



2011 Sneaker Sales Partnership



DC Walk - Sunday, May 22, 2011

Nationals Stadium in Washington, DC

Anticipated Attendance: 4,000 Walkers

VA Walk - Sunday, June 5, 2011

The National Conference Center, Lansdowne, VA

Anticipated Attendance: 3,000 Walkers

2011 Capitol Chapter Walk Program Goal

\$1.3 million for diabetes research!



HELP FIND A CURE FOR DIABETES

and its complications through the support of research.

Global Partner



National Partners



Family Walk Team
National Sponsor



Juvenile Diabetes Research Foundation (JDRF) Capitol Chapter's 2011 Walk to Cure Diabetes Program



Walk to Cure Diabetes: A Walk to Remember

WHAT: Two 5K walks involving more than 7,000 participants from the Washington D.C. Metro area, raising money to support research to find a cure for diabetes. Besides the Walk, event day includes live entertainment, children's activities, sports, sponsor village and snacks donated by vendors.

WHEN & WHERE:

DC Walk - Sunday, May 22, 2011 at the Nationals Stadium in Washington, DC

VA Walk - Sunday, June 5, 2011 at the National Conference Center in Leesburg, VA

HOW: The JDRF Walk to Cure Diabetes is one of the largest, most efficient, and most family-friendly fundraising Walks in the region. Organizations, corporations, unions and families build large teams of coworkers, friends, and associates, with each team member raising money toward an overall team goal. In 2010, the Capitol Chapter's Walks raised more than \$1.2 million for diabetes research.

"My son has diabetes. His only hope is a cure and JDRF is working for that cure. JDRF supports thousands of families like mine around the world and in the D.C. area, and that is due in no small part to the support of community partners. I am overwhelmed by the wonderful people who make up this organization and I am humbled to be among them as a volunteer. What a blessing JDRF is for all of us."

--Alyson Kreitzman, Ashburn, VA

Juvenile Diabetes Research Foundation (JDRF)

Juvenile Diabetes Research Foundation (JDRF) is the leading charitable funder and advocate of type 1 (juvenile) diabetes research worldwide. The mission of JDRF is to find a cure for diabetes and its complications through the support of research. Type 1 diabetes is a disease which strikes children suddenly and requires multiple injections of insulin daily or a continuous infusion of insulin through a pump. Insulin, however, is not a cure for diabetes, nor does it prevent its eventual and devastating complications which may include kidney failure, blindness, heart disease, stroke, and amputation.

Since its founding in 1970 by parents of children with type 1 diabetes, JDRF has awarded more than \$1.5 billion to diabetes research, including more than \$107 million in FY2010. That is more funding for type 1 diabetes research than other charity in the world. Last year, JDRF funded research projects in 19 countries worldwide.



Why Sell Sneakers For A Cure?

A child or adult with Type 1 diabetes (juvenile) has to take insulin injections one to four times per day because he or she does not produce insulin. An individual with Type 1 diabetes must also test his/her blood sugar levels four to six times a day with a finger-prick to draw blood. Every bite of food has to be weighed and measured for sugar content, carbohydrates, protein, and fat. Every minute of exercise has to be estimated against his/her blood sugar levels. But even with careful management, diabetes can still cause complications such as blindness, amputation, kidney failure, heart disease and stroke. The Juvenile Diabetes Research Foundation (JDRF) raises money to fund research for a cure for this devastating disease. By asking customers to donate a dollar to help find a cure for diabetes, you are doing your part to help the 21 million Americans who suffer from this disease.

Not only will your store be supporting a great cause, but customers will appreciate your support of JDRF. Participating in a Sneaker Sale campaign cost the store NOTHING! All Sneaker Sale promotional items are provided by the Capitol Chapter. Selling sneakers for a cure is a great way to boost employee morale and gain positive PR for your store.

Q: Who is JDRF?

A: JDRF stands for Juvenile Diabetes Research Foundation. This organization was founded in 1970 by parents of children with juvenile diabetes.

Q: What is juvenile (type 1) diabetes?

A: Juvenile diabetes is a disease which strikes children suddenly, makes them insulin-dependent for life, and carries the constant threat of devastating complications.

Q: Is insulin a CURE for diabetes?

A: NO. Insulin is life support.

Q: Why should I ask customers to buy a sneaker?

A: Every dollar counts! Every dollar raised brings us one step closer to finding a cure. The mission of JDRF is constant: to find a cure for diabetes and its complications through research.

For more information or to request a Sneaker Sales Packet please contact Delia Whitfield at 202-465-4117 or dwhitfield@jdrf.org

To contact by mail:
JDRF Capitol Chapter
Attn: Sneaker Sales
1400 K Street NW, Suite 725
Washington, DC 20005

For more information about JDRF or the Walk Program visit: www.jdrfcapitol.org



Launching Your Sneaker Sales Campaign

Thank you again for agreeing to participate in this important program to benefit the Juvenile Diabetes Research Foundation Capitol Chapter's 2011 Walk to Cure Diabetes Program. The success of the Sneaker Sales relies greatly on the involvement and enthusiasm of your associates, so it is important that everyone in your organization is aware and understands the program. In addition to holding on in-store training, led by a JDRF volunteer or staff member, the following step-by-step guide will make implementing the program simple and easy.

STEP 1 – Be sure to have stacks of sneakers at each point-of-sale location

STEP 2 – At check-out ask the customer if they would like to donate \$1.00 for a sneaker to help your company support JDRF in the search for a cure for diabetes.

STEP 3 – Each sneaker has a bar code. Scan the sneaker at the register.

STEP 4 – Once scanned have the customer write his/her name on the sneaker. If requested, they may also write the name of an individual that the sneaker is being purchased in honor/memory of.

STEP 5 – At the end of your shift give the signed sneakers to a supervisor.

STEP 6 – All of the signed sneakers will be displayed at your location during the campaign.

Sneaker Sale Promotional Materials

These items will be provided during the Sneaker Sale Campaign at no cost! To receive these items, please contact the Capitol Chapter at 202-371-0044 or mcontreras@jdrf.org

- ❖ **Paper Sneakers** – The paper sneakers come in 4 different colors (red, blue, green, yellow) and come with barcode printed on them. Sneakers can be hung up around the store with donors names written on them and are a colorful way to show your support!
- ❖ **Collection Canister** – Collect spare change easily with the round, plastic canister cup featuring the Walk to Cure Diabetes.
- ❖ **Balloons** – During your campaign hang balloons outside your store to attract costumers. Balloons feature the Walk to Cure Diabetes Logo.
- ❖ **Walk Buttons** – Promote your participation in the Walk by wearing these Walk to Cure Diabetes buttons. Buttons can be worn by employees during Sneaker Sale campaign.