

# 2011



# WALKER PARTICIPATION KIT





## Down Syndrome Organization of Southern Nevada

5300 Vegas Drive  
Las Vegas, NV 89108  
PH: 702-648-1990  
FAX: 702-648-2020

Website: [www.dsosn.org](http://www.dsosn.org)



August 2011

Dear Team Walker,

On behalf of all of everyone at the Down Syndrome Organization of Southern Nevada (DSOSN), I want to extend our heartfelt thanks to you signing up as a team walker for the **11<sup>th</sup> Annual DSOSN Buddy Walk on October 1, 2011 at Kellogg-Zaher Park in Las Vegas.** We just know that you are going to have lots of “fun” as you raise “funds” for the programs and services offered at DSOSN.

The Buddy Walk is a one-mile walk to promote awareness and inclusion for people with Down syndrome and to raise funds for local and national education, research and advocacy programs. This is the 11th annual walk for the Down Syndrome Organization of Southern Nevada. Funds raised through the Buddy Walk will help to fund the programs and services offered at the DSOSN.

Our programs and services include speech, music, dance, yoga, Spirit horse and physical therapies, life skill seminars and support groups, member socials, , the teen and young adult social club and much more. Last year the Buddy Walk raised over \$50,000 with over 50 teams participating. This year we have set a very high goal of \$75! With the help of your team we will surely reach our goal!

It's easy to participate in the Buddy Walk. This Buddy Walker Participation Kit contains complete instructions how on how to be a **BUDDY, have “fun” and “fundraise”.** Read through the entire kit to learn great ideas and complete participation instructions.

Once again, thank you for signing up as a team walker and truly making a difference in the lives of individuals with Down syndrome in our community. Individuals with Down syndrome have the same dreams we all do – they just need a little help. Participating in the Buddy Walk will help give us what we need to make sure these individuals are accepted, respected and can make their dreams come true.

If you have any questions or need anything to help you with your success, don't hesitate to call me at 702-648-1990 or email me at [dcline@dsosn.org](mailto:dcline@dsosn.org).

**THANK- YOU AGAIN FOR BEING A BUDDY and BEING A STAR!**

Sincerely,

Deann L. Cline  
Director of Fund Development

# 2011 BUDDY WALK REGISTRATION FORM

**YES, I want to be a BUDDY and walk to promote inclusion and acceptance of people with Down syndrome! I am proudly walking on behalf of:**

**In Honor of** \_\_\_\_\_

Walker Name: \_\_\_\_\_

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Team Name: \_\_\_\_\_  
(if applicable)

Team Captain: \_\_\_\_\_

Registration Fee: \_\_\_\_\_ \$20 Individual Pre-registered \_\_\_\_\_ \$25 Individual Day-of Registration  
\_\_\_\_\_ \$40 Family Pre-registered \_\_\_\_\_ \$50 Family Day-of Registration

List all T-Shirts Sizes: \_\_\_CS \_\_\_CM \_\_\_CL \_\_\_AS \_\_\_AM \_\_\_AL \_\_\_AXL \_\_\_2X \_\_\_3X

Given all T-Shirts: \_\_\_Yes \_\_\_No List all sizes still needed: \_\_\_\_\_

**TOTAL AMOUNT: \$** \_\_\_\_\_  
\_\_\_\_\_ Check enclosed made payable to DSOSN \_\_\_\_\_ CASH

CC # \_\_\_\_\_

Exp. \_\_\_\_\_ Code \_\_\_\_\_ Zip Code Billing Address of Card: \_\_\_\_\_

Name on Card: \_\_\_\_\_

Signature: \_\_\_\_\_

**Waiver:** In consideration of me and/or my minor child being permitted to participate in the Buddy Walk, I hereby-for myself, my heirs and personal representatives-assume any and all risks which might be associated with the event. I further waive, release, discharge and covenant not to sue the DSOSN, its officers, employees, sponsors, organizers, volunteers or other representatives or their successors and assigns, for any and all injuries or damages of any kind whatsoever suffered by myself and/or my minor child as a result of taking part in the events and any related activities. I grant full permission for the event organizers to use any photo, film or videotape taken of me or my minor child and/or quotations of me or my minor child in legitimate accounts and promotions of this event.

