



STEP UP For Down Syndrome

**Sat
Sept 25
2010**

Walk Packet



Are you ready to STEP UP FOR DOWN SYNDROME? The Step Up For Down Syndrome Walk will take place at Arrowhead Stadium, Lot C, on Saturday, Sept. 25, 2010.

Formerly known as the Buddy Walk, the Step UP Walk provides the entire community the opportunity to celebrate individuals with Down syndrome and their families. The event promotes the acceptance of all people with Down syndrome.

There are over 280 Down syndrome walks held worldwide. Kansas City is proud to be home to one of the largest walks in the nation!

In 2009, we welcomed 300+ teams consisting of 7,000+ participants and raised over \$450,000!

Making a walk team is the perfect way to honor your loved one with Down syndrome. This packet is designed to help you understand the walk and how to form a team. The walk consists of a one mile walk around the outer perimeters of Arrowhead and Kauffman Stadiums.

Kansas City Chiefs players greet kids at the start line and send them off to walk. We have entertainment for all ages including: clowns, face painting, pony rides, moon walks, chair massages, balloon artists, carnival games and more.

Schedule

Registration
9:00 - 11:00 am

**Festivities and
Radio Disney**
9:00 - 1:00 pm

Food
10:00 - 12:00 pm

**Awards and
Announcements**
10:45 am

**B.E.S.T. Network
Performance**
11:00 - 11:20 am

**Kids Dash (ages 5
and under)**
11:30 am

**Color Guard/
National Anthem**
11:40 am

Walk Begins
11:45 am

**Walk and
festivities end**
1:00 pm

What's a Walk Team?

A walk team can consist of your immediate family or 200 of your closest friends, family and neighbors. Most teams choose a name which honors their loved one with Down syndrome. Your team name will appear across the back of your t-shirt with pride. Some examples of team names include: Jack's Pack, Ethan's Entourage, A Mile for Meredith, Hola Lola!, Drew's Crew and Bella's Blazers.

There is no requirement to raise funds to participate in the walk. Some teams choose to do this and others choose not to. It's purely an individual choice. The only requirement is that each person on your team pay the applicable registration fees to walk and sign the waiver of liability form.

Team captains will receive training on how to use the online registration system or can come to the DSG Center for assistance. If you would like to make a walk team, please complete the enclosed Team Captain Commitment form and mail it back as indicated.

If you are not sure who to ask to be on your team, just look around you. *Invite your neighbors, family, teachers, co-workers, doctor, dentist, church family, mechanic or other people you interact with on a regular basis.* You will probably be pleasantly surprised by the show of support you receive. **The number one reason people don't donate is because they were not asked!**



Ashtin's Power

Team Ashtin's Power was created for the Step Up walk in July 2007 when our youngest daughter, Ashtin Kate, was born July 12th and diagnosed with DS at birth. She was 2 months old at the walk. We have celebrated the event each year with our family and friends as a way to support the KC DSG and recognizing the Down syndrome community. Our team is comprised of family, friends, coworkers, neighbors, therapists, and others who have had the privilege to meet Ashtin. We now carry a banner sporting Team "Ashtin's Power" for the walk along with button pins as a party favor to all those who contribute to our fundraising or participate with our team. This event is special to our family as we continue to celebrate after the walk by hosting a cook-out and playing-games. It feels great to

be a part of the largest "Step Up" walk. We are so fortunate to have the support of the KC DSG. Ashtin's disposition, strength and determination continue to teach our family daily. If only every family had the gift of Down syndrome in their lives!

There were so many fun activities for the young and the young at heart.



