

🚫 Welcome to 🚫  
🚫 Team Congregation Beth David--9980 🚫

# Walker Information Packet 2007

Sponsored by CBD Young Adult Group



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Dear Walker,

Thanks for joining me and others to walk for a world without AIDS. You have already taken the first step and registered\* for our team. Here is information on the next steps to take that will help you fundraise and have a great time at the walk. Last year the team had a lot of fun while doing this mitzvah, visit us online to see pictures, <http://cbdyag.wordpress.com>. I've included tools and resources and summarized the important information in this note. Read the rest at your leisure. And I'm always here to answer questions, help, etc. So, lace up and start taking the next step with team Congregation Beth David.

**Important Information:**

Team name: **Congregation Beth David**

Team number: **9980**

Team Captain: **Aleeza**, [cbdyag@gmail.com](mailto:cbdyag@gmail.com), **408-340-0639**

Walk Date: **Sunday, July 15, 2006, at Golden Gate Park, San Francisco**

(begins and ends in Sharon Meadow, walker sign-in at 9am)

Walk Length: **10 Kilometers (6.2 miles) and takes 2-3 hours to complete**



**Donation checks should be made out to: AIDS Walk San Francisco  
Contributions are tax-deductible**

**Who Benefits:**

The money raised supports the services provided by the San Francisco AIDS Foundation and other benefiting organizations representing the entire spectrum of HIV/AIDS services. The 2007 benefiting list isn't available yet, but you can check out the list from last year at [www.aidswalk.net](http://www.aidswalk.net) in the "About AIDS Walk" section under "Who Benefits."

**About the Team:**

This team is organized by Congregation Beth David's Young Adult Group (CBDYAG), but is open to the Congregation, their family and friends, and community members. If you know of someone you want to walk with or who wants to join the team you can have them register online [www.aidswalk.net](http://www.aidswalk.net). It's FREE to sign up. Please remember to select team Congregation Beth David (9980) or you will find a form in this packet to have them fill out that can be faxed into the AIDS office or given to your team captain. Your team captain has more copies of this form available if you need them. If we have 25 team members registered by July 3, 2007 we will have a team meeting place assigned by AIDS Walk San Francisco. The more walkers the merrier. Please help us reach this goal. Having a meeting spot helped a lot last year.

*CBDYAG is a volunteer-run group, providing programming for Jews in their 20's and 30's, in connection with Congregation Beth David, Saratoga. If you would like to join our mailing list send e-mail [cbdyag-subscribe@yahoogroups.com](mailto:cbdyag-subscribe@yahoogroups.com) or visit our blog/website at <http://cbdyag.wordpress.com> Your team captain can also provide you more information about the group and how to get involved.*

### **The Walk:**

General walk sign-in for the day of the walk is at 9 a.m., opening ceremony begins at 9:15 a.m. and the Walk itself begins at 10:30 a.m.. There is a post-walk concert, at 12:30 p.m. with the announcement of results at approximately 2:30 p.m.. Walkers should enter the venue at the intersection of Haight Street and Stanyan Blvd. to turn in their funds. Nearby landmarks in the park include the carousel, the tennis courts and the children's playground. We will provide more information about the walk itself closer to the walk date.

### **Team Gear:**

We will be doing some team gear. Please let me know if you have a creative idea, or a preference for t-shirt, hat, or something else. You must be registered with Team CBD to be sure there will be team gear for you. If we do shirts, I'll need your size request as well.

### **Sponsorship:**

While every walker needs to bring in money, to help support local AIDS services, prevention programs and research, **there is no required minimum**. Set a reasonable, yet just out of reach, goal for yourself. We encourage you to start collecting early. Every dollar counts. No donation is too small. Here are some things to think about in setting your goal:

- ⌘ AIDS WALK offers these rewards incentives:
  - \$150 or more** - AIDS Walk T-shirt.
  - \$250 or more** - AIDS Walk Visor and T-shirt.
  - \$500 or more** - AIDS Walk Tote Bag, Visor, and T-shirt.
  - \$1,000 or more** - Fleece Blanket and Pin (Star Walkers)
- ⌘ If you set a fundraising goal to raise \$1,000 or more, AIDS Walk has the Star Walker's Club with extra resources and incentives, you must sign-up to be in the club early on. Please refer to the enclosed sheet for more information on this club.
- ⌘ Anyone can be a sponsor for you and we've included some fundraising suggestions in this packet. We may have team fundraisers. If you have a suggestion, or would like to help organize a team fundraiser, let your team captain know. Look into Matching gifts from your company.
- ⌘ Those who donate online must make a minimum donation of \$25, smaller donations must be made offline.

**Money should be collected up front. The final deadline to have funds added to our team total is 5 p.m., Friday, August 10, 2007.**

When you registered for the AIDS Walk you are given a personal webpage, (you set the login and password). Your personal headquarters has a lot of resources for you to use. Take some time to explore. Set-up your website with a personal message. You can also change the picture and greeting. Through your fundraising page you can e-mail potential donors and direct them to your site to make a donation online. None of their personal information will be shared, and they will receive a receipt for their taxes.



Collecting donations online isn't the only way. You can collect sponsorships in person. In this packet you will find a sponsorship sign up sheet. Take this sheet and an envelope to put the money into, with you wherever you go. Tell people what you're doing and how their contribution helps. Be sure to fill out the top portion of the form.

**Have checks made out to AIDS Walk San Francisco. Contributions are Tax-Deductible**

In the Tools section of your Fundraising Page Headquarters you can enter in offline donations that will display as pending until the funds are received and processed by AIDS Walk San Francisco. Once you enter some donations you will be prompted to print out your Offline Donation Summary Report and mail it along with your money. Please mail all donations listed on the report in one envelope to:

**AIDS Walk San Francisco  
P.O. Box 193920  
San Francisco, CA 94119-3920**

Please share your fundraising ideas experiences and advice with the team.

\*If you haven't registered please visit [www.aidswalk.net](http://www.aidswalk.net) and register now, it's FREE to sign up. Please remember to select team Congregation Beth David (9980)

I'm here to assist you, please don't hesitate to contact me.

Aleeza

Team Captain

[cbdyag@gmail.com](mailto:cbdyag@gmail.com)

408-340-0639



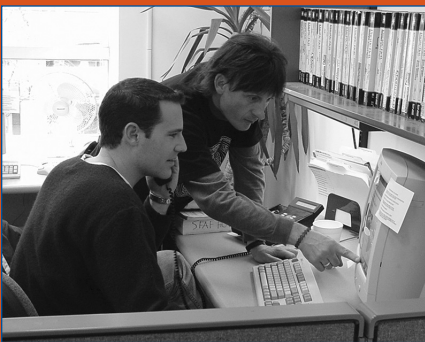
SEE YOU THERE!

*My participation in Black Brothers Esteem gave me the confidence to travel to Washington, DC to meet with my elected officials and discuss the challenges of living with HIV.*

*-Norman Tanner, founding member of the Black Brothers Esteem Program*

*I almost lost my disability income, which was my only means of support. This was the first time in my life that I truly felt helpless and did not know where to turn...I'm so grateful to SFAF for providing me with the resources and support I need to get through these difficult situations.*

*-Tom T., SFAF financial benefits and housing client*



# SAN FRANCISCO AIDS FOUNDATION

## FIGHTING THE AIDS EPIDEMIC ON FOUR FRONTS

### Services to People with HIV/AIDS

We provide vital services to people living with HIV and AIDS, including client advocacy, financial benefits counseling, housing assistance, healthcare information, and referrals. Our HIV treatment publications, including *BETA* (Bulletin of Experimental Treatment for AIDS) and *BETA en Español*, offer information on care, support services and new treatment options.

