

15th  
Annual

# CASA

## Kid Walk



Keeping Our Community Redwood Strong

**Saturday, October 7th  
at Eureka Arts Alive**

***Fundraising Season Kick-Off:  
August 1st***

[www.humboldtcasa.org/kidwalk](http://www.humboldtcasa.org/kidwalk)

# Let's Get Started

## You're a Hero for a Child in Need!

The Kid Walk is CASA's biggest fundraiser of the year, where Kid Walk teams compete to raise as much money as they can to help local foster kids, then come together for a one-mile walk during Arts Alive in October.

You can start your Kid Walk team with a group of friends, co-workers, family, church, or you can do it by yourself! We have four categories of teams in the Kid Walk depending on your size—Solo Superhero (1 person), Super Team (2-5 people), Super Squad (6+ people), and Junior Heroes (under 18).

**Once you've gathered your team members, submit your team registration online at [www.humboldtcasa.org/kidwalk](http://www.humboldtcasa.org/kidwalk)** After you register, you'll be assigned a CASA Mentor who can answer your questions and help you plan your fundraisers, if needed.

## A Kid Walk Team for Every Child

Last year, 127 children had a CASA advocate by their side to help them navigate the foster care system, thanks in large part to the money raised by the Kid Walk. Foster children who have a CASA get the benefit of having a caring, positive adult role model, they do better in school, and are more likely to find a safe, permanent home.

**It takes \$2,000** to recruit, train and provide support for an advocate for one foster child. We suggest your team set a goal to raise the funds to provide an advocate for one child. Every penny you raise helps a local foster child have the chance to live a happy, healthy life in a safe home!



## 2017 Kid Walk Calendar

- ⇒ **Tuesday, August 1st:** Official Kid Walk Season Kick-Off
- ⇒ **Friday, September 22nd:** CASA Sandwich Day
- ⇒ **Friday, October 6th, 6:00 pm:** Deadline to turn in funds to qualify to win a trophy for “Top Earners”. Teams who raise \$500 or more will also be entered into a contest (see page 5)
- ⇒ **Saturday, October 7th, 6:00 pm:** Kid Walk ceremony and one-mile walk during Arts Alive starting at Madaket Plaza in Old Town Eureka and ending with a celebration at the Eagle House



### Contact CASA:

**2356 Myrtle Avenue  
Eureka, CA 95501**

**p: (707) 443-3197  
f: (707) 443-3243**

**[www.humboldtcasa.org](http://www.humboldtcasa.org)**

**[info@humboldtcasa.org](mailto:info@humboldtcasa.org)**

# Fundraising Ideas

*There are lots of possibilities for fun, easy and successful fundraisers you can do to reach your goal. Your team can choose to participate in the fundraisers below, and the money you raise will be credited to your team. **If you any need help along the way planning or spreading the word about your fundraisers, contact your CASA mentor!***

## ***Selling Raffle Tickets***

*Check-out raffle tickets at the CASA office and sell them as part of your team fundraising. They sell for \$5 each or 5 for \$20, 15 for \$50, or 35 for \$100. Money and ticket stubs should be returned to CASA and the winners will be drawn at the Kid Walk on Saturday, October 7th.*

*The prizes for this year's Kid Walk Raffle are:*

**1st Prize - \$750 CASH!**

**2nd Prize - 3-minute shopping spree up to \$500 at Wildberries Marketplace**

**3rd Prize - Tasting Party for 6 at The Boardroom**

**4th Prize - Overnight & dinner at Blue Lake Casino**

## ***Sandwich Day - Friday, September 22nd***

*CASA will be making 600 boxed lunches with a custom sandwich, cookie, soda or water, and a bag of chips on Friday, September 22nd. You can sell orders for lunches to your co-workers and other businesses for \$10 each and all of the money will be credited to your Kid Walk team. Delivery will be available for orders of 16 or more, otherwise you can pick up your lunch orders from Sacred Heart Church in Eureka. **To participate, print out the Sandwich Day order forms at [www.humboldtcasa.org/kidwalk](http://www.humboldtcasa.org/kidwalk).***

***Donation Cans***—*You can check out donation cans from the CASA office and place them in businesses and meeting places. Empty your cans regularly and bring the change to the CASA office, then we'll count and roll it for you! Last year Kid Walk teams raised over \$10,000 by placing donation cans at cash registers in businesses throughout the County, which goes to show that the pennies really do add up!*

***Sponsorships***—*Download the Sponsorship info from the CASA website (or pick one up at the office) and show business owners and friends the awesome benefits of Kid Walk Sponsorship!*

**Online Fundraising**—The fastest, easiest way to reach out to your friends and family. **Here's how:**

\* **Create your very own fundraising page at [www.crowdrise.com/casakidwalk2017](http://www.crowdrise.com/casakidwalk2017)**— Click the gray **SET UP your fundraiser** button and follow the steps to set up your page. Call us at 443-3197 if you need help setting it up.

