



Breast Cancer Walk to benefit the Loran Smith Center for Cancer Support
www.intheirshoesathens.org

2009

Walker Handbook

By joining the “*In Their Shoes*” Walk – Athens’ one-day walk for breast cancer, you will become part of a worldwide community of thousands of people working together to fight and stop this terrible disease and improve the lives of those being treated. The needs are great and cancer at times can be overwhelming, but the support offered in Athens, Georgia by you as walkers, sponsors and volunteers can help make a difference.

Mission

The mission of this walk is to:

- Elevate awareness about breast cancer, especially in young women
- Educate people on the importance of early detection, self-exams and mammograms in the fight against cancer
- Raise funds to support the Loran Smith Center for Cancer Support, which provides free services to cancer patients and their families
- All of the money will stay in our local community.

Why Walk?

People walk for many reasons:

- To support a friend, family member, or loved one who has been diagnosed with cancer
- To travel 13.1 miles representing the long road of treatment and recovery from cancer and in support of the fight
- To support the Loran Smith Center or just to get in shape.

Whatever the reason, all should walk because IT WILL BE FUN!!!!

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Web Site: To register, donate, or obtain general information about the walk, please visit our web site at www.intheirshoesathens.org.

Becoming an “In Their Shoes” Walker

You must be 18 years of age to walk

Register early and win!!

Register by **August 1, 2009** and your name will be entered in a drawing. To register, please visit our web site at www.intheirshoesathens.org or call the Athens Regional Foundation at 706.475.3301 for a form. A \$50 registration fee is required with the registration form.

Late Registration

Any registrations on or after **October 1, 2009** will not be invited to the Pre-Walk Luncheon and must pay the \$1,000.00 minimum goal (\$900.00 if on a team of 5 or more) with the registration.

Raise your goal early and win!!

Raise your \$1,000 minimum goal (\$900 if on a team of 5 or more) by **September 17, 2009** and your name will be entered in a drawing. The fundraising minimum of \$1,000 per walker \$900.00 if on a team of 5 or more) is due on or before **Friday, October 9, 2009**. Your \$50 registration fee will be counted in your total donations. Please refer to the fundraising section of this handbook for additional information, suggestions, tips, and resources.

Teams

Teams must be 5 or more walkers and will have a \$900 minimum goal for each walker. Two, three or four walkers do NOT make a team. Since money raised is non-transferable, decide from the start whether money for your team should be designated specifically to the walker or generally to the team.

Refund & Transfer of Donations Policy

Registration fees, deposits, and donor contributions are non-refundable and non-transferable between walkers.

Orientations

An orientation is an information meeting where you'll get all of your questions answered about the walk and learn how we support you in your fundraising and training efforts. Each walker must attend an orientation. You can view dates and locations of upcoming orientations on our web site: www.intheirshoesathens.org.

Fund Raising

Donations

A completed donation form (found at www.intheirshoesathens.org and in your walker package) must accompany all donations. Please do NOT staple checks to the form. Donations without a form may be recorded to the general walk fund and not to a walker/team. Donations are non-refundable and non-transferable between walkers.

Logo Usage

Use of the *In Their Shoes* and the ARMC logos on fundraising materials such as T-Shirts, banners, brochures, etc. is restricted. Permission to use either or both logos must be obtained by submitting a completed “Logo Use Permission” form found at the end of this book to Brian Gaydica, ARMC Corporate Communications, 1199 Prince Avenue, Athens, GA 30606.

Fundraising events promoting alcohol consumption are not desirable. Please contact Brian Gaydica at 706.475.7266 to discuss any events you may be planning involving alcoholic beverages.

Asking for Money

Not everyone is accustomed to asking people for money. But, you cannot raise money unless you ask. So just ask - the worst someone can say is no. Remember you are asking on behalf of BREAST CANCER and the LORAN SMITH CENTER FOR CANCER SUPPORT. You are not asking for yourself. Encourage people to give and be thankful for any amount you get.

Fund Raising Tips

There are many ways to raise money. Be creative and have fun. Sending emails and letters out to friends, families, or co-workers is a good place to start. Having parties, yard sales and involving friends can make it a lot easier. You might end up having a little fun, too!