### HIV Treatment Education and Prevention

We are working to stop the spread of HIV through targeted HIV prevention efforts in vulnerable communities, from needle exchange and a statewide HIV/AIDS Hotline to our websites and the Speed Project. Through

our affiliate, the Pangaea Global AIDS Foundation, thousands of people worldwide have access to life-saving treatments.

### Shaping AIDS Policy

We protect the civil rights of people with HIV/AIDS and lobby for increased government funding for AIDS research, prevention and care. Our work is now more important than ever - the cost of new drug therapies combined with necessary support services is prohibitive. We are fighting to ensure that all people living with HIV, not just those with means, can have access to promising treatments and adequate care.

### Building Coalitions

This year's AIDS Walk will provide financial support to dozens of Bay Area AIDS service organizations.

*The heartfelt messages written on the Tribute Wall at AIDS Walk San Francisco remind us that AIDS is still a crisis.*



## THANK YOU FOR REGISTERING FOR AIDS WALK SAN FRANCISCO

### YOU MAKE A DIFFERENCE!

Your participation in AIDS Walk San Francisco shows you understand that AIDS continues to threaten our community and that you are willing to fight against that threat until it no longer exists. You are also taking a powerful step toward improving the lives of thousands of men, women, and children living with HIV and AIDS, and those at greatest risk for infection.

### WHY ARE YOU WALKING?

Everyone has a different reason for walking, but we are all united by one common goal: ending the AIDS epidemic. As we look back on the past 25 years of fighting AIDS, we honor those who continue to fight; embrace new allies; remember the loved ones we've lost; and work as passionately and effectively as possible to realize a future without AIDS.

### NOT ONLY A BEAUTIFUL DAY IN THE PARK

AIDS Walk San Francisco takes place in Golden Gate Park and kicks off with an aerobic warm-up and an inspiring Opening Ceremony featuring community leaders, musical guests, and celebrity speakers. Along the 10k route, you'll view the AIDS Memorial Quilt and enjoy refreshments and route entertainment. You'll return to an afternoon of live music and family entertainment, and the announcement of the fundraising total. For the kids, the KidZone features a bounce house, face painting, and free carousel rides.

### EARN FUNDRAISING AWARDS!

**\$150 or more** - AIDS Walk T-shirt.

**\$250 or more** - AIDS Walk Visor and T-shirt.

**\$500 or more** - AIDS Walk Tote Bag, Visor, and T-shirt.

**\$1,000 or more** - Join the Star Walkers Club by calling (415) 615-9255; then set a goal to raise over \$1,000. You'll earn all of the award items, including the special Star Walker Fleece Blanket and Pin. You will also be invited to the Hospitality Breakfast on the morning of the AIDS Walk, and you will receive your fundraising royalty crown to wear during AIDS Walk San Francisco!



To qualify for these awards, contributions must be received in the AIDS Walk office by 5 p.m. on Friday, August 10, 2007.

### START FUNDRAISING TODAY

In 2006, more than 25,000 people, a crowd as diverse as the Bay Area itself, participated in AIDS Walk San Francisco and raised a record-breaking sum of nearly \$4.2 million. AIDS Walk San Francisco stands out as a model of positive community action and cost-effective fundraising. Our top priority is to ensure that every dollar you raise is used responsibly. Get started today with the enclosed sponsor form and by personalizing your own fundraising Web page on [aidswalk.net](http://aidswalk.net)!

**AIDS WALK**  
SAN FRANCISCO  
JULY 15, 2007

For more information or to get additional sponsor forms, call: **(415) 615-9255** or visit us at **[www.aidswalk.net](http://www.aidswalk.net)**.

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## EASY WAYS TO BECOME A SUCCESSFUL FUNDRAISER

### Set a Goal – Then Surpass It!

Set your fundraising goal high and you will be surprised by how much you can raise. Last year, walkers raised an average of \$325 each.

By following the easy steps below, you *will* reach your goal. You may even exceed it.

### Join the Star Walkers Club

- Set a goal of \$1,000 or more and let the Star Walkers Club help you.
- Receive special Star Walkers Club fundraising tools, newsletters, and coaching.
- Tell everyone! When people hear about your ambitious goal, they'll be even more likely to help.
- If you did not join the Star Walkers Club when you registered, simply call the AIDS Walk office and ask the Star Walker Coordinator to add your name today.

### Ask Everyone – Face-to-Face!

- Ask family, friends, and coworkers as well as businesses you frequent. The "in-person" ask is the best way to raise the greatest amount of money.
- Many of our walkers even enlist the help of their babies or their pets. No one can resist a dimpled cheek or a wagging tail!

### Turn Any Occasion into a FUNdraising Occasion

Birthdays! Anniversaries! 4th of July! Any special occasion can be used to help you raise money. During the next few months there will be many reasons to celebrate. Host a party and ask your guests to make a donation to AIDS Walk San Francisco, in lieu of a gift.

### Take It to Work

- Display a "thermometer" at your desk to show your goal and color-in your progress. Put up an AIDS Walk poster to inspire donations.
- If your company doesn't have an AIDS Walk team, call our team office for information on how to become one of the more than 1,000 corporate and community teams fighting AIDS.

### Tell a Friend

You can double your funds and have even more fun by inviting a friend to walk and raise money with you! Your friend can use the enclosed registration card to sign up now.

### Match that Gift!

- Call your company's Human Resources department and ask if the company will match the contributions their employees make.
- Have Matching Gift Forms from your company available to make it easy for your coworkers to secure the match.
- If your company does not have a Matching Gift Program or policy, suggest that they begin one.
- Ask *all* of your sponsors if their companies match their donations.

### Contributions

After the AIDS Walk, please collect any pledges that were not pre-paid and send them to:

