



NORTHEAST OHIO

BUDDYWALK®

national down syndrome society®

EDUCATE | ADVOCATE | CELEBRATE

TEAM CAPTAIN PACKET



Saturday, August 17, 2024 • 10am
Cuyahoga Community College West Campus
Parma, Ohio



#buddywalkwithdsaneo

dsaneo.org



SATURDAY
AUGUST 17
2024

**Thank you for registering your team to be a part of the
24th Annual Northeast Ohio Buddy Walk**

**FUNDRAISING
GOAL:
\$278,500**

**This Team Captain packet contains helpful information for you
to create your team as well as a variety of fundraising ideas.**

If you have questions, please contact Barb Waddle,
Special Events Coordinator, for more information:

**Barb Waddle
216.816.2040
barbw@dsaneo.org**



SATURDAY
AUGUST 17
2024

PROGRAMS & SERVICES

The Down Syndrome Association of Northeast Ohio serves over **1,100 FAMILIES IN 16 COUNTIES** in Northeast Ohio along with hundreds of educators and medical professionals. Our areas of programming include:

FAMILY SUPPORT

New & Expectant Parent Support
Family Grants
Grandparent Group
MOMS & DADS Group
Circle of Support
Baby & Toddler Groups
DS+ Group
La Familia del syndrome de Down del Noreste de Ohio. "De Familia a Familia"

ADVOCACY

Northeast Ohio Buddy Walk
Cleveland Down Syndrome Day
Something Extra web series
Disability Awareness Program
Artful 21 retail & online store

EDUCATION

IEP Support for families
DS 101
Peer Presentations
A•C•E•S Adult Education Programs
Early Learners, Little Learners, & Lively Learners
Sunburst Snacks Employment & Training

MEDICAL OUTREACH

Visits to health care providers
Delivery of packets to NEO medical professionals
Medical professional referrals
Participation in Practice-Based Research Network at Cleveland Clinic
Review and promotion of Ds research studies

SOCIAL PROGRAMS

Bowling Buddies
DSANEO Holiday Party
LOL Teen Group
Steps to Independence
Sunburst Social Squad

INFORMATION ABOUT DOWN SYNDROME

- Down syndrome occurs when an individual has **three, rather than two**, copies of the 21st chromosome.
- Down syndrome is the most commonly occurring and least funded chromosomal condition. **One in every 733 babies** is born with Down syndrome.
- There are more than **400,000** people with Down syndrome in the United States.
- Down syndrome occurs in people of **all races and economic levels**.
- **Life expectancy** for people with Down syndrome has **increased** dramatically in recent decades—from 25 in 1983 to 60 today.
- People with Down syndrome attend school, work, participate in decisions that affect them and **contribute to society** in many wonderful ways.
- ***94% of siblings** to a child with Down syndrome, express **feelings of pride about their sibling**.
- ***99% of individuals** with Down syndrome state they are **happy with their lives**.

*From the following article published online 9 Sep 2011: Skotko BG, Levine SP, Goldstein R. 2011. Self-perceptions from People with Down syndrome. Am J Med Genet Part A 155: 2360-2369.



2023 HIGHLIGHTS

- We began conducting an **in-person cooking class for teens and adults**. This program takes place at the DSANEO office twice per month, where, thanks to a grant, we were able to supply four work stations for eight participants per class. Chefs have made everything from chicken quesadillas to soft pretzels to homemade muffins. They learn safety and clean-up skills, experience new flavors, and gain an increased sense of accomplishment and responsibility.
- In 2023, our **Sunburst Snacks Adult Employment program graduated its first 4 participants**, leading to employment and volunteer opportunities for each of them. We welcomed a new class of 4 participants who will continue to learn employment skills through spring 2024. This change in structure allows us to double the number of participants in the program.
- We were pleased to welcome **Melissa Khorana to our staff as DSANEO's Early Childhood Family Support Coordinator**. In this newly-created position, Melissa is supporting families with children ages 3-5 in our community. In addition, Cori Thomas joined the team as our New Parent Support Coordinator.
- In August we became the proud owners of our **Sunburst Snacks van**, which gives the Sunburst Snacks program a vehicle to transport the team and their products to pop-up shops, to make deliveries and to spread the word about the program throughout Northeast Ohio.
- Our Healthy Aging Support Coordinator, Debbie Picker, created the **DSANEO Adult Services Toolkit**. This essential document provides a list of resources developed in anticipation of the topics most families think about when envisioning the future of their loved one with Down syndrome. A comprehensive online resource, the Adult Services Toolkit includes embedded links for families to easily navigate to the resources and sites they wish to explore.
- The **DSANEO Medical Outreach program** continued to grow and included parent webinars on important topics like RSV and sleep apnea, as well as Spanish language webinars on pediatric and adult health guidelines. Presentations to the medical community included grand rounds at the Cleveland Clinic and MetroHealth.