Be sure that everyone you ask to donate money also receives information about Cancer and the Center. Information on breast cancer and the services of the Loran Smith Center for Cancer Support will be available. If people have questions, answer them honestly and if you don't know the answers, tell them you will find out for them. You can ask any of the committee members or volunteers for information. It is best not to make up answers about where and what the money will be used for. The money will be going to the Athens Regional Foundation to support the Loran Smith Center for Cancer Support. The Athens Regional web site is www.armc.org. Go there to find out more information about the hospital and cancer support.

- Just ask. Ask anyone and everyone.
- Have a bake sale. Make several dozen cookies and sell them for a \$1.00 each at school, work, and church.
- Have a lemonade stand on the weekends. Get your kids involved and show them the importance of charity work. Sell lemonade and iced tea in your neighborhood or at your local pool for a \$1.00 per glass.
- Send a heartfelt letter to everyone on your e-mail list, explaining what you are raising funds for and why it is important to you. Ask them to donate towards your goal. Then ask each person to forward the letter to 10 people.
- Have a garage sale and donate the funds. You can even ask your neighbors to get involved.
- Have a game night at your house. Invite your friends over for a game night and charge them at the door. You can include door prizes for your guests.
- Sell any old books or CDs you might have sitting around the house.
- Do you have an attic full of stuff that might be a "treasure" to someone else? Sell them on Ebay!
- Change your outgoing message on your answering machine asking callers to donate to your cause.
- Create return labels for your mail, reminding friends and family to donate.
- Ask your Human Resources department if you can cash in some of your sick/vacation days.
- Give all your friends and family members "piggy banks" to collect change.
- Host a theme party and charge your friends a cover at the door. Then, make sure you spend 75% less than you charge on dinner.
- Host a silent auction for your friends and family. You can ask local businesses to donate prizes.
- Are you a regular at businesses in your area? Ask them to donate. Most local businesses plan to make charitable contributions during the year. Never be scared to ask, the worst you could get is no!
- Do you have a big event coming up soon: graduation, wedding, moving to a new home? Ask for donations instead of gifts.
- Ask your neighbors if you could help them out around the house (mow their lawn, clean the gutters, walk their dog, go to the grocery store) for small donations.

Remember to “Thank” Your Donors

Treat your donors well. Let them know that their contributions are appreciated no matter the amount they give. The Athens Regional Foundation sends donors a thank you but it would be special for you to also send them a thank you note.

Web Site: To register, donate, or obtain general information about the walk, please visit our web site at www.intheirshoesathens.org.

Who Benefits and Why?

About Breast Cancer

Breast cancer is the development of abnormal cells in the breast. These cells are very different from normal, healthy cells and begin to grow out of control and are able to spread to other parts of the body. Breast cancer develops over time, beginning with one tiny abnormal cell. Usually this takes a long time, but some types of breast cancer can develop more quickly. Breast cancer can occur at any age, but is most likely to occur after age 40. Besides age, risk factors that might increase the chances of developing breast cancer include:

- Two or more relatives with breast or ovarian cancer
- A relative on either side of the family with breast cancer before age 50
- Male relatives with breast cancer
- Previous radiation therapy to the chest area
- Gaining weight and excessive use of alcohol
- Having no children, or having your first pregnancy after the age of 30
- Beginning your menstrual periods early or going through menopause late

Most breast cancer occurs in women with no other factors than simply getting older. To find breast cancer early, it is important for **all** women to get screened for breast cancer through yearly mammograms beginning at age 40, yearly clinical examinations and being aware of changes in your breasts.

REMEMBER:

Most breast lumps are not cancer. However, there is only one way to know for sure. See a doctor about any changes in your breast.

The following links have more information about breast cancer and breast cancer treatment.

- The National Cancer Institute – www.cancer.gov
- The American Cancer Society – www.cancer.org
- Y Me National Breast Cancer Organization – www.y-me.org
- Breastcancer.org – www.breastcancer.org
- Living Beyond Breast Cancer – www.lbbc.org
- Cancer Care – www.cancercares.org

Loran Smith Center for Cancer Support

All proceeds from the walk will go to the Center. Why?

The Loran Smith Center for Cancer Support has information, a certified oncology nurse, and licensed clinical social workers available to help manage a breast cancer diagnosis. The center offers support groups, counseling, yoga, quilting, journaling and seminars to the citizens of our community **at no charge** – no matter where they are treated. The Center employees are proud to provide “hope and courage through support and information”. Call 706-475-4900 for more information about the Center or go to www.armc.org and click on cancer support.

