



Walk to End Alzheimer's National Team Kick-Off

for



Genworth®
Financial

Toll-free:	866-316-2054
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Agenda

- 2011 Alzheimer's Disease Facts and Figures
- Walk National Team Program Overview
- What does it mean to be a Platinum National Team?
- National Recognition Benefits
- Genworth National Team Online Toolkit
- How to register your local Walk
- Fundraising and Reporting



Facts and Figures about Alzheimer's Disease

- 6th leading cause of death in the U.S.
- 5.4 million Americans live with Alzheimer's
- Someone will develop Alzheimer's every 69 seconds
- At any one time, about 70% of people with Alzheimer's and other dementias are living at home.
- Those with cognitive impairment:
 - Were twice as likely to receive paid home care as those who did not have cognitive impairment.
 - Used almost twice as many hours of care monthly as those who did not have cognitive impairment.

2010 Walk Accomplishments

- Nation's largest event to raise funds for Alzheimer's research, support and care
- Nearly 600 walks nationwide
- Over 33,000 teams
- 282,000+ registered participants
- Over \$42.1 million raised!

Genworth Remains Committed to Leading the Way!

- Over last decade, Genworth and its agents have raised close to **\$3 million** through their participation in Walk
- Genworth has pledged \$1 million over next four years in support of the Association's mission to:
 - Eliminate Alzheimer's disease through the advancement of research
 - Provide and enhance care and support for all affected
 - Reduce the risk of dementia through the promotion of brain health

Walk National Team Program

Teams are the Heart of the National Team Program

- It's a team activation program that allows Genworth to earn national recognition benefits by reaching specified goals.
- Not your traditional sponsorship or referral based program.

Why become an Alzheimer's Champion?

- Raise awareness of Alzheimer's while promoting the Genworth brand.
- Position Genworth as a leader in the community.
- Gain greater visibility with Genworth consumers.
- Give back to our local communities where you work and live through philanthropic support.

National Team vs. Local Walk Sponsors

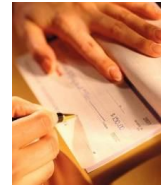
NATIONAL TEAMS are
“Fundraisers”

- **NATIONAL TEAM PROGRAM:** Rewards a company with national recognition benefits for team **fundraising** activity.
- **(i.e. Platinum level benefits include):**
 - Logo displayed on ALL registration brochures, Walk t-shirts, and bottom of all individual Walk pages
 - Logo placement on National Team page of www.alz.org/walk
 - National Team banner recognition at all walks
 - Exhibit space at Walk where teams are registered and have raised funds

(teams must be registered online by August 1)

Local Walk SPONSORS are
“Check-writers”

- **LOCAL WALK SPONSORS:** make a one-time donation of a pre-determined amount.
- **Local Walk Sponsorship Packages**
 - Company writes a check to the local chapter to gain benefits only at the local walk. These packages provide additional branding exposure on a local level for companies.
 - Benefits vary by chapter and *may* include:
 - Company logo displayed on local Walk materials including t-shirts, brochures, and programs, websites as Local Sponsor
 - Acknowledgement through local events and promotions



Local sponsorship dollars are not counted towards a National Team's overall fundraising goal



Platinum Level National Recognition Benefits

National Recognition Benefits

Logo on T-shirts and registration brochures nationwide

Logo placement on bottom of individual Walk pages nationwide and logo placement on the National Team page at alz.org

Banner recognition at all Walks

Genworth National Team On-line toolkit
www.actionalz.org/genworth

Exhibit space at all Walks where teams are registered and have raised funds

**Genworth Goal:
200 Teams**



Fundraising is “Friend Raising”

Start early – start now!

- Pick a Team Captain
 - Recruit, organize, motivate and track funds
- Plan activities with employees year round
- Fundraise on your own with family & friends
- Contact your local Alzheimer’s Association Chapter for additional support and fundraising ideas

Every dollar makes a difference!