**AIDS Walk San Francisco**  
P.O. Box 193920  
San Francisco, CA 94119-3920

**Be sure your name and address are on the envelope so we can credit you with the contribution.**

**FOR MORE FUNDRAISING IDEAS, CALL THE AIDS WALK SAN FRANCISCO OFFICE AT (415) 615-9255, OR VISIT WWW.AIDSWALK.NET**

# AIDS WALK SAN FRANCISCO JULY 15 IN GOLDEN GATE PARK

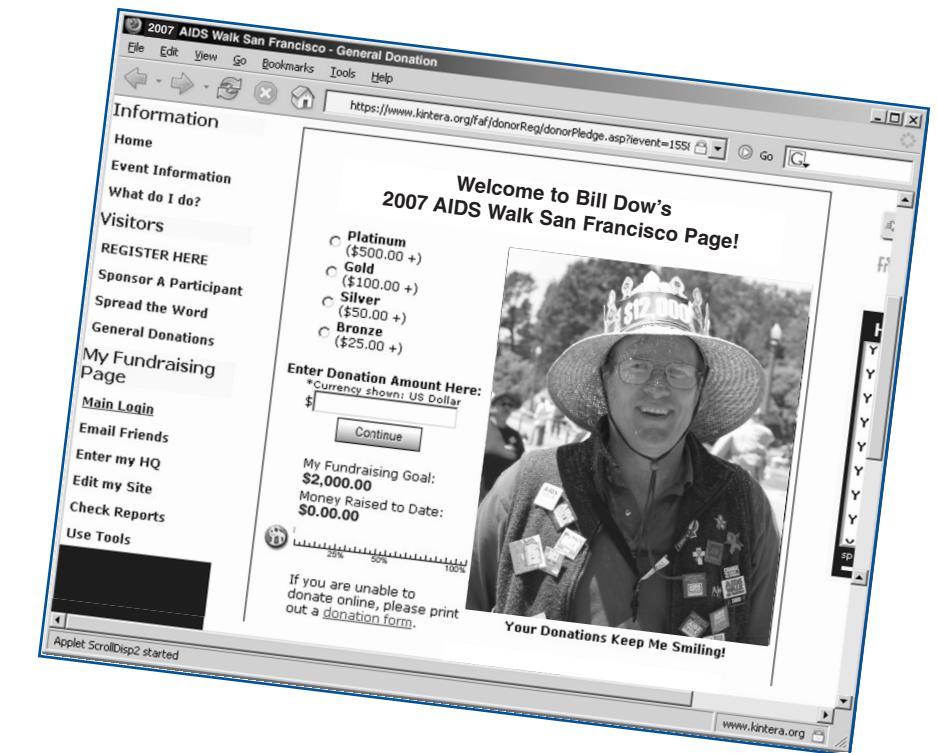


Photos: Barbara Lee, Aaron Ho, Donna Aceto

## Motivate people with your own AIDS Walk San Francisco Web page and online-giving option.

If you registered online, you have the ability to create your own AIDS Walk San Francisco Web page. Personalize your message by adding your own pictures, or use the page as is. Send your inspiring page to everyone on your e-mail list. One click links them to your page, where they can donate immediately online with a credit card. It's fast, easy, and secure.

If you did not register online, you can still get your own AIDS Walk San Francisco Web page by visiting [www.aidswalk.net](http://www.aidswalk.net). Go into AIDS Walk San Francisco and click on FAQ. You'll find out how to get your personal username and password. Set up your special page and start asking for online donations today!



*"I used online and offline fundraising techniques together to raise thousands! I made the initial contact via email. For those who didn't respond within a week or two, I followed up with another e-mail, a phone call, or personal contact. My online fundraising page saved me a lot of effort and allowed me to easily collect donations."*

**Bill Dow**  
Star Walker



## HIV/AIDS QUIZ

1. True or False:  
1,000 San Franciscans will become newly infected with HIV this year.
2. In the United States, people under the age of 24 account for \_\_\_\_\_ of new HIV infections.  
A. 10%                      C. 40%  
B. 25%                      D. 50%
3. True or False:  
Anti-retroviral medications are a cure for AIDS.
4. Currently, a majority of new HIV infections result from \_\_\_\_\_.  
A. heterosexual sex  
B. IV drug use  
C. homosexual sex  
D. mother-to-child transmission
5. True or False:  
In the United States, one-quarter of those infected with HIV each year are unaware of their status.
6. African-Americans make up \_\_\_\_\_ of all HIV/AIDS cases in Alameda County.  
A. 24%                      C. 44%  
B. 34%                      D. 54%
7. In the United States, HIV infection rates are \_\_\_\_\_.  
A. rising                      C. declining  
B. consistent (not rising or declining)
8. True or False:  
More than one million people in the U.S. have been diagnosed with HIV/AIDS since the beginning of the epidemic.
9. San Francisco accounts for almost \_\_\_\_\_ of California's total number of AIDS cases.  
A. 10%                      C. 25%  
B. 20%                      D. 30%
10. What are some of the best practices to prevent the spread of HIV?  
A. Use latex condoms.  
B. Practice abstinence.  
C. Get tested regularly.  
D. All of the above.

## STATISTICS

### Worldwide

- As many as 6.6 million people were infected with HIV in 2005—more than 750 people every hour (UNAIDS, 2006).
- By the end of 2006, there were an estimated 39.5 million people living with HIV/AIDS worldwide; almost two-thirds of whom are living in Sub-Saharan Africa (UNAIDS/WHO AIDS Epidemic Update, 2006)

### United States

- At the end of 2004, an estimated 1,039,000 to 1,185,000 persons in the United States were living with HIV/AIDS, with 24% to 27% undiagnosed and unaware of their HIV infection (CDC, 2005; National HIV Prevention Conference, 2005).
- Approximately 17,011 people died due to AIDS in 2005 (CDC, 2005).

### California

- California ranks second in the country (exceeded only by New York) in the total number of AIDS cases since 1980 at 142,500 (California Dept. of Health Services, 2006).
- Through 2006, 56% of California AIDS cases were in White people, 23% in Latinos, 18% in African-Americans, and 2% in Pacific Islanders (California Dept. of Health Services, 2006).
- Approximately 151,000 California residents are currently living with HIV, enough to fill the Giants, A's, and 49ers Stadiums (California Dept. of Health Services, 2006).

### San Francisco

- Approximately 19,000 San Francisco residents are living with HIV/AIDS (SF Dept. of Public Health, 2006).
- People of color, especially Black women, are disproportionately affected by the HIV/AIDS epidemic. While representing only 8% of the population in San Francisco, Black women account for 47% of women with HIV (San Francisco Dept. of Public Health, 2005).
- San Francisco ranks third in the cumulative number of AIDS cases in a metropolitan area, exceeded only by the much larger cities of New York and Los Angeles (CDC, 2004).

Answers: 1. True 2. D, 50%. 3. False. 4. A, heterosexual sex. 5. True. 6. C, 44%. 7. A, rising. 8. True. 9. B, 20%. 10. D, all of the above.



## Benefiting Organization

Established in 1982, the San Francisco AIDS Foundation (SFAF) is one of the oldest and largest community-based AIDS service organizations in the United States. The mission of the agency is to end the pandemic and the human suffering caused by HIV. The Foundation works to achieve that goal by providing direct services to thousands of people living with or at risk for HIV/AIDS, supplying information about HIV treatment and related issues, promoting HIV prevention and awareness in the community, and advocating for sound HIV/AIDS policies at all levels of government.

Through its comprehensive array of vital services, publications, and the California AIDS Hotline, SFAF annually serves more than 100,000 individuals impacted by HIV and AIDS. SFAF reaches over 1.5 million others through community outreach, advocacy efforts, prevention programs, and websites.

### **DIRECT SERVICES**

- SFAF provides a wide range of services to more than 1,200 San Franciscans living with HIV/AIDS, including client advocacy, resource information, and referrals.
- The Housing Subsidy Program has provided over 136,000 nights of housing to 380 clients. Through the work of the client advocates and the clients themselves, over 95 percent remained stably housed.
- Financial benefits counselors help clients understand and access private and public benefits systems, including the AIDS Drug Assistance Program, disability, and health insurance.

### **EDUCATION AND PREVENTION**

- The California AIDS Hotline provides anonymous and confidential referrals, comprehensive information, and support in English and Spanish.
- SFAF's websites ([sfaf.org](http://sfaf.org) and [aidshotline.org](http://aidshotline.org)) are a comprehensive source of information about HIV treatment, prevention, policy, referrals, and many other facets of HIV/AIDS.