Training Guide

Plan Ahead

Don't procrastinate! Train, Train, Train, and Raise Money!! It will make the day a celebration of planning and working out. A 13-mile walk will require you to train. It may sound far and unattainable, but with proper planning and training it can be done. You will have helped every step along the way. Preparing for this event takes time and consistent training so start now. **START NOW**. Walkers will have a coach assigned to them to help in the process.

Getting Started

To begin a walking program you will need time, patience, determination, and a plan. Don't attempt a 13.1-mile walk on the first day. It is important to assess your condition, check with your doctor, and then make a plan to build slowly up to 13.1 miles.

Training Safety

- Carry your ID and cell phone
- Participate in the weekly group training walks
- Make yourself visible when crossing the street
- When you go for a walk let someone know where you are going and when you will be back
- Walk facing traffic
- Stay out of isolated areas
- If you walk at night, wear bright reflective clothing
- Vary your walks. Avoid a set, predictable routine.
- Avoid talking on the cell phone or using a walkman/IPOD while walking. You want to make sure you are alert to traffic and the route at all times
- Other types of exercises might include cycling, swimming, and yoga. Cross training is important.

Good Habits from the Beginning

Stretching, hydration, and proper nutrition are of utmost importance for training. This helps prevent injury, dehydration and allows peak performance. Start a basic daily stretching routine, and get in the habit of stretching before, during, and after a walk.

Other Health Safety Tips

- Once again, stretching is important. Walkers should stretch a minimum of 5 minutes before, during, and after a walk. A good tip is to stop at 3-mile intervals and complete a stretching routine. It is critical to stay hydrated. When walking longer distances it is best to alternate between water and some type of energy drink to ensure you body is recovering enough salt.
- Always ensure your feet are well protected. You should always make sure your shoes are properly "broken in" and you have extra dry socks. Preventive supplies, such as bandages and moleskin are also suggested for blisters.
- Always make sure you are wearing a high SPF sunscreen and pay special attention to your face and lips. Wearing a hat or visor is also a good idea.

The most important thing to remember is to train and don't wait until a few weeks before the walk to begin training! **Start now!**

Beginning the Walk Luncheon

A luncheon on the day prior to the walk will be held to celebrate and thank all the walkers. This is a fun event so please plan on attending.

At this event:

- **Lunch will be from Noon – 1:30 p.m. - Get your goodie bag & shirt!**
- **Turn in any additional donations you may have**
- **Ask last-minute questions**

The Actual Day - The Walk

Weather

The walk goes on, rain or shine! Be prepared for rain, cold, or heat. This is Georgia in October; it could be any of these.

Arriving That Morning

Registration begins at 7 a.m.; the walk at 8:30 a.m. Please park your cars at Athens Regional Medical Center. Please do not bring pets, strollers, or ipods.

Sign In/Out

We want to ensure your safety during the walk. As a walker you will be required to **sign in** the Saturday morning of the walk and pick up your number. At the end of the walk, you must **sign out** with your number. You must wear your number on the outside of your clothing for the entire walk. This system will ensure that all participants are accounted for and safe. If you need to leave the route at any time, you must notify someone on the staff and check back in when you return. A 13-mile walk for breast cancer can be physically and mentally challenging. There will be support all along the route. The support will include food, drinks, Porto pots, first-aid, motorcycles, route directors, and transportation. You will also feel support from fellow walkers and see cheering crowds along the route; all to help you complete one of the biggest challenges of your life!

7:00 a.m. – Registration opens

8:00 a.m. – Gather for start

8:15 a.m. – Group stretching and warm-up

8:30 a.m. – Walk begins

The Start

On Saturday morning we will gather for a welcome and a brief opening ceremony at 8 a.m. This will be a time to acknowledge the reason for the walk and the Loran Smith Center for Cancer Support. It will give you an emotional lift to start the day. Additionally, we will have fitness professionals onsite to lead you in warm up exercises.

The Route – Now You're Walking!

Directions and Time

You will be given detailed directions for the day's route. The route is clearly marked and there will be volunteers helping direct you. Please discourage friends and family from driving along the route, we will not have streets closed and traffic could be dangerous. Walkers will need to be able to complete the walk in 8 hours. Pit stops will close at pre-determined times. If you have not made it to a pit stop prior to it's closing, you will be picked up and transported to the next pit stop. This will help assure all walkers complete in the time allotted.

