Thank you for registering your team to be a part of the 23rd Annual Northeast Ohio Buddy Walk

FUNDRAISING GOAL:
$280,000

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
216.447.8763, ext. 105
barbw@dsaneo.org
The Down Syndrome Association of Northeast Ohio serves over 1,000 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.


#DSANEOBW
dsaneo.org
2022 HIGHLIGHTS

Dr. Laura Cifra-Bean joined the DSANEO staff as Medical Outreach Director, providing critical content to parents & medical professionals throughout the community.

In October, we mailed Family Friendly Global Medical Care Guidelines to every DSANEO family that includes a loved one with Down syndrome age 18 and over.

Over 3,000 snack boxes were sold by the Sunburst Snacks team. Sunburst Snacks is part of DSANEO’s Adult Employment Initiative designed to prepare, connect and employ adults with Down syndrome across Northeast Ohio. This paid position provides Team Members the opportunity to develop essential skills for the workplace through the operation of a small snack-box business. Sunburst Snacks currently employs five individuals with Down syndrome.

In the newly created position of Healthy Aging Coordinator, Debbie Picker, provided many families with helpful resources to enable our adults with Down syndrome to thrive. This includes information regarding housing, mental and physical health, social engagement, benefit programs and avenues to foster independence in our loved ones.

DSANEO launched Sunburst Social Squad & LOL Teen Group. These groups meet for monthly outings around Northeast Ohio to give teens and adults an opportunity to socialize with friends and enjoy activities throughout the community.

Our full slate of education enrichment programs continued year-round for ages 18 months and continue to include virtual and in-person options.

PLANS FOR 2023 INCLUDE:

In-person cooking classes for teens & adults: Our weekly online cooking classes, which began during the pandemic, continue to be very popular. We look forward to adding a monthly in-person class in 2023 to help teens and adults become more independent in their daily lives.

Sunburst Snacks is getting their own vehicle! Look for our team in this colorful van as they continue to make deliveries and set up pop-up shops around Northeast Ohio.

Adult Services Toolkit: The toolkit is being developed by our Healthy Aging Coordinator with a checklist of resources that families seek out when envisioning the future of their loved one with Down syndrome. The toolkit will be available online.

Expanded resources in Spanish language: DSANEO will provide Spanish language versions of our existing resources and is developing additional tools to support the families we serve. AND MUCH MORE!
# 2023 Timeline of Important Dates

## March

<table>
<thead>
<tr>
<th>Date</th>
<th>Event Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>March 21</td>
<td>23rd Buddy Walk Registration Opened!</td>
</tr>
</tbody>
</table>

## June

<table>
<thead>
<tr>
<th>Date</th>
<th>Event Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>June 10</td>
<td>Deadline to register your team and raise $321 to receive a Team Captain Thank You Gift, including Custom Buddy Button</td>
</tr>
<tr>
<td>June 10</td>
<td>Deadline for back of shirt incentive</td>
</tr>
<tr>
<td>June 21</td>
<td>Last day to register and guarantee your shirt size</td>
</tr>
<tr>
<td>June 28</td>
<td>Last day to purchase Walk of Fame Sign</td>
</tr>
<tr>
<td>June 28</td>
<td>Deadline for all other team incentives EXCEPT for Top Level incentives</td>
</tr>
</tbody>
</table>

## July/August

<table>
<thead>
<tr>
<th>Date</th>
<th>Event Description</th>
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</thead>
<tbody>
<tr>
<td>July 15</td>
<td>Deadline to register to guarantee shirt is mailed in time for Buddy Walk</td>
</tr>
<tr>
<td>July 24</td>
<td>Begin mailing shirts</td>
</tr>
<tr>
<td>July 25-29</td>
<td>Shirt pick-up at DSANEØ Office</td>
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<tr>
<td>August 5</td>
<td>BUDDY WALK 2023!</td>
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</table>

## September

<table>
<thead>
<tr>
<th>Date</th>
<th>Event Description</th>
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<tbody>
<tr>
<td>September 30</td>
<td>Deadline for event donations to count towards Top Level Incentives</td>
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</tbody>
</table>
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

**FUNDRAISE**
- Encourage all team members to help you reach your fundraising goal
- Create a Facebook Fundraiser – check out the Team Captain section for Information

**PUBLISH**
- Email the link of your team page to family and friends
- Spread the word on Social Media – Facebook, Twitter, Instagram, etc.
- Send out email reminders throughout the fundraising season