SFAF publishes an array of HIV treatment publications in English and Spanish, providing information on care, support services, and new treatment options.

### **LIFE-CHANGING PROGRAMS**

- The Speed Project assists gay and bisexual men who use drugs – particularly crystal meth – in understanding the connections between their substance use and its impact on their emotional and physical well-being.
- Black Brothers Esteem meets the needs of African-American gay, bisexual, and same-gender loving men struggling not only with HIV but also poverty, racism, and substance abuse.
- El Grupo, the longest running Latino Support Group in the community, provides treatment information and support in English and Spanish to persons living with HIV/AIDS.
- The Leadership Institute, a program of Black Brothers Esteem, is designed to develop personal and group leadership skills aimed at promoting health and wellness, advocacy goals, and community outreach.
- The HIV Prevention Project exchanges nearly 2.6 million syringes a year, helping thousands of exchangers avoid HIV infection and Hepatitis C, and provides medical care, drug treatment counselors, and referrals.

### **SHAPING PUBLIC POLICY**

- SFAF lobbies the federal, state, and local governments to broaden access to affordable medical care, to protect the rights of people with HIV, and to assure sufficient funding for HIV care, research, and prevention.
- SFAF's HIV Advocacy Network organizes HIV service providers, AIDS advocates, and persons living with and affected by HIV/AIDS in Northern California, to promote legislative action and public policies which address the needs of the community.



## **Team Members Make Excellent Star Walkers!**



The Star Walkers Club is an exceptional group of AIDS Walk San Francisco walkers who commit to raising \$1,000 or more. The Club is a fun, motivational way to attain personal and team goals. Two Star Walkers on your team could mean \$2,000 toward your team's total, and five Star Walkers could add a whopping \$5,000 to the total!

## **Being a Star Walker Has Its Rewards!**

### **★ You've Got a Personal Cheerleader!**

The Star Walker Coordinator's door is always open. You can contact the Star Walker Coordinator for anything you need, whether that means fundraising tips, more fundraising materials, a morale boost, or just to share fundraising initiatives that have been successful!

### **★ Enhanced Fundraising Tools**

As a Star Walker, you will receive special donation forms and motivational materials (including fundraising tips) to help you reach your goal. You will also have the opportunity to meet fellow Star Walkers to share ideas, support, and have fun at the Fundraising Workshop and the Kickoff Reception.

### **★ Personal Fundraising Web Page**

Club members get to design their own Web page and have friends and family members sponsor them online, simply by using their credit card. Sponsors can also send their pledges directly to the AIDS Walk San Francisco office with one of the Star Walkers Donation Forms and we will credit their donation toward your goal. Both options make sponsoring easy, fast, and effective!

### **★ Easy and Early Sign-In**

Star Walkers avoid the lines at AIDS Walk San Francisco by coming to the Star Walkers Club Early Sign-In to turn in donations and collect special awards they can wear proudly at the Walk. Any Club member who can't make it to Early Sign-In can still avoid the long lines at the AIDS Walk by going to the special Star Walkers Sign-In area.

### **★ Plus — A V.I.P. Incentive!**

Raise \$1,000 or more, and we'll reward you with the Star Walkers Club V.I.P. Star Pass. This will allow you to join us at the exclusive V.I.P. Breakfast prior to the start of the AIDS Walk where you can enjoy complimentary juice, coffee, fruit, bagels, muffins, and more with fellow Star Walkers. You will also be awarded a specially designed commemorative AIDS Walk San Francisco Star Walkers Club pin for 2007 and the limited-edition Star Walker fleece blanket.

### **Join Today!**

If you have any additional questions or would like to request information, please contact the Star Walker Coordinator at (415) 615-9255.



Walker's Name \_\_\_\_\_ Phone (\_\_\_\_) \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP Code \_\_\_\_\_

E-mail Address \_\_\_\_\_

Team Name \_\_\_\_\_  
(if any)

Team Number \_\_\_\_\_

**My Fundraising Goal is:** \$ \_\_\_\_\_

**If you fill up this sponsor form, we'll gladly send you another. Call the AIDS Walk office at (415) 615-9255 or visit [www.aidswalk.net](http://www.aidswalk.net). Remember to sponsor yourself if you can!**

- Important notes for collecting pledges:**
- Please do not list online credit card donations on this form. Use this form to keep track of donations made in person. You can keep track of online donations through your personal Web page on [aidswalk.net](http://aidswalk.net).
  - Attach each matching gift form to the corresponding donation.
  - Please have sponsors pre-pay with checks payable to: "AIDS Walk San Francisco" or "AWSF."
  - Contributions are tax-deductible.

SPONSOR'S NAME <small>(Please Print Legibly)</small>	STREET ADDRESS	APT. #	CITY	STATE	ZIP CODE	AREA CODE	TELEPHONE NUMBER	AMOUNT PLEDGED	MATCHING GIFT (IF ANY)	TOTAL PLEDGE	AMOUNT TURNING IN AT WALK
X SEAN MARTIN <small>(Example)</small>	12 International Blvd.	3A	Oakland	CA	94606	(510)	555-0000	\$100	None	\$100	\$100
X GLORIA PEREZ <small>(Example)</small>	683 Divisadero St.		San Francisco	CA	94117	(415)	555-1234	\$25	\$25	\$50	\$50
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BRING THIS FORM TO THE AIDS WALK

**Sponsors who would like to make credit card donations should be directed to [www.aidswalk.net](http://www.aidswalk.net) or to call our office at (415) 615-9255.**

**PLEASE TOTAL PRIOR TO WALK.**

AMOUNT PLEDGED	MATCHING GIFT (IF ANY)	TOTAL PLEDGE	AMOUNT TURNING IN AT WALK

# AIDS WALK SAN FRANCISCO

## JULY 15, 2007

### A 10 KILOMETER FUNDRAISING WALKATHON

benefiting the  
**San Francisco AIDS Foundation**  
and other HIV/AIDS  
organizations serving the  
six Bay Area counties.



**FOR ADDITIONAL  
SPONSOR FORMS  
OR MORE  
INFORMATION CALL  
(415) 615-9255,  
OR VISIT  
[www.aidswalk.net](http://www.aidswalk.net)**

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Founder/Producer: Craig R. Miller.  
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## Suggestions for AIDS Walk San Francisco Participants

### Before AIDS Walk San Francisco

#### 1. Set a personal fundraising goal.

Remember the thousands of men, women, and children living with HIV/AIDS who are relying on your support. Set your fundraising goals high and you will be surprised by how much you can raise. Last year, walkers raised an average of \$325 each. Please do all you can.

#### 2. Create your own Web page.

At [www.aidswalk.net](http://www.aidswalk.net) you can create your own Web page where friends and family can sponsor you directly online with a credit card, making collecting donations easier than ever. Simply click on "My HQ" and follow the simple steps. If you haven't yet received an e-mail with your username and password, drop us a note at [SfInfo@aidswalk.net](mailto:SfInfo@aidswalk.net).

#### 3. Sign up sponsors.

Use this form to keep track of donations made in person. You can keep track of online donations through your personal Web page on [aidswalk.net](http://aidswalk.net). The suggested minimum pledge is \$25, and many of your sponsors will pledge \$50, \$100 or more to support your efforts. Of course, you should sponsor yourself, if you can. Please do not solicit contributions on the street.