Pit Stops

Pit stops will be provided approximately every 2.5 miles along the route. These pit stops will be staffed by crewmembers and will be equipped with water, sports drinks, snacks, health care items, and bathrooms. Pit Stops are not cheering sections!

We ask that you please direct friends and family members to cheering stations and do not have them meet you at the pit stops. This is your opportunity to stretch and re hydrate so please take advantage of this time. In addition, pit stops are on the route therefore parking will be limited or non-existent.

Cheering Stations

We will have several cheering stations along the route. You will be surprised at how uplifting and motivating these stations are, so we encourage you to invite friends, family members or anyone else you can find to these stations. In addition, the route covers many residential areas of Athens. We also encourage you to identify friends and family who may live along the route and communicate the importance of signs, cheering, candy, treats, etc.

Route Monitors

On the day of the event, Athens-Clarke County Public Safety personnel as well as volunteers in vans and motorcycles will monitor the route. These route monitors will assist you in the case of medical emergencies, crossing intersections and by generally providing support and assistance.

Medical Emergencies/Unable to Continue

If you are injured or too exhausted to finish there will be marked vehicles circling the route to pick you up. They can take you to the next Pit Stop or the finish.

If you or anyone around you becomes seriously injured or sick, call 911. Then immediately report the medical emergency to a crewmember. We will have a full crew of volunteer medical professionals, including a doctor and paramedics on the route.

The Finish

The walk will finish at the Loran Smith Center for Cancer Support. Have your friends and family meet you at the finish. Please check-in so we can keep track of all the walkers.

“In Their Shoes” Policies

Please adhere to the following policies to ensure a positive experience for all.

Alcohol and Drugs

All participants and volunteers are never to be under the influence of alcohol or drugs not prescribed by a doctor while on the walk.

Cheering Sections

There will be designated cheering sections along the route for family and friends. Please ask your supporters to use these areas. Pit stops are not cheering sections. The locations will be provided prior to the walk and posted on the web site – www.intheirshoesathens.org.

Identification

All participants must wear their walker numbers on the outside of their clothing during the event.

In-Kind Gifts

In-Kind gifts are considered to be tangible items donated which will save money for the Walk. Coupons for use by walkers/volunteers are not considered In-Kind gifts. The Walk can NOT, by IRS rules, set a dollar value for donated In-Kind gifts.

Laws

All participants need to obey all criminal and statutory traffic laws.

Medical Matters

You will be required to fill out a confidential medical questionnaire and sign a medical waiver on the application before participating.

Refunds & Transfers of Donations

Registration, deposits, and donations are non-refundable. Donations are non-transferable between walkers.

Route Hours

Walkers will need to complete the walk in 8 hours. Pit stops will close at pre-determined times. If you have not made it to the pit stop prior to closing, you will be picked up and transported to the next pit stop. This will help assure all walkers complete in the time allotted.

Safety

We care about the safety of everyone. You have a responsibility for your own safety and making sure your actions do not interfere with the safety of others.

- Walking in a group is different than walking by yourself. This is not a race.
- The roads are not closed to traffic during the walk. Please use caution when walking near vehicles.
- Please cooperate with *In Their Shoes* volunteers, law enforcement, and other walkers.
- Don't throw litter on the road. Trash containers will be available along the route.
- Please do not bring ipods, dogs, or strollers.

Sign In/Out

Saturday morning all walkers are required to pick up their race packets and numbers. On completion of the walk, you must check in. This system allows us to account for all walkers.

Sponsor Recognition

Recognition of sponsors shall be documented by the Walk Steering Committee. Recognition may be by name & logo on a shirt, mile marker, banner, yard sign, start/finish line, pit stops, luncheon invitation/program, etc.

Teams

Teams must be 5 or more walkers. Two, three and four walkers do not make a team.

Waiver

All walkers must sign the application, which is a waiver of liability. You are walking at your own risk.

LOGO USE PERMISSION REQUEST

Name of person submitting form:

Team Name (if applicable):

Contact phone number (s):

Which logo would you like to use?

How will logo be used?

Date submitting request:

For In Their Shoes committee use only

Date request received:

Approved by:

Rejected by:

Reason for approval/rejection:

**COMPLETE & SUBMIT FORM TO:
Brian Gaydica, ARMC Corporate Communications
1199 Prince Avenue - Athens, GA 30606
706.475.7266**