Gilly Bean's Basket

It took us three years to finally get there and when we did, it was beyond our expectations! Gillian's first year we talked about the walk, but in June she started having infantile spasms (seizures) so it just didn't happen, we'd do it next year. That year, her Mom & Dad got married in September, and her Aunt Sarah was due to have Cousin Scarlett the first week in October, so it didn't happen again. Last year, we made it! I had no idea where to start, but with the helpful suggestions on the web site we pulled it together. I set an original goal of \$1000.00, but by the end of the first day, Aunt Sarah had already raised over \$700.00 with her friends and co-workers. Figured I better raise the goal. It's amazing how generous people will be if you just ask and tell them about the wonderful things the Kansas City Down's Guild is able to accomplish with the money raised. I did a minute for mission segment at our church which resulted in several walkers and donations. Not only did I have to raise my goal twice, our team was the top new team fund raiser. Who would have ever thought that would happen! We were really worried about the weather being so cold with gale force winds the day before, but the day of the walk started cold and frosty and blossomed

into a beautiful sunny fall day. God was surely shining upon us! There were so many fun activities for the young and the young at heart. The food was plentiful and tasty. We loved the entertainment, especially the singing/dancing group of young people with Down Syndrome. They were so uplifting and such an inspiration of the potential these young children have ahead of them. I don't know about being a "top team" this year but then again I never dreamed being there last year. You just never know what can happen if you just ask. We're looking forward to being there this year and many years to come. We've decided to make this a family tradition!

It feels great to be a part of the largest "Step Up" walk.



Loving Lexi

The Step Up Walk is special to us because it has been a way for us to chart our journey since Lexi was born. We did our first walk when Lexi was just 4 weeks old. What a wonderful day of acceptance! Our second walk brought our friends and family together to honor our little girl. Then in 2008, Luke (brother) was just 3 months old! This was the year to celebrate Lexi's accomplishment of walking! How fun for her to walk instead of being pushed in the stroller! Last year, we loved hearing Lexi talk all about the balloons and jumping in the bounce house! The walk is a beautiful way to increase awareness of Down syndrome and we look forward to many more years of memories!



The walk is a beautiful way to increase awareness of Down syndrome

Gifts of Gabi's Grace

The Gifts of Gabi's Grace team was created in 2007. This is very special to us for a number of reasons. First, our beautiful little Angel Gabi came into this world in January of 2007. Unfortunately, in August of 2007, our Angel Gabi returned to the Lord.

When we found out that we were pregnant with Gabi, and the fact that she was going to be born with this unknown thing to us called Down Syndrome, we went through all of the emotions that I'm sure most families do. What also happened is we became part of a community that welcomed us with open arms, supported us, educated us, and opened our eyes to how amazing our lives could be.

First Downs for Down Syndrome and the Down Syndrome Guild not only gave us tools to educate ourselves, they introduced us to families willing to meet us and talk to us about having a child with Down Syndrome. The walk allows us to reconnect every year with these families and meet new families to share our story with. When we put our team together we always know that our closest friends and family will be there no matter what.

Gabi brought all of our family and friends closer together. This walk is one of the main occasions that allow us to get together and celebrate the life of our Angel with other families and people that can appreciate our journey. Every parent begins to dream of how their children will impact the

world before they are even born. Some parents, in the beginning, will fear that because their child has Down Syndrome their impact will be diminished. Well, we started a blog when we found out we were pregnant with Gabi. Through her 7.5 months on this earth she reached people in 46 states and 9 foreign countries. In her short time she taught more people about love, courage, and strength than most people could dream of doing in a lifetime.

So even though our gift from God is no longer with us, she still lives on through our connection to the community she introduced us to. By participating in the walks, golf tournaments, and other activities, it allows her memory and story to live on. It allows us the opportunity to share her story, and if that helps 1 family, it is worth doing every year for the rest of our lives.



In her short time she taught more people about love, courage, and strength than most people could dream of doing in a lifetime.



How to recruit your team and raise awareness



Everyone on your team will have a greater awareness and appreciation for Down syndrome.



Don't forget to ask if your company has a matching gift program!



Start with the people who are nearest and dearest to you, then work outwards to others:

- Family Members
- Friends
- Neighbors
- Business Associates
- Others in the community (hairdresser, grocer, doctor, dentist, etc.)
- Businesses where you spend money frequently

Contact potential teammates in person or by phone if possible. Email and letters are good alternatives for those people you can't reach directly. Personalize your approach by asking them to help you support this important cause.

Explain to them why it's important to you and how you became involved with the Step Up for Down Syndrome Walk. Encourage your teammates to spread the word and invite others to join your team or start a walk team of their own.