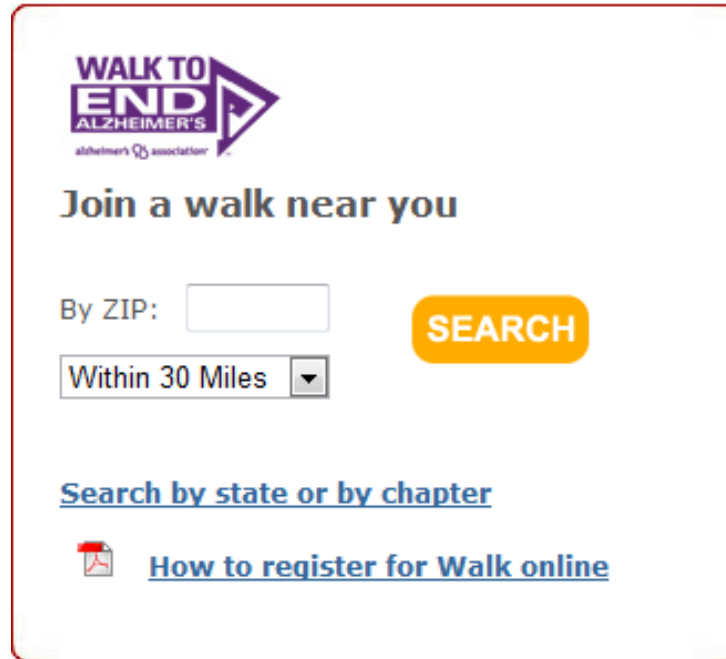
Platinum National Team On-line Toolkit

- Customized URL address that directs national teams to customized Walk toolkit
- Tools include:
 - Welcome and Thank You templates
 - Link to “join a walk” in local area
 - Link to find an Alzheimer’s Association chapter near you
 - Tips on how to recruit and motivate participation, including ideas for zero dollar participants
 - One day fundraising activities
 - *Genworth Walk Champions Kit*
 - National Team Coordinator contact information

www.actionalz.org/genworth

Join the Nationwide MOVEment!

Forming a team is easy!



The screenshot shows the 'Walk to End Alzheimer's' search interface. At the top left is the logo with the text 'WALK TO END ALZHEIMER'S' and 'alzheimer's association' below it. The main heading is 'Join a walk near you'. Below this is a search form with the following elements: 'By ZIP:' followed by an empty text input field; a yellow 'SEARCH' button; a dropdown menu currently set to 'Within 30 Miles'; a blue link that says 'Search by state or by chapter'; and a PDF icon followed by a blue link that says 'How to register for Walk online'.

When creating your individual team name
*always include **Genworth** in your team name.*

Steps to Success!

Make your fundraising efforts count!

- Include **Genworth** in your team name.
- **Register on-line** under the Genworth national team name
 - Let your national team coordinator know if you do not find the Genworth group name in the dropdown when registering
- **Submit offline donations** from fundraising events to your local chapter
 - Using the donation submission form found on your personal Participant Headquarters.

Offline Donation Submission Form

Support me as I participate in the 2011 Walk to End Alzheimer's Chicago.

Participant's Name: Matthew Popovich

Supporter ID: 209441659

Yes! I will make a contribution to help Alzheimer's Association Greater Illinois.

\$500 \$250 \$100 \$50 \$25 Other Amt: _____

Please Make Your Checks Payable to Alzheimer's Association Greater Illinois

Name _____

Address _____

City _____ State/Province _____

Zip/Postal Code _____

Country _____

Donor Phone _____

Email _____

Thank You So Much For Your Contribution!

Mail this form and your check to:

Alzheimer's Association

Walk to End Alzheimer's

Attn: Nick Magnone

8430 W. Bryn Mawr Avenue

Suite 800

Chicago, Illinois 60630

Thank you for Leading the Way to End Alzheimer's!!



NATIONAL TEAMS

PLATINUM TEAMS



GOLD TEAMS



SILVER TEAMS



MEMBER TEAMS



**Thank You For Your Support
Of our Vision of
A World Without Alzheimer's**