#### 4. Collect the money in advance.

Ask your sponsors to PAY WHEN THEY PLEDGE. This will speed up the money going to the fight against AIDS and allow you to avoid making a second trip to collect the contributions. Their canceled check will serve as their receipt. Online credit card donors will receive an e-mail receipt.

### AIDS Walk San Francisco - Sunday, July 15

Bring this Sponsor Form and all prepaid pledges with you to AIDS Walk San Francisco in Golden Gate Park. Sign-in opens at 9 a.m. The opening ceremonies are at 9:45 a.m. and the walk begins at 10:30 a.m. Since thousands of people will be participating, we suggest you arrive promptly at 9 a.m. Most people will take about 2 1/2 hours to walk the 10 kilometers (6.2 miles). Water, refreshments, and rest room facilities will be provided at checkpoints along the route.

### Earn Fundraising Awards!

**\$150 or more** - AIDS Walk T-shirt.

**\$250 or more** - AIDS Walk Visor and T-shirt.

**\$500 or more** - AIDS Walk Tote Bag, Visor, and T-shirt.

**\$1,000 or more** - Join the Star Walkers Club by calling (415) 615-9255; then set a goal to raise over \$1,000. You'll earn all of the award items, including the Star Walker Fleece Blanket and Pin. You will also be invited to the Hospitality Breakfast on the morning of the AIDS Walk, and you will receive your fundraising royalty crown to wear during AIDS Walk San Francisco!

To qualify for awards, contributions must be received in the AIDS Walk office by 5 p.m. on Friday, August 10, 2007.



AIDS Walk T-shirts, Visors, Tote Bags, and Fleece Blankets are available as awards only and will not be sold.

### Matching Gifts Double Your Money!

Ask everyone who sponsors you if their company has a Matching Gift Program. Also, check with your employer to see if they will match your donation and/or the money you raise. Please attach each Matching Grant Form to the corresponding donation and turn them in. If you have any questions about Matching Grants please call the AIDS Walk office at (415) 615-9255.

### After AIDS Walk San Francisco

Please collect any outstanding pledges and send them to:

AIDS Walk San Francisco  
P.O. Box 193920  
San Francisco, CA 94119-3920

Be sure your name and address are on the envelope so we can credit you with the contribution.

# Sample Letter for Donor

Hi [Donor's Name]

## Support [Walker's Name] To Change The Course Of The AIDS Epidemic

I hope this letter finds you in good health and spirits. I am doing well and have registered for the 2007 San Francisco AIDS Walk as part of a team organized by Congregation Beth David's Young Adult Group. I'm very excited about the event on July 15.

I want to do as much as I can to make a difference in the lives of men, women, and children affected by HIV and AIDS. Even though there has been a lot of publicity about drug treatments which are prolonging some people's lives, they don't work for everyone and there is still no cure in sight. Moreover, young people are still getting infected at alarmingly high rates.

Will you please sponsor me for the AIDS Walk? Just click on the website address below to enter my personalized web page and charge your tax deductible donation. You can also search for my name or Team Congregation Beth David-9980 at [www.aidswalk.net/sanfran](http://www.aidswalk.net/sanfran). If you prefer to send your donation through snail mail please mail it to me at [Walker's Mailing Address]. Thanks for supporting this important cause and for showing that you join me in wanting to end this epidemic.

Thank you in advance,

[Walker's Name]

[Walker's Personal Fundraising Webpage]

# AIDS Walk San Francisco Donor Check List

Did you ask your...?

- Mother?
- Father?
- Sister?
- Brother?
- Cousins?
- Aunts?
- Uncles?
- Dentist?
- Doctor?
- Dermatologist?
- Manicurist?
- Troop Leader?
- Teachers?
- Professors?
- Pedicurist?
- Coach?
- Choir Director?
- Teammates?
- Roommates?
- Veterinarian?
- Butcher?
- Baker?
- Candlestick maker?
- Godparents?
- Coffee clatch?
- Brunch buddies?
- Lawyer?
- Accountant?
- Dog walker?
- Grocer?
- Pharmacist?
- Clergy?
- Classmates?
- Pen pals?
- Hair stylist?
- Boss's boss?
- Boss's boss's boss?
- Fraternity Brothers?
- Sorority Sisters?
- Guy at the deli?
- Book club?
- Yoga class?
- DJ?
- Car salesman?
- Personal shopper?
- Mechanic?
- Principal?
- Guidance counselor?
- Best friend's boyfriend's brother's girlfriend?
- Neighbor?
- Co-worker?
- Guy sitting next to you on the airplane?
- Butler?
- Upstairs maid?
- Downstairs maid?
- Babysitter?
- Grouchy guy around the corner?
- Best friend?
- Mortal enemy?
- Barber?
- Babysitter?
- Shoe repair guy?
- Real estate agent?
- Personal trainer?
- Analyst?
- Bus driver?
- Pediatrician?
- Orthodontist?
- Coffee cart guy?
- Day care teachers?
- Doorman?
- Fortune teller?

*And don't forget to sponsor yourself!*

# Sample Letter to Join Team

Subject: Walk with me in the 20<sup>th</sup> annual AIDS Walk San Francisco

## [WALKER'S NAME] JOINS THE 20<sup>th</sup> ANNUAL AIDS WALK SAN FRANCISCO!

[Walker's Name] has taken an important step in the fight against HIV and AIDS. On Sunday, July 15, 2007, walk with my team and me in making a meaningful difference in the lives of people living with and affected by HIV and AIDS. On that day, we will walk as a team in the 21<sup>st</sup> Annual AIDS Walk San Francisco, allowing you to schmooze with your peers as you walk for a world without AIDS. Please include the AIDS Walk in your summer plans.

I want YOU to join team Congregation Beth David for this year's AIDS Walk San Francisco!

If you are unable to walk with us, please sponsor me or make a general donation to the team. Donate online at [www.aidswalk.net](http://www.aidswalk.net).

To join my team, simply go to [Personal Fundraising Webpage or [www.aidswalk.net](http://www.aidswalk.net)]. Remember to indicate that you are on team **Congregation Beth David (9980)**. It's organized by the Young Adult Group. Once you are registered, the AIDS Walk website also becomes a great fundraising tool. Use it to create a personal Web page and to set and track fundraising goals and achievements. You can also use it to send e-mails to everyone you know asking them to sponsor you. E-mails sent include a link back to your personal page where people may support your fundraising efforts by using a credit card, if they choose. Registering online is fast, easy, and cost effective! Start raising funds immediately by downloading a Sponsor Form off of the website (Forms section).

To learn more about my teams' involvement, contact team captain, Aleeza, at [cbdyag@gmail.com](mailto:cbdyag@gmail.com) or call 408.340.0639. The team is sponsored by the Young Adults Group of Congregation Beth David but is open to the Congregation, their friends and family and Jewish community members. You can also contact her to find out about the Young Adult Group and get a Team Walker Information Packet or visit <http://cbdyag.wordpress.com> to download a packet and learn about the group.