When you have your team assembled, hold a team get together. Get everyone involved and

progressing and give them advice and encouragement. You might also consider providing your team members with a photo of your buddy to accompany any pledge envelopes they are using.

Remember that everyone on your team will have a greater awareness and appreciation for Down syndrome after attending the Step Up for Down Syndrome Walk with you!



How to raise \$250 in only ten days!

- Day 1:** Make a **personal** \$25 contribution. **+\$25 = \$25**
- Day 2:** Ask your **significant other** for \$15 contribution. **+\$15 = \$40**
- Day 3:** Ask your **mom or dad** for \$15 contribution. **+\$15 = \$55**
- Day 4:** Ask a **friend** for \$15 contribution. **+\$15 = \$70**
- Day 5:** Ask your **boss** for \$25 contribution. **+\$25 = \$95**
- Day 6:** Ask three **co-workers** for \$15 contribution. **+\$45 = \$140**
- Day 7:** Ask your **sister or brother** for a \$15 contribution. **+\$15 = \$155**
- Day 8:** Ask your **in-laws** for a \$15 contribution. **+\$15 = \$170**
- Day 9:** Ask two **neighbors** for \$15 contribution. **+\$30 = \$200**
- Day 10:** Ask a **business owner** of somewhere you spend money for a \$50 contribution. **+\$50 = \$250**



How much fun is the Walk, anyway?



**300
teams**



**Don't miss
one of the largest
celebrations of
Down syndrome in
the nation!**



**\$450,000
raised**



**Will you be there
to help us cross
the finish line on
September 25th?**

**7,000
attendees**



Important deadlines you need to know!

Deadline

Location

Aug 2

- Team Captain commitment forms due

Mail to FDFDS

Aug 27
by 6:00 pm

- Team T-shirt deadline.
- Registration forms due.
- Submit T-shirt tally sheet.
(last day to get name on back of team T-shirt).

DSG Center

Sept 18

- T-shirt pick up and fund raising prize deadline.
Pick up team T-shirts for all pre-registered team members.
Turn in any donations you want counted for fundraising prizes.

DSG Center

Sept 25

- Step Up for Down Syndrome Walk
Registration onsite is open from 9:00 am to 11:00 am.
Bring any remaining donations with you to the walk.

**Arrowhead
Stadium
Lot C**

Online registration makes it easy!

What does the website provide?

It's easy and fun!

Allows participants to register online as an individual walker or as a member of a team.

Build your own web page!

Once participants register they have access to a personal page which they can customize by editing text, adding pictures and modifying layout and colors. Tell your personal story.

Send emails!

Once registered, a participant can send e-mails through the online tools section and solicit pledges (optional). People you solicit will be able to donate online to your team total.

Check your team's progress.

Each participant can view the total funds raised for the team and send out thank you emails.

Online video tutorials.

Online video tutorials to help you navigate the website and set your team up to succeed.

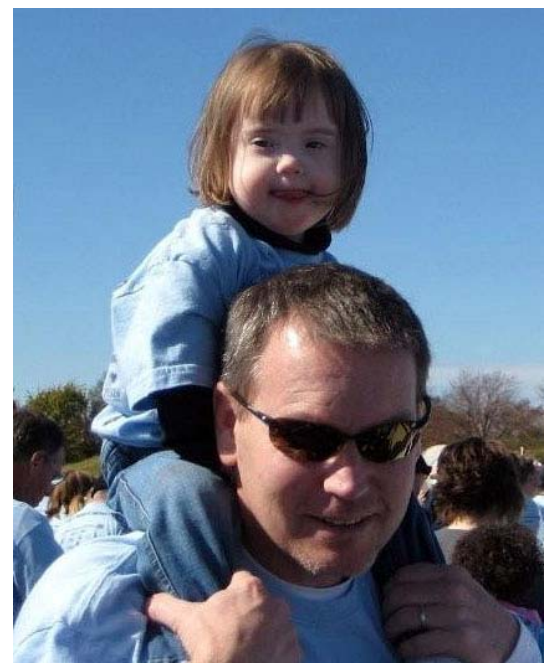
Due to the sheer volume of manpower it takes to facilitate the walk, we ask teams to **PLEASE use the online system whenever possible**. Your team can track it's progress towards fundraising, identify donors on an honor roll and send email updates very quickly to keep everyone on your team in the loop. Over 250 teams used the online service last year which saved us countless hours of data entry!