Signed \_\_\_\_\_ Date \_\_\_\_\_

Parent/Guardian Signature  
if participant is under age 18 \_\_\_\_\_



## 2011 - THE BUDDY WALK AT A GLANCE

### **Sponsors to Date: Aristocrat Technologies and Aerotek Professional Services**

**What:** The Buddy Walk is a multi-city advocacy walk in which people who have Down syndrome invite “buddies” to walk with them. Buddies can be anyone from friends and family to teachers, coworkers and politicians. The Down Syndrome Organization of Southern Nevada (DSOSN) Buddy Walk is gearing up for its 11th annual Buddy Walk for 2011.

**Why:** The goal of the Buddy Walk is to celebrate October, National Down Syndrome Awareness Month, and to promote acceptance and inclusion of persons who have Down syndrome. The Buddy Walk raises more than \$10.5 million nationally and this year, in 2010, the local Buddy Walk in Southern Nevada expects to raise \$75,000 plus.

**How:** Funds are raised through corporate sponsorships, walker registration fees and walkers’ pledges at our local Buddy Walk and Buddy Walks around the country.

**When:** More than 275 Buddy Walks are scheduled in the United States and around the world this year. The DSOSN Buddy Walk will be held on Saturday – October 1st, 2011.

**Where:** Kellogg-Zaher Park, 7901 W Washington Blvd, Las Vegas, NV 89028. The park is located in northwest Las Vegas and the cross streets are W Washington Blvd and No. Buffalo Drive.

**Audience:** More than 275,000 people participate nationally each year, including children, young adults and adults who have Down syndrome, family members, friends, politicians, health care professionals, business leaders, corporate teams and other community members. More than 1,200+ people are expected to participate in the local DSOSN Buddy Walk this year.

**Where does the Money Go:** Funds raised at the Buddy Walk will go towards the following local programs and services offered to individuals and their families affected by Down syndrome. Also a small portion of net proceeds are sent to the National Down Syndrome Society to support their National Policy Center of advocacy and research.

- Speech Therapy
- Music and Yoga Therapies
- Physical Therapy
- Spirit Horse Therapy
- Life Skill Seminars and Support Groups
- Lending Resource Library
- Members Socials: these take place around all major holidays
- Adult Social Club



# 2011 BUDDY WALK FACT SHEET

## Sponsors to Date:

**Aristocrat Technologies and Aerotek Professional Services**

### What:

The Buddy Walk was developed by the National Down Syndrome Society in 1995 to bring together a wide range of concerned individuals to reach out to friends, family and co-workers to promote awareness and inclusion for people with Down syndrome and to raise funds for local services and national education, research and advocacy programs. This is the 11<sup>th</sup> annual walk for the Down Syndrome Organization of Southern Nevada.

**Where:** Kellogg-Zaher Park, 7901 W Washington Blvd, Las Vegas, NV. Cross streets: W Washington Blvd and North Buffalo Drive

### When:

October is National Down Syndrome Awareness Month. From September through November, more than 275 Buddy Walks will occur throughout the United States.

### Local Date:

Saturday – October 1st, 2011

1:00 – 3:00 PM – Registration, Food, Fun, Games and ongoing Entertainment

3:00 – 3:30 PM – Welcome – Announcements and Proclamations

3:30 – 4:00 PM – Let the Walk Begin !

4:00 – 5:00 PM – Entertainment, Raffles, Prizes and Awards

### Who:

Children, young adults and adults with Down syndrome, family members, friends, healthcare professionals, corporate teams and members of the community – bring wagons, wheelchairs and strollers. All are welcome! – including leashed pets!