PLANS FOR 2024 INCLUDE:

- **DSANEO is creating a searchable resource library**, available on the DSANEO website, so that families and medical professionals will easily be able to find the most up-to-date information on Down syndrome.
- **DSANEO is hosting a vision and hearing screening clinic in May for teens and adults with Down syndrome**. We will be working with the Cleveland Hearing & Speech Center and a local optometrist to provide these free screenings.
- **Programming to support adult siblings of individuals with Down syndrome** will be a focus in 2024 and will include a sibling panel—"What you wish you knew before taking over care for your adult sibling with Down syndrome."
- **The remainder of our materials will be translated into Spanish language**, printed and provided to hospitals, doctors offices and local organizations for distribution.
- **Parent support coordinators and parent mentors will undergo First Call training**. First Call Training is conducted by the Massachusetts Down Syndrome Congress (MDSC). MDSC's nationally recognized Parents First Call program was established in 1985 by their founding Board of Directors. The MDSC National Training Center for Parents First Call was launched in 2011 to offer support and training for local and state Down syndrome organizations to replicate and implement this Parents First Call program in their local area.
- **Buddy Walk 2024 August 17th** at Tri-C Western Campus.

AND MUCH MORE!



SATURDAY
AUGUST 17
2024

2024 TIMELINE OF IMPORTANT DATES

MARCH

March 21 24th Buddy Walk Registration Opened!

MAY

May 21 Deadline to register your team and raise \$321 or register 21 team members to receive a Team Captain Thank You Gift, including Custom Buddy Button

JUNE

June 21 Deadline for Back of t-shirt incentive and Fat Head Incentive. Deadline for Level 1, 2, and 3 Team Incentives

JULY

July 1 Last day to register and guarantee shirt size
July 5 Last day to purchase Walk of Fame sign
July 21 Deadline for Level 4 and Level 5 Team Incentives
July 26 Deadline to register to guarantee t-shirt is mailed in time for Buddy Walk

AUGUST

August 1 Begin mailing t-shirts
August 3 Deadline for Level 6 Team Incentives
August 6-10 T-shirt pick up at DSANEO office
August 17 BUDDY WALK 2024

OCTOBER

October 31 Deadline to donate online/by mail to 2024 Buddy Walk

CONGRATULATIONS! YOU ARE A TEAM CAPTAIN!

DESIGN

- Create a Team Name
- Register yourself and your team at www.ds-stride.org/neohiobuddywalk
- Set a fundraising goal
- Customize your Team page
- Upload a photo of your buddy or your team

PUBLISH

- Share the link to your team page with family and friends
- Spread the word on social media – Facebook, Instagram, etc. Get Creative!
- Send out email reminders to current and past donors and team members throughout the Buddy Walk fundraising timeline

MANAGE

- Check out the HELP/RESOURCES section and the TEAM CAPTAIN CORNER section for Help Guides, fundraising suggestions, and more!
- Encourage others to register early for your team to guarantee their shirt size
- Download the FREE Stride Team snapshot app to easily track your fundraising progress and team donations from your mobile device

FUNDRAISE

- Create a Facebook Fundraiser page and encourage team members to their own Facebook Fundraiser page. Check the Help Guide in the HELP/RESOURCES section on the website

PROMOTE THE BUDDY WALK

- Watch for social media posts and live events with important updates and share with friends and family
- Use #buddywalkwithdsaneo in your social media posts
- Purchase a Walk of Fame sign for display at the Buddy Walk or in your yard
- Download a flyer or poster and share with local businesses

THANK YOUR SUPPORTERS

- Recognize team members on social media
- Send each donor a personal email thanking them
- Have your Buddy send supporters a personalized thank you note
- Communicate how your team is tracking toward the team goal





SATURDAY
AUGUST 17
2024

TEAM CAPTAIN INCENTIVES

Please be aware that the deadline for some incentives is **different!**
PLEASE NOTE: DEADLINE for Fat Head and Team Name on back of shirt is JUNE 21!

