



AIDS WALK ORLANDO
BENEFITING THE HOPE & HELP CENTER

Saturday, May 19, 2012

Team Captain Kit

Hope and Help Center of Central Florida, Inc.
1935 Woodcrest Drive • Winter Park, FL • 32792 • 407.645.2577 x111 •
www.HopeAndHelp.org • [facebook.com/AIDSWalkOrlando.com](https://www.facebook.com/AIDSWalkOrlando.com)

Thank you for becoming a Team Captain for AIDS Walk Orlando 2012!



By participating, you are helping to raise funds for women, men and children in Central Florida that are infected and affected by HIV/AIDS.

Your role as Team Captain is vital in making AIDS Walk Orlando 2012 a success. As the Team Captain, you will be able to recruit walkers, track your team and the team's donations and send and receive the most updated information about AIDS Walk Orlando, all while, supporting the Hope and Help Center in the fight against HIV/AIDS.

This packet will provide you with plenty of helpful information and answers to your questions, but if there is further information you need, feel free to call us at 407.645.2577 x111.

Thank you for your support and commitment to making AIDS Walk Orlando 2012 the biggest and best one yet!

Sincerely,

Maggie King
Development Director

Nayte Carrick
Chairman

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Photo: Brad Levine

AIDS Walk Orlando is the second largest annual fundraiser for the Hope and Help Center of Central Florida, Inc. Now in its 17th year, AIDS Walk Orlando continues to raise awareness and funds for the men, women and children infected/affected by HIV/AIDS in the Central Florida Community.

The community's generous support of last year's event helped us surpass our goal and we raised **\$168,000**. We want the 2012 walk to be even bigger and better!

This year's AIDS Walk Orlando will be held on Saturday, May 19, 2012 at Lake Eola in Downtown Orlando. Registration and the starting line will be at the Walt Disney World Amphitheatre located on Robinson Street.

- **On-site registration will begin at 7:45am**
- **Opening remarks will begin at 8:00am**
- **The walk will commence at 8:30am**
- **Closing remarks & awards will be given out at 10:00am**

Frequently Asked Questions

Q: When is AIDS Walk Orlando 2012?

A: Saturday, May 19, 2012

Q: Where does AIDS Walk Orlando take place?

A: The AIDS Walk starts and ends at the Lake Eola/Walt Disney World Amphitheatre in downtown Orlando on Robinson Street.

Q: How long is the AIDS Walk?

A: 2.4 miles

Q: Where does the money go?

A: The Hope and Help Center of Central Florida, Inc., a 501 (C) (3). All the money raised stays in Central Florida to help our neighbors in need.

Q: What is a team?

A: A team can be any group of co-workers, students, congregation members, friends or families who raise money and walk together.

Q: Is there a minimum number of people or money required?

A: While there is no minimum number of people or money raised to be a team, we encourage each team to consist of at least 10 people and for each member to raise at least \$100. For each member that raises \$100, they will receive an AIDS Walk Orlando 2011 T-shirt.

Q: What are the fundraising incentive levels?

A: Prizes will be awarded at the following fundraising levels:

- Each walker who raises \$100 receives an AIDS Walk Orlando T-shirt.
- Trophy for the team that raises the most money
- Trophy for the team that has the most spirit

Q: Where do I park?

A: There are several garages in the downtown area, Library garage is the closest location. The Library garage is located on Central Blvd. costs do vary and they only accept cash. Metered parking along the streets is also available.

Q: What do I do with my donations?

A: If you have people who do not want to donate online via the website, you can collect cash/check donations in your walker envelope (available from Hope & Help) and bring it with you on the day of the walk.

Q: Can I bring my dog?

A: Absolutely! Your dog can even register as a participant and raise donations.

Fundraising Tips

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The goal for each team is to comprise of a minimum of 10 members, each raising at least \$100 a piece, for a team total of \$1000.

- **Ask, Ask, Ask!** Don't be afraid to ask your friends, family, co-workers, local businesses you support. The most anyone can do is say no.
- **Promote the walk on social networks:** Facebook, Twitter, Google+, YouTube, LinkedIn and more! Announce to your friends "I am saving lives by participating in AIDS Walk Orlando! Support me by donating at www.AIDSWalkOrlando.org"
- Find out if your company has a **matching gift program**, or if they will make a one-time donation. Ask the people sponsoring you if their companies have a matching gift program as well.
- **Ask your company to make a donation** to sponsor each employee that registers to participate.
- If allowed by your company/school policies, **place a sign or note at the front of your workspace reading "AIDS Walk Orlando donations accepted here"**.
- **Encourage friendly competition** between departments, store, or school locations. If the organization allows, "sell" tickets for a popular reward: dress down privileges; leave work early; comp time; premier parking space. The sky is the limit - think of something fun for your colleagues.
- **Hold a raffle.** Ask a local business or vendor to donate a prize.
- **Piggy Bank:** place a jar or container in a safe location for people to place loose change in. Every penny counts!
- **Barter your talents.** Have a special skill in massage, hair styling, dog-walking, babysitting, landscaping, or cleaning you could use to raise money? Offer these or other skills in exchange for a donation to AIDS Walk Orlando.
- **Everyone loves to eat!** Organize a bake sale - sell (homemade or store-bought) cookies or bulk candy. Hold a breakfast or lunch and ask for donations.
- **Host a dinner or cocktail party** and ask for donations for your team.
- **Add a tag to your email signature and/or voicemail message** that states how to support your participation in AIDS Walk Orlando.
- Coordinate a **garage sale** and donate the proceeds.
- Create a **thermometer** to track your teams fundraising progress. Display it in the lobby or break area so everyone can watch your team's process.

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HIV/AIDS Facts

In the United States, the CDC estimates that 56,300 new HIV infections occurred in 2006.

In the United States, 34% of new infections were to young people between 13-29 years old. Most young people are infected by sex.

In FY 2008, U.S. federal funding for HIV/AIDS is estimated to total \$23.3 billion. Of this 25% is for battling the international epidemic, 12% for research and only 4% for prevention.

The Florida Department of Health estimates that there are currently 125,000 persons living with HIV/AIDS in Florida.

Cumulatively, Florida ranks third in the nation (New York, California) for HIV/AIDS infections. Florida ranks second in the nation (New York) for pediatric HIV/AIDS cases.

In Central Florida, (Orange, Osceola, Seminole, Brevard) there are over 15,000 persons infected with HIV/AIDS. Over 9,000 live in Orange County.

Day of Event Information

The 2012 AIDS Walk Orlando will take place on Saturday, May 19, 2012 at the amphitheatre at Lake Eola Park. **Registration begins at 7:45am.**

On the day of the event, you and your team will need the following:

Your collected donations (bring cash & checks with you)
Your completed donation envelope or form

Parking:

The amphitheatre is located on Robinson Street. The nearest parking garage is located on Central Ave. across from the library.

- When you arrive, please report to the registration tables and turn in all your collected donations. Make sure that your donation envelope is completed and signed!
- Incentive prizes will be given out at the registration area.
- Registration will take place from 7:45am-8:00am.
- The Opening remarks will begin from the amphitheatre at 8:00am.
- The walk will start promptly at 8:30am.
- Closing remarks and awards will begin at 10:00am.

Additional Suggestions:

Contact your team members the day before and arrange a meeting place and time. Collect all your team member's donations and turn them in at one time.

You and your team can avoid the lines at registration, by securing all your donations online, or by arranging to drop off your collected donations prior to the walk.



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