### Why:

The Buddy Walk is a one-mile walk in which anyone can participate without special training. Before and after the walk, you and your family will enjoy entertainment for everyone, including clowns, face painting, balloon animals, carnival games, music, dancing and more!

**Master of Ceremonies:** Kevin Janison – Channel 3 News

# It's Easy to be a BUDDY and walk and raise funds for the Buddy Walk, HERE'S HOW:

## WALKERS:

- In addition to receiving this Buddy Walk Participation Kit, you should have received a Walker Collection Envelope and Walker Registration/Waiver Form.
- Use your Walker Collection Envelope to collect funds. **ASK EVERYONE YOU KNOW!** Friends, Families, Neighbors, etc. In fact, start with your parents. It doesn't matter whether you collect spare change, a dollar or a lot more. Every little bit helps and adds up!
- Don't forget to list all your donors name on the outside of your envelope. Now this is very important: if you donor wants a receipt you please provide their address so DSOSN can send them one. We can't thank donors or send receipts if we don't have an address.
- If you are asked, our Federal Tax ID # is 94-2040560. Those who want or need the actual IRS verification letter can call the office and we will fax them one.
- If your Walker Collection Envelope gets full, ask your team captain for another one, or use your own.
- Read through this entire Walker Participation Kit - it contains great fundraising ideas, everything from bake sales to car washes, etc..
- Get businesses you know to donate an item for the raffle. You will be given credit for the retail value of the item towards your fundraising efforts. The deadline for turning in raffle items to the DSOSN office is October 15, 2011.
- After you have collected all your money, turn in your Walker Collection Envelopes to your Team Captain.
- **Those who raise \$20 will receive a BW T-shirt that you can have to wear at the Buddy Walk.**

Continue on next page:

- Here's a final tip for raising extra money. Sign up at [Firstgiving.com](http://Firstgiving.com) for your very own FREE online fundraising page. It only takes a couple of minutes and you can even customize it by writing your own storyboard asking people to support your efforts and include a picture as well. To sign up go to [www.firstgiving.com/dsosl](http://www.firstgiving.com/dsosl) or go to our website at [www.dsosl.org](http://www.dsosl.org) and click on the Buddy Walk logo. Then click on the register online link and then click on the link to sign up for Firstgiving. The next BIG step after you get your page set up is to click on the link on Firstgiving where it says "email to all your friends". Add all the email addresses you want and click send to send to everyone you know with an email address. This can be all your friends and relatives all over the country. They can then donate online towards your fundraising efforts and you will be given to credit. The amount you collect online will be added to your fundraising totals and determine your incentives. It's that easy - that's all you have to do. You will be so surprised how fast those donations come in. All monies are sent directly to us. You can view your donors online to see who donated but you don't have to keep track if you don't want to. We will do that for you.
- Last but also very important: you were given a Walker Registration/Waiver Form that needs to be filled out for you to participate in the walk. If you are under 18 years of age, your parents or guardian need to sign. Please have this form completed and turn into your Team Captain when you turn in your money.
- **We wish you good luck and hope you have a lot of "fun" raising "funds" for this great cause. And we look forward to seeing you at the Buddy Walk. It's going to be a lot of fun: food, music, games, entertainment, etc. And this is our opportunity to thank you for your well-deserved efforts. See you there!**

**PARENTS of YOUNGER WALKERS: You can Help Too!**

- Support your child's efforts by being the first one to make a donation. You'll make them feel good about what they are doing and get them off to a great start.
- Don't stop there - ask everyone you know at work to donate and support the good works of your child
- If you own your own business or your boss wants to be a sponsor, fill out the Sponsor Response Form and send in your donation. List your child's name on the form so he/she can get the credit. **The deadline is September 1st to have a logo placed on the Buddy Walk T-shirts.**
- Get businesses you know to donate an item for the raffle. You/your child will be given credit for the retail value of the item towards your fundraising efforts. The deadline for turning in raffle items to the DSOSN office is October 15, 2011.
- Create your own Firstgiving FREE online fundraising page