Funds must be received by MIDNIGHT at DSANEO online/mail.

	<p>Raise \$321 OR REGISTER 21 TEAM MEMBERS by MAY 21 RECEIVE A TEAM CAPTAIN THANK YOU GIFT Includes a Custom Buddy Button</p>
LEVEL 1	<p>Raise \$1,000-\$2,499 OR REGISTER 22-49 TEAM MEMBERS by JUNE 21 DSANEO Drawstring Bag</p>
LEVEL 2	<p>Raise \$2,500-\$3,499 OR REGISTER 50-74 TEAM MEMBERS by JUNE 21 DSANEO Drawstring Bag DSANEO Car Magnet</p>
LEVEL 3	<p>Raise \$3,500-\$4,999 OR REGISTER 75-120 TEAM MEMBERS by JUNE 21 DSANEO Drawstring Bag DSANEO Car Magnet Fat Head of your Buddy (Deadline is JUNE 21) Team Name on back of Buddy Walk T-shirt (Deadline is JUNE 21)</p>
LEVEL 4	<p>Raise \$5,000-\$7,499 OR REGISTER 121-220 TEAM MEMBERS by JULY 21 DSANEO Drawstring Bag DSANEO Car Magnet Fifteen (15) Sunburst Snack Boxes and Two (2) Cases of Water Space in Team Captain VIP Area</p>
LEVEL 5	<p>Raise \$7,500-\$9,999 OR REGISTER 221-320 TEAM MEMBERS by JULY 21 DSANEO Drawstring Bag DSANEO Car Magnet Fifteen (15) Sunburst Snack Boxes and Two (2) Cases of Water Space in Team Captain VIP Area Two (2) DSANEO Folding Camp Chairs</p>
LEVEL 6	<p>Raise \$10,000+ OR REGISTER 321+ TEAM MEMBERS by AUGUST 3 DSANEO Drawstring Bag DSANEO Car Magnet Fifteen (15) Sunburst Snack Boxes and Two (2) Cases of Water Space in Team Captain VIP Area Two (2) DSANEO Folding Camp Chairs Two (2) Tickets to the 2025 Sunburst Gala</p>

All Incentives need to be picked up at the DSANEO office **EXCEPT** for teams that qualify for space in Team Captain VIP Area. Snacks and water will be delivered to your tables.

FUNDRAISING IDEAS

Encourage your family, friends, neighbors, and co-workers to register for the walk. Since we will be walking in person or in a different location, your out-of-town contacts can still take part! Every registration for your team goes toward your team total. Every walker has the option to add an additional donation when they register.



Check with the HR department where you work and encourage your team members to do the same because many companies offer matching gifts. Your contributions can be matched by your company and increase donations.



Get Creative! Invite people for a Game night, host a consultant party, partner with a Local bowling alley for a bowl-a-thon, have a car wash or a dog wash, or so many more great ideas! DSANEO will promote your Buddy Walk fundraising event on our social media pages. Contact barbw@dsaneo.org to share your event. All funds are applied to your fundraising total.



Create a Facebook fundraiser! Share the event with your family and friends and be sure to let us know about it! All funds will be applied to your fundraising total!

Bring in a Buddy Walk Sponsor! Sponsors are essential to our event and they receive many benefits. Sponsorships that you bring to the Buddy Walk count toward your team's fundraising totals. For more information on Buddy Walk sponsorships, check out the Sponsors/Exhibitors section on the Buddy Walk website and download the Sponsor packet. You can also contact Leslie Burke at leslieb@dsaneo.org.



SOCIAL MEDIA TIPS

Connecting with your friends and family continues to be a great way to encourage donations for your team. If walkers cannot join you in person, encourage them to walk wherever they live – a nearby park or favorite hiking trail! Be sure to invite them to be part of any Facebook live events and follow us on Facebook the day of the walk to share in the celebration with you. Consider using Instagram, LinkedIn, Snapchat, YouTube, TikTok, and any other platform that will help you spread the word, recognize your team members & donors and share your story! **Get Creative!**

