make a donation if you want the top washed. Otherwise the car wash is "topless."

"Parents Pay to Play": Arrange a date-night for parents in your neighborhood, school group, or congregation. Offer to take a large group of kids to the movies. Charge parents or ask for donations.

"Change" the world: Get labels and cans from CASA and create daily "pocket change contribution jars." Set them up at businesses around town or pass them around at a sporting event or Sunday service.

Gas Pumper: Ask a station to let your team offer your services to patrons for 2-3 hours – for a \$5 donation or more, you'll pump gas, wash windshields, etc.

Drive-Thru Scrub: At a local drive thru (Starbucks, McD's, coffee, etc.) have one person stand at the entrance during lunch or dinner rush. When drivers get in line, explain your cause and ask if they would like to have their window washed for a donation. If yes, the greeter sticks a paper marker under their windshield wiper. Up ahead, have the rest of your team stationed with squeegees and rags ready to scrub any windshield with the marker. Not only do you raise money, but get the word out about CASA, too.

Honey Do: Auction/raffle yourself, parents of youth, etc. and your/their skills for a home improvement project, paint a room, organize a closet, weed the garden, etc.

Fundraising Ideas

Activities

Face Painting: Always popular! Set up at any community event (Farmer's Market, 4th of July, Pastels on the Plaza) and charge fees or ask for donations.

Bag Groceries: Ask at a grocery store to let your group bag groceries for donations during a set period of time.

Kiss a Cow: Get volunteers from your group (work, church, school, social group, etc.) with the biggest fundraising spirits to paste their photos on jars. Put the jars out so that members of your group can vote with their dollars for the person they most want to see kiss a cow. To raise the most money, follow the format in "Teacher/Preacher Torture" on opposite page. (If done at a school or youth group, you can also sell pictures of the kiss to the person's family/friends).

Jail and Bail: "Arrest" someone who is well connected, will support your cause, and has a good sense of humor. Put them in your homemade jail in a high traffic area, give them a phone book, and have them make calls to friends, family, and connections to raise bail.

Sponsor Me For...: If your team wants to collect donations in exchange for a service provided or task completed, there are several options. If your team likes running, you could all commit to a 5k, 10k, half-marathon, or full marathon. Other variations include a skate-a-thon and an aerobics marathon. Your team could commit to doing 20 hours of community service in exchange for sponsorships, or start a weed-a-thon and get donations for beautifying a park.

Second Sundays: Ask your congregation to make a second offering. Pass the plate for donations.

Give-a-buck: Ask your local market or retail store to sell "Cherish a Child" hearts at the register. Patrons will have the option to add \$1 or more to their total and get to write their name on the paper heart displayed in the store window.

YCJCY1D: Put up signs in the office, at your social group meeting, at your garage sale, or wear a button. When people ask what it means, say "I'll tell you for \$1." If they pay, tell them "Your Curiosity Just Cost You 1 Dollar." You can also ask them to make a donation.

Penny War - Much like the teacher/preacher torture, but instead purely a competition. Two or more groups have jars put out and compete to collect the most points.

Casual Friday's: In an office workplace, you can have employee's pay or make a donation to wear jeans on Friday's. At a school or church, have a pajama day: youth pay \$1 to wear pajama's to school/church/youth group.

Coat Check: Know an event coming up? Charge a minimum \$1 donation and take people's coats.

Spirit Chain: A great fundraiser for schools, youth groups, and large offices. Divide the group into teams and have them sell chain links for donations. See which team can get the longest chain.

Tabling - Set up a table in front of a busy store (Safeway, Long's, Wildberries, Co-op, etc.) and tell shoppers about CASA as they enter the store. Once they know the basics of the organization, ask them if they'd like to make a donation.

Fundraising Ideas

Sales, Raffles, & Events

Garage Sale: Organize a garage sale. Ask your neighbors, friends, or people in your congregation to donate items to sell. A fun option is to have a mini farmer's market during the sale.

Bake Sale: Hold a bake sale at an event, at your church or at your yard sale. Sell the recipes on recipe cards for additional donations.

Pizza by the slice: Buy a bunch of pizza and sell it at lunch in the break room or after late Sunday service for \$2 or \$3 a slice. Another option is to buy boxes of donuts and sell them with cups of coffee for \$2 each.

Parking Auction: Organize an auction for a prime parking space at work, at your church, or at another work place.

Balloon Business: Balloons are cheap, and kids love them. Sell at a festival/sports game or ask for donations.

50/50 Raffle: Always a hit!

"Cheap tarts": Get a booth at a festival or sporting event. Buy mini pastry shells filled with puddings and sell "cheap little tarts" at a "cheap little tarts" booth – people will come because they're curious and buy because it's for a good cause.

Best Seat Raffle: At a sporting event, raffle off the "best seat" as people come in (or during 1st game of a double header) – winner gets to sit on strategically positioned couch/lazy boy for the game.

Business Raffle: Ask your company to contribute a prize (vacation days, shave the boss's head) and raffle it.

Week of Dinner Raffle: Get seven restaurants to donate dinner for two and raffle tickets to win all dinners for \$30. If you sell 100 tickets, that's \$3000! The winner gets to eat out for a week!

Lazy Day (works well for schools): Raffle off tickets for a student to spend day in a Lazy Boy – have group responsible for moving it from classroom to classroom.

Car smash: Charge admission to watch three demolition teams, using identical sets of hand tools, race to dismantle a junker car into pieces small enough to fit through a car tire. Ask the fire department, police, and ambulance crews to race each other for the trophy.

Benefit BBQ: Host a tea party, dinner or barbecue with each participant making a donation.

Poker Madness: A 50/50 Raffle with a twist! Allot an amount of time for the event. During that time, players can, one at a time or in groups, draw 5 cards for \$5. \$3 for a new card. Best hand at the end of the time period wins half the pot.

Movie night: Have a movie night for your group and charge admission.

Ballpark Day: Gather two softball teams of notorious membership to duel it out for a public crowd. Get raffle items donated. During the game, sell BBQ and raffle tickets to spectators.

Neighbor's Lunch: Get lunch donated or make it! Gather pre-orders from neighborhood businesses. On the designated day, they bring their \$ and empty stomachs to the lunch time pick-up

Thank you to our generous sponsors and volunteers!



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2008 Kid Walk Committee

Alison Taplin, *Committee Chair*

Amy Bare
Sherry Hazelton
Martha Johnson
Pam Lindstrom
Monique Sicard-Johnston

Kelsie Bateman
Ashley Ipock
Joni Kloss
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