**Thank you for allowing your child to participate in the Buddy Walk, and for your support also!**

**NOTE: Before writing on these pages, make copies for yourself depending on how many you think you will need. Or you can download the forms from our website at [www.dsosl.org](http://www.dsosl.org) or call 720-648-1990 for more.**



**Yes, I want to help** \_\_\_\_\_

**(Name of Team Captain or Walker who will receive credit)**

**in his/her efforts to raise funds for 2011 Buddy Walk to help the Down Syndrome Organization of Southern Nevada by donating a raffle/auction item.**

Business or Organization: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Description of Product/Service being donated:  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Estimated Retail Value: \_\_\_\_\_

Donation is:  In the form of a Certificate  Actual Product  
 Please call me to make arrangements to pick up my donation  
 I will mail or deliver the donation to your office

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Down Syndrome Organization of Southern Nevada  
5300 Vegas Drive, Las Vegas, NV 89108  
For More Information on  
the Buddy Walk please call: 702-648-1990 or  
visit our website at [www.dsosn.org](http://www.dsosn.org)  
Your donation is tax-deductible to the extent allowed by law.  
DSOSN is a non-profit 501(c)(3) organization. FED ID # 94-3040560

**I understand I will receive a tax donation letter from DSOSN after my donation is turned in.**

# IT'S TIME TO SET-UP YOUR 2011 FIRSTGIVING FUNDRAISING PAGE AND START RAISING \$\$\$\$ TODAY!



Once again, the Down Syndrome Organization of Southern Nevada has chosen Firstgiving.com to enable Buddy Walk teammates and walkers to raise funds online. We encourage everyone to sign up for their very own fundraising page. And it's FREE!

How does it work?

- ◆ First you sign up for your very own fundraising page online. Firstgiving pages are free for fundraisers and can be set up in a few minutes. You can personalize your Firstgiving page with pictures and special messages as you would like.
- ◆ Then email your page to all your family, friends and colleagues throughout the country. Donors then make a contribution in your name using their Mastercard or Visa credit card. All online donations are secure and protected. Donors can leave a comment on the page for you. The donations are then sent directly to us – the Down Syndrome Organization of Southern Nevada. They keep track of everything and send reports to us.
- ◆ Your Firstgiving fundraising totals are included in your other fundraising collection totals.
- ◆ Also, check out the new blog feature at Firstgiving this year.

In addition to your regular donation collection efforts, this is a great way to increase your fundraising. The DSOSN has set a minimum goal of raising \$25,000 online this year. We know that sounds like a stretch – but with everyone's help we can do it. And it's only July. We have a little under 3 months to go for the Buddy Walk. So it can be done! And the first fundraiser to raise \$5,000 online will receive a very special prize!!!!!!

It's easy, it's fun and it works!

So get started today. You can sign up by:


1) going to [www.firstgiving.com/dsosl](http://www.firstgiving.com/dsosl) or by

2) going to the DSOSN website at [www.dsosl.org](http://www.dsosl.org) and then clicking on the message on the screen below.


To Create your own Buddy Walk Fundraising Web Site [CLICK HERE](#) Just Giving dot Com.

## AND ANOTHER WAY TO INCREASE YOUR FUNDRAISING \$\$\$\$\$\$

**2011**



TO BENEFIT THE



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*For a Buck or More - Every \$1.00 Counts!*  
**October 1, 2011**  
**Kellogg - Zaher Park, Las Vegas, NV**  
*702-648-1990 or [www.dsosn.org](http://www.dsosn.org)*

**Ask businesses that you frequent to offer our Buddy Walk Paper Danglers in their establishments for a donation from their customers/clients. We will provide you with the danglers - FREE of charge. And all money collected from your dangler campaign will be credited to your fundraising total. Call the DSOSN office for your danglers today at 702-648-1990.**

## CAN'T COME TO THE WALK



**Don't worry – You can  
Still Participate by**



**Making a Donation or Better  
Yet by Forming a Virtual Team**

If you can't attend the Buddy Walk and participate as an individual walker or on a team, you can still be part of our efforts to promote acceptance and inclusion of people with Down syndrome and help us raise funds for research, education, advocacy and local programs and services for Down syndrome individuals and their families.