- **“Like” & follow DSANEO on social media sites.** We are on Facebook, Instagram, LinkedIn, YouTube, and Tik Tok.
- **Repost & retweet** DSANEO page posts & tweets to generate excitement.
- **Create a Facebook Group** for your team, where you can post important registration & donation information, thank team members and donors, and provide updates the day of the walk.
- **Create an Instagram Scavenger Hunt** – create a list of items to get a Selfie with the day of the walk and post them!
- **Invite siblings to volunteer** to help with social media the day of the walk!
- **When posting on social media:**
 - **Tell your story** – Why do you walk?
 - **Use emojis** – they catch the eye! “Did you know that people who are seeing impaired have trouble with emojis? Just using one emoji is easier for them to see.”
 - **Provide a link** directly to your team registration page
 - **Tag DSANEO** in all your posts
 - Include this year’s hashtag in your posts: **#buddywalkwithdsaneo**. Also include **#NDSS** and **#TRICWEST** in your posts as well.
 - **Post regular updates** about the goals you are setting & reaching for your team
 - **Post pictures of your Buddy**, of previous walks, etc. – People love photos!
 - **Ask for a specific amount on a specific day:** “Help us reach \$1,500 by the end of the day. Only \$250 more to go.”



SAMPLE POSTS

“Join (insert team name) for this year’s Northeast Ohio Buddy Walk! Register today!”

(insert link)

#buddywalkwithdsaneo
#NDSSBuddyWalk

“Did you know that more than 300,000 people walk each year in Buddy Walk events? Join us this year as we walk to celebrate Down syndrome.”

(insert registration link)

#yourteamname
#buddywalkwithdsaneo



“Thank you to (insert donor name) for your donation to our Buddy Walk Team!”

#yourteamname
#buddywalkwithdsaneo
#NDSSBuddyWalk



“Hey everyone! We are back for our (number of years) Northeast Ohio Buddy Walk! Register or donate today!”
(insert link)

“Can’t join us for the 24th Northeast Ohio Buddy Walk? Consider making a donation, large or small, to support DSANEO’s mission and programming.”

(insert link)

#buddywalkwithdsaneo #yourteamname #NDSSBuddyWalk





SATURDAY
AUGUST 17
2024

DONATION FAQs

Are donations tax deductible?

The Down Syndrome Association of Northeast Ohio is a 501(c)(3) organization. Our tax ID number is 34-1630114. You may request a W-9 from our office at 216.447.8763.

Who should NEO Buddy Walk checks be made payable to?

Checks should be made payable to The Down Syndrome Association of Northeast Ohio or DSANEO.

Where can I mail donations?

Donations can be mailed to the DSANEO office. Remember the fundraising Incentive deadlines!

The Down Syndrome Association of Northeast Ohio
P.O. Box 31720
Independence, OH 44131

I have additional questions.

Who can I contact?

Contact Barb Waddle, Special Events Coordinator, by email at barbw@dsaneo.org or by Phone at 216.816.2040



**We are grateful
for your support!**



SATURDAY
AUGUST 17
2024

EVENT DETAILS

Saturday, August 17, 2024

7:30am to 12:00 pm

Cuyahoga Community College West Campus

Register by July 1, 2024 to guarantee shirt size.

The day of the walk shirts are available while supply lasts.



Buddy Walk Schedule of Events:

- 7:30 am** Day of Registration and t-shirt pick up opens.
Family activities begin
- 9:00 am** Opening Ceremony and Remarks Begin
- 10:00 am** Buddy Walk steps off; wheel-friendly 1-mile route
- 11:00 am** Family Activities continue
- 12:00 pm** Buddy Walk Concludes



What is the Buddy Walk?

The Buddy Walk was developed by the National Down Syndrome Society (NDSS) in 1995 to celebrate Down Syndrome Awareness Month in October and to promote acceptance and inclusion of people with Down syndrome. The Buddy Walk has grown from 17 walks in 1995 to over 250 walks worldwide today. Money raised each year helps support local programs and services, as well as national advocacy and public awareness initiatives of NDSS that benefit all individuals with Down syndrome.

What is the Down Syndrome Association of Northeast Ohio?

The Down Syndrome Association of Northeast Ohio (DSANEO), a 501 (c) (3) organization, exists to provide support, education, and advocacy for people with Down syndrome, their families and communities in 16 counties in Northeast Ohio.

What counties do we serve?

We serve over 1,100 families throughout Ashland, Ashtabula, Cuyahoga, Erie, Geauga, Holmes, Huron, Lake, Lorain, Medina, Portage, Richland, Stark, Summit, Tuscarawas, and Wayne Counties. For more information, visit our website at dsaneo.org.