**PROMOTE THE BUDDY WALK**
- Watch our Buddy Walk Facebook Live events for important updates and invite family and friends to watch as well
- Confirm that you are attending the walk on our Facebook Event page & invite your family and friends to support you
- Watch for our Facebook frame and add it to your profile
- Purchase a Walk of Fame sign for display at the Buddy Walk or in your yard

**MANAGE**
- Maintain Team Member Information – check out the Help/Resources section on the Buddy Walk Website for Help Guides and fundraising suggestions
- Check out the Team Captain section on the Buddy Walk Website for answers to Frequently Asked Questions
- Keep people involved with your fundraising goal
- Guarantee your t-shirt size by signing up early
- Encourage team members to sign up early to guarantee t-shirt size

**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

#DSANEOBW
### TEAM CAPTAIN INCENTIVES FOR MONEY RAISED

6/28/23 is the DEADLINE for ALL Incentives except for Team Name on Back of Shirt (6/10/23) and $10K Top Level Incentive

Funds MUST be received by MIDNIGHT at DSANE0 online/mail

<table>
<thead>
<tr>
<th>INCENTIVES</th>
<th>$2,500-$3,499</th>
<th>$3,500-$4,999</th>
<th>$5,000-$7,499</th>
<th>$7,500-$9,999</th>
<th>$10,000 &amp; Up</th>
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<tbody>
<tr>
<td>DSANE0 Top Level Package</td>
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<tr>
<td>Value up to $1000</td>
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<tr>
<td>T-Shirt Delivery</td>
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<tr>
<td>Snacks at Team Table</td>
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<tr>
<td>Tent/Tables at Team Captains Corner</td>
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<tr>
<td>Fathead (of Buddy)</td>
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<tr>
<td>Team Name on Event Shirt</td>
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<td>(Deadline is 6/10/23)</td>
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<tr>
<td>Celebration Kit</td>
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<tr>
<td>Unlimited smiles &amp; appreciation from our</td>
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<td>buddies and their families</td>
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</table>

Create a Team and raise $321 by 6/10/23 to receive a Thank you gift (includes Custom Button)

All incentives need to be picked up at the DSANE0 office EXCEPT for teams that qualify for t-shirt delivery
**TEAM CAPTAIN INCENTIVES FOR NUMBER OF PARTICIPANTS**

6/28/23 is the DEADLINE for ALL Incentives except for Team Name on Back of Shirt (6/10/23) and $10K Top Level Incentive

Funds MUST be received by MIDNIGHT at DSANE0 online/mail

<table>
<thead>
<tr>
<th>INCENTIVES</th>
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<th>75-120</th>
<th>121-220</th>
<th>221-320</th>
<th>321 +</th>
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</thead>
<tbody>
<tr>
<td>DSANE0 Top Level Package</td>
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<tr>
<td>Value up to $1000</td>
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<tr>
<td>T-Shirt Delivery</td>
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<td>✈</td>
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<tr>
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<tr>
<td>Team Name on Event Shirt (Deadline is 6/10/23)</td>
<td>✈</td>
<td>✈</td>
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<tr>
<td>Unlimited smiles &amp; appreciation from our buddies and their families</td>
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<td>✈</td>
<td>✈</td>
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</tbody>
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Create a Team and raise $321 by 6/10/23 to receive a Thank you gift (includes Custom Button)

All incentives need to be picked up at the DSANE0 office EXCEPT for teams that qualify for t-shirt delivery

#DSANE0BW
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 part of all our Facebook live events and follow us on Facebook the day of the walk to share in the celebration with you. Consider using Twitter, 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!

• **“Like” & follow DSANEO on social media sites.** We are on Facebook, Twitter, 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: #DSANEOBW. 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.”
“Join (insert team name) for this year’s Northeast Ohio Buddy Walk! Register today!”
(insert link) #DSANEOBW
#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
#DSANEOBW

“Thank you to (insert donor name) for your donation to our Buddy Walk Team!”
#yourteamname #DSANEOBW
#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 23rd Northeast Ohio Buddy Walk? Consider making a donation, large or small, to support DSANEO’s mission and programming.”
(insert link)
#DSANEOBW
#yourteamname
#NDSSBuddyWalk
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 DSANE0.

Where can I mail donations?
Donations can be mailed to the DSANE0 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 216.447.8763, ext. 105

We are grateful for your support!
Saturday, August 5, 2023
7:30am to 12:00 pm
Cuyahoga Communitie College West Campus

Register by June 21, 2023 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 1,000 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.