### **How Can I Still Help?**

You can make a donation to the Down Syndrome Organization of Southern Nevada. Or you can take it a step further and be a VIRTUAL walker or form a VIRTUAL team. You receive all the materials for a successful campaign just as if you participating in the Buddy Walk on walk day. You fundraise just like any other walker or team. The only difference is that you won't be at the walk. But you will be there in spirit and we will acknowledge you as a walker or as team from the podium on walk day. And you will also be eligible for all the walker incentives. In addition, if your funds are turned in by walk day, you will be eligible for fundraising special awards as well. And don't forget as a VIRTUAL walker you can still sign up at [Firstgiving.com](http://Firstgiving.com) and create your own fundraising website to help you in raising funds. And don't forget to spread the word around to others you know who might want to help but can't participate.

**THANK YOU AND GOOD LUCK !**



## **Down Syndrome Organization of Southern Nevada** **2011 SPONSORSHIP OPPORTUNITIES**

Saturday – October 1, 2011 at Kellogg-Zaher Park in Las Vegas

### **\$10,000 Presenting Sponsor**

- Recognition in the DSOSN newsletter for 1 year
- Recognition and Logo on the DSOSN website for 1 year
- Recognition in Program Book
- Logo on back of T-Shirt
- Recognition on all Buddy Walk Advertising and Promotion; Goody Bag Insert
- Corporate Sponsorship Banner and Pathway Signage
- Shooting Star Buddy Award and Special Presentation at the Walk
- 20 X 20 Tent with Tables and Chairs
- First Right of Refusal and/or Exclusivity

### **\$5,000 Supporting Sponsor**

- Recognition in the DSOSN newsletter for 1 year
- Recognition and Logo on the DSOSN website for 1 year
- Recognition in Program Book
- Logo on back of T-Shirt
- Recognition on all Buddy Walk Advertising and Promotion; Goody Bag Insert
- Corporate Sponsorship Banner and Pathway Signage
- Appreciation Certificate and Acknowledgement at the Walk
- 10 X 10 Tent with Table and Chairs

### **\$2,500 Event Sponsor**

- Recognition in the DSOSN newsletter for 6 months
- Recognition and Logo on the DSOSN website for 6 months
- Recognition in Program Book
- Logo on back of T-Shirt
- Recognition on all Buddy Walk Advertising and Promotion; Goody Bag Insert
- Pathway Signage
- Appreciation Certificate and Acknowledgement at the Walk
- Reserved space at event for your tent/booth display

### **\$1,000 Partner Sponsor**

- Recognition in the DSOSN newsletter for 3 months
- Recognition and Logo on the DSOSN website for 3 months
- Recognition in Program Book
- Name on back of T-Shirt
- Recognition on all Buddy Walk Advertising and Promotion; Goody Bag Insert
- Pathway Signage
- Appreciation Certificate and Acknowledgement at the Walk
- Reserved space at event for your tent/booth display

### **\$500 Patron Sponsor**

- Recognition in Program Book
- Pathway Signage
- Reserved space at event for your tent/booth display

### **\$100 "For-Profit" Vendor**



## 2011 SPONSORSHIP AGREEMENT FORM

Business: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

\_\_\_\_\_ \$10,000 Presenting Sponsor  
EXCLUSIVE

\_\_\_\_\_ \$ 500 Patron Sponsor

\_\_\_\_\_ \$ 5,000 Supporting Sponsor

\_\_\_\_\_ \$ 100 For-profit Vendor

\_\_\_\_\_ \$ 2,500 Event Sponsor

\_\_\_\_\_ \$ 50 Not-for-profit Vendor

\_\_\_\_\_ \$ 1,000 Partner Sponsor

Check (enclosed) Amount: \$ \_\_\_\_\_

Card # \_\_\_\_\_

Exp date: \_\_\_\_\_ CVV Code \_\_\_\_\_

Name on card (please print) \_\_\_\_\_

Signature \_\_\_\_\_

Make all checks payable to DSOSN and mail to:

5300 Vegas Drive

Las Vegas, NV 89108-2347

Fax this form to 702-648-2020

or donate online at [www.dsosn.org](http://www.dsosn.org)

If you should have any questions, please feel free to call 702-648-1990

Or email at [dcline@dsosn.org](mailto:dcline@dsosn.org)

## Fundraising Tips

- **Get Your Company Involved!**  
A district manager of a national retail chain encouraged her company to participate. The employees of each store challenged one another to form at least one team per store and raise money for Down syndrome. They had fun, raised money and increased morale all once! Another way to have your company raise money is to have one (or more) “dress down days” with the money collected going towards the Buddy Walk. See below for more information.
- **Get Your Child's School Involved!**  
(Start by reminding the school that October is National Down Syndrome Awareness Month.) A teacher at a private school instituted a “dress down day” for the entire student body & faculty. For a \$5 donation, a student or teacher could dress in jeans or other casual clothes for a day, instead of the uniform. If students already have a casual dress policy, let them wear a hat, shorts or other attire that is normally not allowed (if the principal won't agree to involve the whole school, how about a “special project” for just your child's class?)
- **Get Your Religious Organization Involved!**  
Ask to put a poster on the bulletin board. See if an announcement can be made during a service. Leave a donation envelope in the coffee room or in the lobby.
- **A High School Student in Milwaukee, WI Thought of This Idea:**  
He wanted to support his coach who was raising money for another cause. He got all his buddies to donate the money they would have used to rent a tuxedo for the prom to support their coach's cause. Although the Buddy Walk is past prom season, this idea can be tweaked to support the Buddy Walk.
- **How about Suggesting a Letter Writing Assignment?**  
Students can compete to see who receives a donation from the longest distance away. Ask them to write letters to people who live out of state or out of the country. The student who brings in a check from the farthest away point wins.
- **Contact Your Child's Girl/Boy Scout Troop.**  
Scouts could be eligible to earn a variety of badges by participating in a Buddy Walk.
- **Other Ways To Raise Money for the Buddy Walk:**  
Car washes, a dog wash, garage sales, bake sales, Dress Down For Down Syndrome, “Dimes for Down Syndrome Day” at work or at your child's school. Encourage walkers to get pledges from family, friends, colleagues, doctors, dentists, dry cleaners, hairdressers, and places where they are frequent patrons.

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## How To Raise \$500 In One Week

Day Details	Total
1 Sponsor yourself for \$25	\$25
2 Ask three family members for \$25	\$100
3 Ask five friends to donate \$15	\$175
4 Ask five co-workers to sponsor you for \$10 (ask about a matching gifts program!)	\$225
5 E-mail 15 people & ask for a \$10 donation	\$375
6 Ask your company for a \$75 contribution (ask about a matching gifts program!)	\$450
7 Ask two businesses you frequent for \$25	\$500

## Start a Letter Writing Campaign

Writing letters to your friends and family is a wonderful - and easy way to raise money for your local Buddy Walk. By sending out letters (or e-mails) to the people you know, you are able to quickly spread the word of your involvement in the Buddy Walk and ask individuals to either walk with you or to sponsor you. [Click here for sample letters](#) that you can download and edit for your own letter writing campaign. We would like to thank the Kansas City Buddy Walk for donating most of these templates.