Please register today! The number of men, women, and children who look to San Francisco AIDS Foundation and other benefiting organizations for life sustaining services continues to grow at a staggering rate. In addition to providing services to 120,000 individuals impacted by HIV and AIDS annually, the San Francisco AIDS Foundation has been a leader in offering HIV and AIDS prevention education and advocacy on a statewide and national level.

Please join me and walk on July 16th- it's an important cause and an inspiring day.

I look forward to walking with you,  
[Walker's Name]  
[Walker's Personal Fundraising Webpage]



# TEAM FAX REGISTRATION FORM

AIDS WALK SAN FRANCISCO SUNDAY, JULY 15, 2007

Photocopy and fax in this form to register your Team Members.

To register online, visit [www.aidswalk.net](http://www.aidswalk.net). If you have any questions or need additional forms, contact your Team Coordinator at (415) 615-WALK.

**FAX TO: (415) 615-0398**

**TEAM PRE-REGISTRATION DEADLINE: TUESDAY, JULY 3 AT NOON**

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

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

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

Evening Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

Team Name: \_\_\_\_\_ Team #: \_\_\_\_\_ \*T-shirt Size: \_\_\_\_\_

I pledge to raise \$1,000 or more and join the Star Walkers Club. \* In order to qualify for a free T-shirt, you must raise at least \$150 in donations.

In addition to walking, I can volunteer to help with the event. Please contact me.

Optional (circle one) Gender: M F T Age: 12 or under 13 – 17 18 – 24 25 – 34 35 – 44 45 – 55 56 or over

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

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

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

Evening Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

Team Name: \_\_\_\_\_ Team #: \_\_\_\_\_ \*T-shirt Size: \_\_\_\_\_

I pledge to raise \$1,000 or more and join the Star Walkers Club. \* In order to qualify for a free T-shirt, you must raise at least \$150 in donations.

In addition to walking, I can volunteer to help with the event. Please contact me.

Optional (circle one) Gender: M F T Age: 12 or under 13 – 17 18 – 24 25 – 34 35 – 44 45 – 55 56 or over

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

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

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

Evening Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

Team Name: \_\_\_\_\_ Team #: \_\_\_\_\_ \*T-shirt Size: \_\_\_\_\_

I pledge to raise \$1,000 or more and join the Star Walkers Club. \* In order to qualify for a free T-shirt, you must raise at least \$150 in donations.

In addition to walking, I can volunteer to help with the event. Please contact me.

Optional (circle one) Gender: M F T Age: 12 or under 13 – 17 18 – 24 25 – 34 35 – 44 45 – 55 56 or over

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

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

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

Evening Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

Team Name: \_\_\_\_\_ Team #: \_\_\_\_\_ \*T-shirt Size: \_\_\_\_\_

I pledge to raise \$1,000 or more and join the Star Walkers Club. \* In order to qualify for a free T-shirt, you must raise at least \$150 in donations.

In addition to walking, I can volunteer to help with the event. Please contact me.

Optional (circle one) Gender: M F T Age: 12 or under 13 – 17 18 – 24 25 – 34 35 – 44 45 – 55 56 or over



## **Fundraising Tips and Tricks** **By the People, For the People!**

"Make sure to share your reasons for participating in the Walk with others. I mailed photos of our dearly departed friend, Angel, along with letters explaining why our team wanted to raise money for this cause. Telling people your story is more powerful than just asking for a donation!" -*Margaret, Team Angel*

"Start early and get a few people on your team who have a passion for fundraising. That way, it creates some competition to have everyone raise a lot of money. I sent out weekly e-mail updates and listed everyone's fundraising total, from highest to lowest, and that really got the competition going!" -*Mara, Adecco Employment Services*

"Mention the amount that you need to raise, that way people have an idea of how much they want to contribute." -*Marie, Chi Omega*

"I have a myspace page for my team at [www.myspace.com/aaateam](http://www.myspace.com/aaateam). Using this Web page is a great way to recruit team members, get donations, share advice, and promote our team fundraising events." -*Jeyn, Artists Against AIDS*

"We have had a karaoke event that has brought in a lot of money. Attorneys challenge each other recommending songs and dollar amounts they would pay to hear a peer sing. Some get out of it by making counter offers and upping the money. Some departments get in on the event and do group performances too! It is very funny and has raised a lot of money for the AIDS Walk." -*Ty, Howard Rice*

"We had a Sunday T-Dance at our house around the pool with a DJ who was a friend of ours. Our team pitched in and split the cost of the party (food, drinks, etc). Each Team Member invited their friends, family, and coworkers. Invitations explained it was a fundraising event and asked them to bring along their checkbooks." -*Gerry, The Underdogs*

"We held drawings for people who hit milestones such as \$250, \$500, and \$1,000. We would let them know when the next drawing would be, what the prize was and what milestone they had to hit to be included. We sent out celebration e-mails highlighting when anyone made the Star Walkers Club." -*Betsy, Chevron*

"We held an after-walk celebration in a bar close to work to raise additional funds. Find a bar willing to let you put

people behind the counter for several hours with all tips going to support the cause. Once you have permission, send an announcement out to everyone at your place of work with details. Make sure they know who in management will be there to lend their support by acting as guest bartenders. This creates more excitement, because everyone is looking forward to seeing them don an apron. Place "AIDS Walk" tip jars on the bar and tables. Have a person empty the jars hourly or as they fill. Purchase candy bars at a discount and sell them at the office at a higher price to coworkers. Put out boxes on the counter with a sign saying "Support AIDS Walk by buying a bar." You don't have to do anything else. Put the price on the box and they will leave the money as they nibble." *Alice, Credit-Suisse/First Boston*

"I ask for donations via e-mails, at the bowling alley, and anywhere alcoholic beverages are served." -*Edward, Visiting Nurse Service of NY*

"E-mail all your customers, suppliers, and manufacturers all over the world and ask for a donation. I was able to get a great deal of money from customers in Hong Kong." -*Liliana, Friends Without Barriers/Amigos Sin Barreras*

"We have T-shirts for the team (that's the best part), and I set a limit at which they get their T-shirt free when reached. I set it high--about \$150--so it makes an impact, but low enough so it feels like a bargain. Then I get a parent to underwrite the cost of the free shirts. When we cross team milestones, like \$10,000, we have special prizes for the kids, like a dress code - free day for everyone on the team who has raised money (even \$1), or a movie night." *Josina, CITYterm*

"We used large plastic water bottles to collect spare change for the Walk. Some banks will sort the coins for free; other banks, and also grocery store machines, charge a small fee to do the sorting and counting. A full bottle is very heavy and can't be lifted, but is quite an attraction for donations." -*Larry Donnell, St. Monica Parish Community*

"Wear-your-jeans-to-work day! Basically we choose a Friday prior to the Walk and we send out an announcement that if you donate \$5 to AIDS Walk, you can wear jeans that Friday instead of our normal business casual attire. It has worked well for the last couple of years so we'll be doing it on several Fridays this year." -*Stephen, Hilton Hotels Corporation, Los Angeles*





## Matching Gift Program

A matching gift is a donation made by a corporation or foundation on behalf of an employee. The donation matches the contribution made by that employee to a nonprofit organization.

### **MATCHING GIFT PROGRAMS ARE IMPORTANT!**

Matching gifts are an increasingly vital resource for many nonprofit organizations because of their ability to double, triple or even quadruple an individual's contribution. Frequently, matching gift programs are an introduction for a nonprofit organization to the corporate giving philosophy of a company.