\* **Tell people about your page and watch the donations come in**—Text or email your family, friends, and associates to ask them to support your Kid Walk team and include the link to your fundraising page. Add the link to your signature for your everyday emails. Post the link on your facebook and twitter page. You will receive an email every time someone donates to your page so you can keep track of your progress and send them a thank you note. Each donor will also receive a thank you note with a tax receipt from CASA.

**Car Washes**—A really fun way to raise money for your team. Let CASA know when and where you'll be and we'll help you spread the word.

**Garage Sales**—Organize a garage sale and ask your neighbors, friends, or people in your congregation to donate items to sell. A fun option is to have a mini farmer's market during the sale.

**Bake Sales**—Hold a bake sale at an event, your church, or at your yard sale. Sell the recipes on recipe cards for additional donations.

**Spare Some Change:** Almost everyone has a jar of loose change at their house. Ask your friends to donate their loose change jar to your Kid Walk team. CASA can even count and roll it for you!

**Casual Friday's:** In an office workplace, see if employees can make a donation to wear jeans on Fridays. At a school or church, have a pajama day: youth pay \$1 to wear pajamas to school.

**Payroll Deductions:** Ask whether your business could set up voluntary year-round payroll deductions for participating co-workers.

**Donations:** Go through your cellphone contacts and make a list of people you know, then ask them to help you meet your goal. Include family, friends, neighbors, co-workers, business associates, doctor, dentist, hairdresser, barber, church members, service club members, your holiday card list and personal phone directory. Send each person a letter or email (templates available) or ask them in person.

**Company Match:** Ask your employer if they will match the money you raise!

# Team Rewards

**Each participant in the CASA Kid Walk will get a free Kid Walk t-shirt starting August 1st.** Once your registration is submitted you can stop by the CASA office to pick up your shirt!

**Trophies will be given to the “Top Earner” in these team categories:**

- Solo Superhero (1 person)
- Super Team (2-5 people)
- Super Squad (6 or more people)
- Junior Hero Team (under 18 years old)

# Kid Cash

- **Teams who register at [www.humboldtcasa.org/kidwalk](http://www.humboldtcasa.org/kidwalk) by August 1st** will receive a \$100 bonus towards their team fundraising total.
- **If you get a new group to start a Kid Walk team**, you will receive a \$250 bonus towards your team fundraising total.
- **Post 3 pictures on your facebook page** with hashtag **#kidwalk2017** and you'll receive \$200 kid cash.  
*Photo 1*—Your team in your Kid Walk shirts or superhero costumes  
*Photo 2*—Someone on your team raising money for CASA  
*Photo 3*—Someone on your team wearing their Kid Walk shirt or superhero costume at a Humboldt County landmark

# Contest

## **Madaket Contest**

2017 Kid Walk teams who raise over \$500 by October 6th will be entered into a contest to win a private 90-minute cruise on the Madaket. The winner will be drawn at the Kid Walk on Saturday, October 7th at 6:00 pm at the foot of C Street in Old Town Eureka.

- The private Madaket party can be for up to 40 people
- Prize can be redeemed during the 2018 Madaket Season which runs from May-October 2018
- Winner will coordinate with CASA and Madaket staff to schedule and plan the details of their party

# 2017 CASA Kid Walk!

All Kid Walk teams are invited to join us at the end of the season for a one-mile walk in solidarity with the most vulnerable children in our community. This is CASA's way to thank the Kid Walk teams for all they do to make sure we can continue to stand up and speak out for local kids in foster care.

**Saturday, October 7th**  
**6:00-7:30 pm**  
**Madaket Plaza**  
**Old Town Eureka**

*Join us for:*

**Kid Walk Ceremony**—to honor all of the work our Kid Walk teams have done to support local children and present awards to the top team in each category.

**Superhero walk for Humboldt County children**—Dress in your best superhero costume for a one-mile walk through Old Town during Arts Alive to show our community that Humboldt County cares about foster kids. Flags, banners and signs will be available to hold, or you can create your own.

## **Festivities at the Eagle House**

The walk will end at the newly renovated Eagle House where we'll have refreshments and a celebration for our wonderful Kid Walk teams.



**CASA**

Court Appointed Special Advocates  
**FOR CHILDREN**

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**HUMBOLDT COUNTY**

# **Thank You To Our Sponsors!**

## **Courage Sponsors**

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Murphy's Markets  
O & M Industries  
ReProp Financial  
The Alibi Restaurant & Lounge

## **Inspire Sponsors**

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