## More Fundraising Ideas

- Try to get small prizes to give away as pledge awards. For example, if you raise \$50 you will earn a baseball hat, if you raise \$100 you will earn a tote bag, etc.
- On your tee shirt, write the names of everyone who has given you a pledge on the shirt or write their names on a piece of fabric and sew it on the shirt.
- Sell raffle tickets and hold a drawing (or drawings) for items that were donated by local organizations.
- Make and sell Buddy Walk ribbons (in the blue and yellow Buddy Walk colors) and sell them for \$.50 or \$1.00 to increase awareness of your Buddy Walk and to raise a little extra money at the same time.

## Tips for Team Building

1. Start with people that are closest to you: family members, friends, neighbors, business associates and others in the community (your hairdresser, doctor, etc.)
2. Contact potential teammates in person or by phone, if possible: e-mail and send letters if you can't reach an individual directly. Explain to them why the Buddy Walk is important to you, why you are involved and why you would like them to be involved.
3. Encourage your teammates to spread the word and invite others to join your team or to start one of their own.
4. When you have finished putting your team together, hold a team meeting to get everyone involved and excited. See how successful they have been collecting pledges (if this is a fundraising walk) and use the information provided to give them advice and encouragement.

## Tips for Healthy Walker Competition

1. Encourage walkers to raise at least \$250 each.
2. Use the incentive prize hierarchy to encourage walkers to raise money.
3. Make some of your own personal team incentives ( 2 movie passes, etc.) for the highest fundraiser.
4. Have a team name! It shows unity and interest – and is fun, too. Be a part of Troy's Boys and Girls, Brain's Buddies or Sarah's Super Walkers. Have your team members suggest a team name and vote on your favorite.
5. Incorporate pictures of your "Buddy" to help raise interest in your team. Make buttons of team members, add a picture to letter and thank you notes and make a poster for the day of your walk. (The DSOSN has a button machine for you to use – call us at 648-1990.)
6. We (the DSOSN) can also help with bulk mailings – 200 or more pieces. Call for details

The DSOSN is there to help you every step of the way. Call us at 702-648-1990 with any and all questions. We are here for you and can customize your campaign any way you would like.

GOOD LUCK TO EVERYONE! Our 2010 Buddy Walk Fundraising Goal is \$75,000! With your help and the help of your teammates, we will surely reach our goal. THANK-YOU!

## **ABOUT BUDDY WALK**

The Buddy Walk<sup>®</sup> was established in 1995 by the National Down Syndrome Society to celebrate Down Syndrome Awareness Month in October and to promote acceptance and inclusion of people with Down syndrome. Today, the Buddy Walk<sup>®</sup> program is supported nationally by NDSS and organized at the local level by parent support groups, schools and other organizations and individuals.

Over the past fourteen years, the Buddy Walk<sup>®</sup> program has grown from 17 walks to more than 280 expected in 2009 across the country and around the world. Last year alone, 250,000 people participated in a Buddy Walk<sup>®</sup>! They raised \$10.5 million to benefit national education, research and advocacy initiatives, as well as local programs. These funds enable NDSS and local groups to offer services that support and enhance the quality of life for individuals with Down syndrome and their families.

The Buddy Walk<sup>®</sup> is a one-mile walk in which anyone can participate without special training. It is a wonderful, heart-warming event that celebrates the many abilities and accomplishments of people with Down syndrome. Whether you have Down Syndrome, know someone who does, or just want to show your support, come and join a Buddy Walk<sup>®</sup> in your local community!

## Walk FAQs

1. [Do I need to know someone with Down syndrome to participate in a Buddy Walk?](#)

2. [How can I find out if there is a Walk in my community?](#)

3. [Not everyone in my family is able to walk a mile. Are they still able to participate?](#)

4. [I'd like to volunteer at the Walk in my area. How do I get involved?](#)

5. [There isn't a Walk in my area. How do I go about starting a Walk?](#)

6. [Can I bring my dog to the Buddy Walk?](#)

1. **Do I need to know someone with Down syndrome to participate in a Buddy Walk?**

Not at all. The goal of the Buddy Walk is to promote understanding and acceptance of people with Down syndrome. Whether you have Down syndrome, know someone who does or just want to show your support, come and join the Buddy Walk.