What if I don't have access to a computer or I am not technologically savvy? We recognize not everyone has access to a computer or wants to register or donate online. You can register and collect pledges using the *Step Up for Down Syndrome Walk* brochure and collection envelopes which we will gladly provide you if you call the office. **Still nervous about online registration? Watch the online help videos at the website**

Registration and fundraising are just a click away!

Register team at:

www.stepupfordownsyntaxmeke.org





Team Captain commitment form

Please sign me up to be a Team Captain for the Step Up for Down Syndrome Walk!

Team captain's name _____

Team name _____

Street address _____

City _____ **State** _____ **Zip** _____

Home phone _____ **I will do everything through the online registration and donations website**

Work phone _____ **Yes** _____ **No** _____

Email _____ **I want to receive Walk updates via:**

Fax _____ **Postal Mail** _____ **Email** _____ **Both** _____

Don't Wait!

Submit this form as soon as you have determined you want to put together a team. Once we receive your form, we will send you the tools to help you succeed!

On-line registration is preferred and requested; if that is not available, return this form by mail.

Mail or fax your Team Captain Commitment Form by Aug 2nd to:

First Downs for Down Syndrome
10200 West 75th Street
Suite 281
Shawnee Mission, KS 66204
stoll@fdfds.org

**QUESTIONS?
CALL FDFDS AT
913-722-2499**



Prizes are awarded to Top Teams

Prizes

Take a look at what the 2009 Top Teams won:

48 inch high definition TV and vinyl banner with team name

Top 2009 fundraising pre-existing team:
Loving Lauren

Top 2009 fundraising new team:
Gilly Bean's Basket

8GB Apple iPod Touch and vinyl banner with team name

Top 2009 pre-existing team with the most registered walkers: Luke's Skywalkers

Top 2009 new team with the most registered walkers: Jozilynn's Journey

Prize categories will be as follows:

- New Walk team that raises the most money.
- New Walk team with the most registered walkers.
- Pre-existing Walkteam that raises the most money.
- Pre-existing Walk team with the most registered

www.stepupfordownsyndromekc.org



Visit the website to see what prizes will be offered this year!

FAQs about the Walk

Does the registration fee apply to kids?

Yes, this helps us cover the costs of t-shirts, entertainment, food/beverage, tents, chairs etc. Kids two and under are now free based on your feedback! (They will not receive a tshirt.)

Do I have to pay registration for my team member who has Down syndrome?

Yes, people with Down syndrome who are three years of age or older are required to pay the registration fee.

Do my team members need to stop at the registration table the day of the walk?

Team captains can alleviate a lot of waiting in line for their team members by picking shirts up at the DSG center the week before the walk. We recommend you pick a designated meeting spot for your team to pass out shirts at the stadium.

When should I tell my team to get to the stadium?

There is so much to do at the walk, we advise you to tell your team to arrive at Arrowhead no later than 10:00 a.m. The kids dash begins at 11:30 am and the walk begins at 11:45 am; you will want to play the carnival games, visit booths and eat before these events start.

Does the walk happen rain or shine?

While we never hope to have it rain on our parade, we host the walk regardless of the weather!

What should we bring with us to the walk?

Bring any donations you have yet to turn in, lawn chairs, a tent if you would like to sit in the shade, a cooler of goodies (we provide food but you may want to bring extras of what your family likes just in case), your walk t-shirt(s) and a great attitude!

How are funds raised at the walk used?

All money raised (after expenses) goes to the Down Syndrome Guild of Greater Kansas City. Proceeds fund a variety of programs and services to benefit people with Down syndrome and their families. To learn more about the DSG please visit www.kcdsg.org

Do all donors get tax receipts?

Donors who give \$25 or more will receive a tax receipt .