### **MATCHING GIFT PROGRAMS BENEFIT YOUR COMPANY!**

#### Community Involvement

Matching gift programs provide an opportunity for companies to acknowledge causes and organizations of interest to their employees while giving back to the communities in which they operate. Matching gifts are an effective way to encourage a company's employees to give, and thus expand the base of contributions to a nonprofit.

#### Public Relations

Matching gift programs are an effective way for companies to demonstrate their commitment to

the philanthropy of their employees' choice while promoting a positive corporate identity to the community. Additionally, matching gift programs allow a company to provide fiscal support to a wide range of nonprofit organizations, and to complement other philanthropic programs.

#### Employee Relations

Frequently, a matching gift program is seen by employees as a gesture of appreciation from the company for their support of events and nonprofit organizations in the community. Additionally, matching gift programs allow employees to direct corporate funds to nonprofit organizations of their choice. By respecting and reinforcing the interests of its employees, a company can promote and improve relations among all levels in the company.

#### Broad-Based/Flexible Giving

In most companies, matching gift programs are structured to reflect the interests and motivations of employees and the company's identification with corporate responsibility through philanthropic programs. Companies can create or alter matching gift programs to meet a variety of objectives, such as to encourage larger gifts by designating a minimum donation, encourage continued giving and/or to benefit a wider range of organizations.

### **HOW TO START A MATCHING GIFT PROGRAM IF YOUR COMPANY DOES NOT HAVE ONE:**

1. Take an informal poll to see if your coworkers would be interested in formulating a matching gift program.
2. Research organizations your company currently supports and their method of giving (i.e., annual charitable giving, sponsoring specific fundraising events, donations of goods and services).
3. Present the idea to your Human Resources department or other company executives. Include information from your informal poll of employees as well as a written request with details of how everyone would benefit. Be sure to discuss what type of program would work best for your company and the organizations they would prefer to support.



## Utilize Matching Gift Programs!

### **RESEARCH YOUR EMPLOYER'S MATCHING GIFT POLICIES**

The place to begin is with your company's Human Resources department. If your company does not have a matching gift program, you can take advantage of the matching gift programs of other San Francisco companies by asking your friends and family members who work for those companies to sponsor you.

NOTE: Many companies process their matching gifts online. If this is the case with your company, be sure to inform your walkers where to go to utilize this tool. **Please ask your Team Members to print out any confirmations or e-mails they receive for their match and to turn it in with their contribution to AIDS Walk San Francisco.**

### **READ EACH MATCHING GIFT FORM THOROUGHLY**

Most Matching Gift Forms are divided into two sections. The first section is completed by the donor/sponsor, and the second section is completed by the nonprofit organization receiving the gift.

NOTE: Some companies require that a photocopy of the donor/sponsor's check accompany the Matching Gift Form. Ask your Team Members to have all required documentation attached to the Matching Gift Form when they turn it in to AIDS Walk San Francisco.

### **BE PREPARED AND MAKE IT EASY**

Keep a supply of Matching Gift Forms readily available and with your Sponsor Form. Encourage Team Members to do the same. Then sponsors/donors can complete the form at the same time they make the contribution.

NOTE: Some companies do not allow the standard form to be photocopied. Be sure to find out your company's policy before copying the form. Many companies will **ONLY** accept original Matching Gift Forms, **NOT** photocopies!

### **TELL YOUR SPONSORS WHAT TO DO**

If your company does have a matching gift program, promote it. Explain how the match works, if they match \$1:\$1, \$1:\$2 or \$1:\$3, or if there is a minimum contribution that a sponsor/donor must make in order to utilize the program. Many times, sponsors will increase their level of giving when they know that the gift will be matched with funds from the company. Also, indicate to your sponsors/donors the sections they will need to complete.



## Companies with Matching Gift Programs

If your company is not listed below, check to see if they have a Matching Gift Program in place. If not, suggest they start one!

ABC-7 / KGO-TV  
Adobe Systems, Inc.  
A&E Television Networks  
Aetna Foundation  
Altman Foundation  
Ambac Assurance  
American Express Foundation  
American International Group  
Amgen Foundation  
Autodesk, Inc.  
Avon Foundation  
AXA Foundation  
Bank of America  
Bank of Tokyo–Mitsubishi  
Bankers Trust Foundation  
Barclays Global Investors  
Best Foods  
Bite Communications  
Blue Shield of California  
Bristol-Myers Squibb  
CBS, Inc.  
Centre Reinsurance Co.  
Champion International  
Charles Schwab  
Chase Manhattan Foundation  
Check Point Software  
Chubb & Son, Inc.  
CMP Media LLC  
C.N.A.  
Compaq  
Computer Associates  
International  
Corbis  
Costco Wholesale  
C.R. Bard, Inc.  
David & Lucile Packard  
Foundation  
Deutsche Bank Americas  
Foundation  
DFS  
eBay Foundation  
Electronic Arts Inc.  
Equitable Foundation  
Expedia, Inc.  
Federated Department Stores  
Fleet  
Ford Foundation  
Freddie Mac Foundation  
Gannett Foundation

Gap Inc.  
Gartner Group  
GE Foundation  
Genentech  
General Reinsurance Corp.  
Gilman Paper Company  
GlaxoSmithKline Foundation  
Goldman Sachs & Co.  
Google  
Grainger  
Greenpoint Bank Foundation  
Guideposts  
Guinness UDV North America  
Hambrecht & Quist  
Harcourt, Inc.  
Henry Luce Foundation  
Home Depot  
HSBC – North America, Inc.  
IBJ Foundation Inc.  
Infoworld  
Ing (U.S.) Financial Services  
Institutional Investor, Inc.  
International Data Group  
ITG, Inc.  
J. Paul Getty Trust  
J.P. Morgan & Co.  
James Irvine Foundation  
John Hancock Mutual Life  
John A. Hartford Foundation  
Johnson & Johnson  
Josiah Macy, Jr. Foundation  
Kaplan, Inc.  
Kirkland & Ellis  
Levi Strauss Foundation  
Liz Claiborne Foundation  
Loews Foundation  
M·A·C Cosmetics  
Mastercard International  
MBIA Insurance Corporation  
McAfee, Inc.  
McDonald's Corporation  
McKinsey & Company  
MediaOne Group  
Microsoft Corporation  
Miramax Films  
Mobil Foundation  
Multiplan, Inc.  
Mutual of America  
Neiman Marcus Group

New England Business Services  
New York Community Trust  
Newsweek, Inc.  
Nike  
Nippon Steel U.S.A.  
Nokia  
Online Resources and  
Communications  
Oracle  
Pacific Gas & Electric  
PC World  
Pepsico Foundation  
Pequot Capital Management  
Pfizer, Inc.  
Philip Morris Companies, Inc.  
Pitney Bowes  
PriceWaterhouseCooper  
Principal Financial Group  
Prudential Foundation  
Reader's Digest Foundation  
Reuters  
The Robert Wood Johnson  
Foundation  
Rockefeller Brothers Fund  
Rockefeller Financial Services, Inc.  
Rockefeller Foundation  
Rockefeller Group, Inc.  
Quest Diagnostics  
Sara Lee Foundation  
Sony Music Entertainment  
Starbucks Coffee  
Sun Microsystems  
Thomson Financial Services  
Tiger Management, LLC  
Times Mirror Foundation  
Tricon  
UBS  
Union Bank of California  
U.S. Bancorp  
U.S. West Foundation  
United Business Service  
UniTEQ  
Vivendi Universal  
Washington Mutual Foundation  
World Savings  
Yahoo! Inc.  
Young & Rubicam  
Zurich Reinsurance



## Frequently Asked Questions

### ***When is AIDS Walk San Francisco?***

AIDS Walk San Francisco will be held Sunday, July 15, 2007, with sign-in beginning at 9 a.m.