[Return to Top](#) ▲

2. **How can I find out if there is a Walk in my community?**

To find out if there is a Walk in your community, you can enter your zip code in the Find A Walk box located at the top of the BuddyWalk.org website or you can click on the "Find A Walk" link on the left column. Either way, you will find the closest walk to you. If you do not see a walk in your area, you can e-mail the Buddy Walk Coordinator at [buddywalk@ndss.org](mailto:buddywalk@ndss.org) to find out if a local support group has organized one in the past.

[Return to Top](#) ▲

3. **Not everyone in my family is able to walk a mile. Are they still able to participate?**

Absolutely. Buddy Walks are open to participants of all ages and abilities. Each walk location has places where you can sit down, relax, and watch the excitement. If you can't walk, you can be a member of the cheering section and cheer on the walkers as they Buddy Walk by.

[Return to Top](#) ▲

4. **I'd like to volunteer at the Walk in my area. How do I get involved?**

For information on volunteering at a Buddy Walk in your community, please contact your local Buddy Walk organizer or click on Find A Walk and then your state and look to see if any Walks are taking place in your area.

[Return to Top](#) ▲

5. **There isn't a Walk in my area. How do I go about starting a Walk?**

NDSS has all the tools to help you plan a successful event, from a planning time line to posters and incentives. Buddy Walks range in size from 20 people to more than 2,000 -- so whatever your time and resources, you can plan a successful Walk! NDSS has developed a user-friendly Buddy Walk Manual that provides valuable information about the Buddy Walk program and how to create the best walk you can.

If this is your first Buddy Walk, please download and read the 2005 Buddy Walk Fact Sheet to give you more information on the Buddy Walk program and starting a Walk. Once you have read that, you can register your walk on-line by clicking on one of the "Organize a Walk" links. Your walk will be registered in no time and you can begin to use the on-line resources.

[Return to Top](#) ▲

6. **Can I bring my dog to the Buddy Walk? – YES IN LAS VEGAS FOR 2008**

While most walk venues will allow dogs, not all do. Please contact your local Walk to find out if you can bring your four-legged friend with you. Click on the "Find A Walk" link to find out the contact information for your local organizer. They will be happy to answer this – and any other question you may have.

[Return to Top](#) ▲

## Down Syndrome Facts

- Down syndrome occurs when an individual has three, rather than two, copies of the 21st chromosome. This additional genetic material alters the course of development and causes the characteristics associated with Down syndrome.
- Down syndrome is the most commonly occurring chromosomal abnormality. One in every 800 to 1,000 babies is born with Down syndrome.
- There are more than 350,000 people living with Down syndrome in the United States.
- Down syndrome affects people of all ages, races and economic levels.
- The incidence of births of children with Down syndrome increases with the age of the mother. But due to higher fertility rates in younger women, 80 percent of children with Down syndrome are born to women under 35 years of age.
- People with Down syndrome have an increased risk for certain medical conditions such as congenital heart defects, respiratory and hearing problems, Alzheimer's disease, childhood leukemia, and thyroid conditions. Many of these conditions are now treatable, so most people with Down syndrome lead healthy lives.
- Life expectancy for people with Down syndrome has increased dramatically in recent decades - from 25 in 1983 to 56 today.
- All people with Down syndrome experience cognitive delays, but the effect is usually mild to moderate and is not indicative of the many strengths and talents that each individual possesses.
- Quality educational programs, a stimulating home environment, good health care, and positive support from family, friends and the community enable people with Down syndrome to develop their full potential and lead fulfilling lives.
- People with Down syndrome attend school, find work, participate in decisions that affect them, and contribute to society.
- Researchers are making great strides in identifying the genes on Chromosome 21 that cause the characteristics of Down syndrome. Many feel strongly that it will be possible to improve, correct or prevent many of the problems associated with Down syndrome in the future