

Team Captain Information

House of Mercy's 2012 Walk for AIDS

Saturday, April 14, 2012 • Belmont, NC • Register 9:30 am

WHY WALK?

Founded by the Sisters of Mercy in 1991, House of Mercy has been a leader in caring for persons with AIDS for over 20 years. House of Mercy fulfills a critical need in our region: providing a home and compassionate care for low-income persons living with AIDS who can no longer care for themselves and face homelessness. By raising funds in support of your walk, you will help dramatically change the lives of those we serve.

Our goal this year is to raise \$33,000. We depend on fundraising events, foundations and individuals like you for 80% of our operating expenses. The Sisters of Mercy provide sufficient funds to cover our administrative expenses so your donations support direct services for our residents. Will you help us?

WILL YOU BE A TEAM CAPTAIN?

Do you know others who would like to support House of Mercy's mission? Walk for AIDS Team Captains recruit friends to walk as a team and raise funds for House of Mercy in support of their 3-mile walk. Each team captain recruits their own team from their personal contacts. Teams can represent a church, school, business, organization, family, etc. or you may choose to name your team *in honor of* or *in memory of* someone. Banners are encouraged. Be creative!

Team Captains are asked to recruit their members and set their fundraising goals by early March so team members will have the month of March to collect donations. Please email your team goal and fundraising progress to hse4mercy@aol.com We will post team fundraising goals and weekly updates on the House of Mercy website to encourage friendly competition and show progress towards our \$33,000 goal. Brochures and a video or DVD about House of Mercy are available for recruitment if desired. A photo tour and short video are also at www.thehouseofmercy.org

SET YOUR TEAM GOAL

This walk packet contains ideas to make fundraising simple. Working together makes reaching your team goal easier than you may think. Each team member should think about a reasonable goal and then challenge themselves a bit. We are challenging individual participants to raise \$50 and teams to raise \$500 or more. Walk T-shirts will be distributed to the first 300 walk participants meeting the challenge! Each walker should use a Donations Form to record and collect donations during the month before the Walk. Team donations are turned in by Team Captains at the beginning of the Walk for AIDS on Saturday, April 14.

CONTEST & PRIZES

Prize winners will be recognized at the picnic reception following the Walk, in our House of Mercy newsletter and on our website. Prizes will be awarded to:

- Top Individual Fundraisers
- Top Team Fundraisers
- Best Banner

WITH YOUR HELP...

House of Mercy will continue our commitment to these values:

- All persons have a right to dignity in life and death.
- All persons have the right to safe, loving, peaceful and comfortable surroundings.
- All persons have the right to complete, competent medical care without financial stress.
- All persons have the right to a full life until death.
- All persons have the right to have their physical needs attended by competent caregivers when they can no longer care for themselves.

On behalf of the residents of House of Mercy, **THANK YOU!**

Team Captain information continued....

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Name Your Team, Recruit Your Team Members & Set Your Goal

Team Captains are asked to submit their team name, team goal and contact info to House of Mercy as soon as possible so we can add you to our website list of participating teams. Please email your team info below to hse4mercy@aol.com or call Margie at 704-825-4711 x3. We will post team fundraising progress weekly on our website until the walk so keep us informed!

Team Name: _____

Team Captain: _____ Phone: _____

Team Fundraising Goal: \$_____ Thank you!

Begin Fundraising

Share these tips with your team members. It's as simple as asking people to give!

- Email your request to family and friends. See **www.thehouseofmercy.org** for a sample email letter and donations form by clicking on the *2012 Walk for AIDS* link on the home page. Your friends can mail you a check or make a donation via credit card by clicking on the *Donate Now* button on our website. On the credit card billing information page under *Designation*, ask your contributor to type "Walk donation for (your team name)" to credit your team's fundraising goal.
- Promote your Walk Team on your Facebook page or other online social networking site. Donations made via credit card at www.thehouseofmercy.org can be credited to your team goal.
- Put a jar with a red AIDS ribbon for donations on your desk or at your place of business. Checks should be payable to *House of Mercy*. Let us know if you'd like some House of Mercy brochures.
- Ask your church, employer or a business to sponsor your walk through a donation. Many businesses will match funds raised for nonprofit organizations such as House of Mercy. Contact your employer's Human Resources dept. about the possibility of matching funds and ask for the required form before the Walk.
- Challenge other individuals and teams to sign up! A little friendly competition brings out the "can do" spirit in people and helps us meet our goal. For example, high schools have formed teams of students vs. faculty for a friendly fundraising competition.

Directions to the Walk for AIDS

The Walk begins and ends on the Sisters of Mercy campus in Belmont, NC, just west of Charlotte. From Interstate 85, take exit 27. From Charlotte, turn left off the exit ramp onto Route 273, then turn right on Wilkinson Blvd. From Gastonia, turn right off the exit ramp onto Route 273, then turn right onto Wilkinson. Enter the campus on your left at the Sisters of Mercy sign and statue. Follow the walk signs to parking and the stone shelter. A map is available at www.thehouseofmercy.org

Walk Schedule: Saturday, April 14, 2012

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| 9:30 am | Register at the stone shelter on the Sisters of Mercy campus. Follow the red balloons to parking at the campus entrances. |
| 10 am | Welcome; Walk Begins! |
| Noon or so | Picnic, Music and Awards Reception on the House of Mercy grounds on the Sisters of Mercy campus. |

Rain or Shine, please check in.

If bad weather interferes, you will be credited for walking the full route. Please turn in your donations at the covered stone shelter on the Sisters of Mercy campus in Belmont at 10 am on April 14, rain or shine. The outdoor reception will be cancelled in the event of bad weather.

See you on April 14h !