### ***Where will AIDS Walk San Francisco take place?***

AIDS Walk San Francisco will take place in beautiful Golden Gate Park. The AIDS Walk begins and ends in Sharon Meadow. Walkers should enter the venue at the intersection of Haight Street and Stanyan Boulevard to turn in their funds.

### ***How long is AIDS Walk San Francisco?***

AIDS Walk San Francisco is 10 kilometers long and takes 2-3 hours for most participants to finish.

### ***Where is sign-in?***

Sign-in is just inside Golden Gate Park, in Mother's Meadow, from 9 a.m. to 10:30 a.m.

### ***What is the schedule of events for the day of AIDS Walk San Francisco?***

**9 a.m.** Sign-in opens in Mother's Meadow. Walkers turn in donations and pick up fundraising awards, as well as the official 2007 AIDS Walk San Francisco walker button and AIDS Walk Guide.

**9:15 a.m.** Aerobic Warm-Up.

**9:45 a.m.** Opening Ceremony in Sharon Meadow. Live from the stage: community leaders, musical guests, and celebrity speakers.

**10:30 a.m.** AIDS Walk begins!

**12:30 p.m.** Post-Walk concert and family entertainment in Sharon Meadow with live music and the announcement of the fundraising total for AIDS Walk San Francisco 2007! The KidZone features a bounce house, face painting, and free carousel rides!

### ***Will refreshments be available? What about restrooms?***

Water and a variety of snacks will be provided free of charge at the venue and at the designated checkpoints located throughout the route of AIDS Walk San Francisco. Portable toilets will also be available at the venue and throughout the route.

### ***What constitutes a team?***

A team is any group of coworkers, fellow students, religious/civic organization members, friends, or family members who pre-register, raise money, and walk together on the day of the Walk. Teams can range in size from two to more than 100 walkers.

**Any team that registers 25 or more walkers by July 3 at NOON will qualify for a Team Meeting Station.**

### ***Do my Team Members have to pre-register?***

No. However, in order to receive a Fundraising Walker Kit and Official AIDS Walk San Francisco Sponsor Form in the mail, you must register no later than Wednesday, July 11 by 5 p.m. **Download a Sponsor Form from [www.aidswalk.net](http://www.aidswalk.net) TODAY!**

### ***If someone registered for AIDS Walk San Francisco as an individual, can they still join our team?***

Pre-registered walkers can still be a part of your team. Call the AIDS Walk San Francisco office at (415) 615-WALK and provide the walker's name, address, phone number, and e-mail address, if available. Ask to have them added to your team.

### ***How do Team Members register?***

There are six ways you can register for AIDS Walk San Francisco. You will need to provide your name and contact information (address, city, state, ZIP, e-mail, and phone number). If you are joining a team, also indicate your team name and number.

**WEB** Visit [www.aidswalk.net](http://www.aidswalk.net) to register your walkers. Don't forget to download your Sponsor Form to start collecting funds.

**E-MAIL** E-mail the name and contact information of each Team Member you would like to register to [awsfteams@aidswalk.net](mailto:awsfteams@aidswalk.net).

**PHONE** Contact the AIDS Walk San Francisco office at (415)-615-9255.

**FAX** Use the Team Fax Registration Form to register Team Members, or provide the necessary info listed above and fax it to (415) 615-0398.

**MAIL** Use the Registration Cards provided to your Team Leader or placed in retail locations throughout the San Francisco area. You may also mail your registration with all the necessary information listed above to:

**AIDS Walk San Francisco  
121 2nd Street, 4th Floor  
San Francisco, CA 94105**

**OFFICE** The AIDS Walk San Francisco office is located at 121 2nd Street, 4th Floor, San Francisco, CA 94105. Stop by, hand in your registrations, say "hello," and meet the staff!



## Frequently Asked Questions

### ***What if someone wants to join our team after the deadline of July 3?***

Walkers may still become part of a team after the deadline of July 3. However, they will not appear on the event roster. Walkers may transfer to a team using the Team Transfer Sheets at your Team Meeting Station or at the Team Information Booth on Sunday, July 15. Simply write their name, address, phone number, and e-mail address on the Team Transfer Sheet and leave it with an AIDS Walk representative at Team Information. In the weeks following the AIDS Walk, Team Rosters will be updated with new walker names and contributions. A final list will be mailed to all Team Leaders by the end of August.

### ***What is a Gold Team?***

Gold Teams are the top 20 fundraising teams, announced annually. Last year, this elite group raised \$1.4 million collectively. In recognition of their outstanding efforts, Gold Teams have a separate Sign-In Area, large table space, and a team photo taken on the day of the event.

### ***What is the Star Walkers Club?***

The Star Walkers Club is an elite group of fundraisers who set an individual goal of raising \$1,000 or more. Registered members of the Star Walkers Club who achieve their goal will receive all of the Official AIDS Walk San Francisco Incentive Awards in addition to a limited-edition Star Walker fleece blanket, a "fundraising royalty crown" to wear at the Walk, and V.I.P. access to the Star Walkers Club Hospitality Breakfast, which includes complimentary food and beverages.

### ***How do I set up my AIDS Walk team Web page?***

Setting up your AIDS Walk Web page is easy! Visit [www.aidswalk.net](http://www.aidswalk.net) and click on "My Fundraising Page." Enter your username and password (contact your Team Coordinator if you do not know your username or password). Once you login, you can

customize your Web page, send out team recruitment e-mails, set team goals, change your password, and talk with other Team Leaders on our bulletin board! As the days go by, you can monitor the success of your team by checking fundraising statistics and obtaining donation and team-recruitment reports.

### ***What are a Team Leader's responsibilities?***

A Team Leader's role is to recruit, inspire, and motivate people to register as well as raise funds. In order to promote team participation, a Team Leader's first task is to distribute materials to all potential walkers as quickly as possible. After walkers begin to register, following up is the key to fundraising success.

### ***Are there any Incentive Awards for raising money?***

Incentive Awards will be available for fundraisers who collect and turn in the following amounts to the AIDS Walk San Francisco office by Friday, August 10, 2007:

- \$150 or more — AIDS Walk San Francisco T-shirt
- \$250 or more — AIDS Walk San Francisco visor and T-shirt
- \$500 or more — AIDS Walk San Francisco tote bag, visor, and T-shirt
- Registered members of the Star Walkers Club who raise \$1,000 or more will receive the awards listed above as well as a limited-edition Star Walker fleece blanket, a "fundraising royalty crown" to wear at AIDS Walk San Francisco, and V.I.P. access to the Star Walkers Club Hospitality Breakfast.

### ***What is the deadline to hand in funds for Incentive Awards and team totals?***

The deadline to hand in funds for Incentive Awards and final Team totals is Friday, August 10, 2007.