



2012 Setting the Pace for Peace

Hubbard House Domestic Violence Awareness Walk

Saturday, March 31, 2012 . 9am (8am Check-in)

Ed Austin Regional Park . 11751 McCormick Rd, Jacksonville, FL 32225

Presented By

Joan Huffman, M.D.

Bank of America 

Mrs. James S. Taylor



Walker's Manual

www.hubbardhousewalk.com

WELCOME: SETTING THE PACE FOR PEACE 2012

Welcome and thank you for your commitment to help end domestic violence in our community by **Setting the Pace for Peace**. Last year, thanks to our wonderful participants and sponsors, our 2nd annual walk had 1,000 walkers and raised more than \$75,000 to help victims of domestic violence and their children. That is double the amount of participants and triple the amount of money raised from the first year!

Since our beginning in 1976, more than 28,000 victims of domestic violence have taken refuge in our safe shelter and we have helped three times that amount through our outreach services. We know that none of this would be possible without the support of individuals like yourself, who believe victims deserve to live a life that is violence-free.

With 100% of the proceeds from this walk going directly to our programs and services, this event helps ensure that every woman, child, and man who comes to Hubbard House finds support, counseling, and education as they begin the difficult and dangerous transition to safety and peace.

This Walker's Manual is full of useful information to help you and your team reach its goals. Included you will find valuable tips and tools on recruiting and motivating your team and having fun while fundraising, a captain's checklist, and more. Remember, your accomplishments are important steps toward the success of our walk and our mission.

On behalf of all involved in the Setting the Pace for Peace Awareness Walk we extend our heartfelt gratitude and appreciation for your participation, support, and passion for such an important issue. Together we can take steps to ensure that **Every Relationship is Violence-Free**.

Thank you for your support,



Ashley Johnson Scott
Community Relations Coordinator
Hubbard House, Inc.

(904) 354-0076 ext. 212
ascott@hubbardhouse.org



Take Steps With Us

Why Walk?

Domestic violence is an epidemic that affects thousands of women, children, and men in Duval and Baker counties each year and can impact generations to come. Last year, in our community there were more than 7,800 incidents of domestic violence reported and on average six to ten annually are still losing their lives at the hands of someone they once loved and trusted. If we are going to finally end domestic violence and have a generation of children who do not have to live with violence in their home, we need your help and the help of everyone you know.

About the Event

3rd Annual Setting the Pace for Peace - Domestic Violence Awareness Walk
Saturday, March 31, 2012, 9am (8am Check-in)

Ed Austin Regional Park, 11751 McCormick Rd., Jacksonville, FL 32225

The Setting the Pace for Peace Walk, presented by Bank of America, Dr. Joan Huffman and Mrs. James S. Taylor, is a 3.5 mile (shorter option available) fun, family walk in the park, complete with a family fun zone, music and more. While the event is fun, the purpose is serious – to increase awareness about domestic violence and to raise money to continue our efforts in ending abuse in our community. The Setting the Pace for Peace Walk gives our community the opportunity to raise awareness about domestic violence, remember and honor those who have been affected by it, celebrate those who have survived it, and connect those who work to end it.

Event Contact:

Ashley Johnson Scott
(904) 354-0076 ext. 212
ascott@hubbardhouse.org

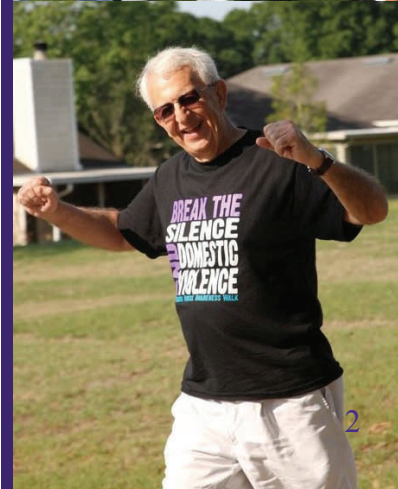
About Hubbard House

The mission of Hubbard House is Every Relationship Violence-Free. Our priorities include providing safety for victims of domestic violence and their children, empowering victims, and social change through education and advocacy. Every woman, child, and man who comes to Hubbard House finds support, counseling, and education as they begin the difficult and dangerous transition to safety and peace. We shelter approximately 90 victims and their children each day and provide services to over 6,000 individuals a year. Victims and their children are not charged for the life-saving services they receive at Hubbard House.

Get Connected:

www.facebook.com/hubbardhouseinc
www.twitter.com/hubbardhouse
www.hubbardhouse.wordpress.com

www.hubbardhousewalk.com



Why Fundraise?

#1. It helps save lives!

Every dollar raised enables Hubbard House to continue to provide its life-saving services to victims of domestic violence and their children free of charge.

\$25 provides a night of safe shelter to a victim.

\$100 provides four hours of counseling for a child who has witnessed abuse.

\$250 provides education about healthy relationships to more than 30 teens.

\$500 provides a week of safe shelter for a family of four.

#2. Because there are incentives!

- Individuals who raise \$100 or more by the start of the walk, March 31, 2012, will receive an official Setting the Pace for Peace Awareness Walk T-Shirt.
- Individuals who raise \$250 or more by March 31, 2012, will automatically be entered into a drawing to win an Orlando Getaway, including passes for four to Universal Studios and/or Islands of Adventure, a two-night stay at the Hard Rock Hotel Universal Orlando, and a gas card to help you get there!
- There will be chances to win prizes for fundraising efforts held randomly November through March.
- More prizes TBD!

Please connect with us on Facebook, at www.facebook.com/hubbardhouseinc, to receive updates on all contest.

Where Does My Money Go

Your fundraising efforts help give adults and children affected by domestic violence hope that comfort, safety and security are within reach, and provides them with the resources to rebuild their lives. Below are just some of the areas in which your fundraising efforts help with:

EMERGENCY SHELTER: The Hubbard House Emergency Shelter is the core of all Hubbard House efforts. By providing victims with access to information and support, as well as safe refuge, the shelter services address the crucial needs of victims in the midst of crisis.

24-HOUR EMERGENCY HOTLINE - (800) 500-1119 or (904) 354-3114: The Hubbard House Emergency Hotline is often the first source victims of domestic violence use when seeking information, support, intervention or referrals. The hotline is staffed 24 hours a day, 365 days a year.

COUNSELING: Hubbard House offers their clients counseling and help in dealing with these often stressful situations. Individual counseling is available for children, ages 3-17, who need additional help dealing with the effects of violence in their lives. Adult counseling is also offered in a group or individual setting.

CHILDREN'S SERVICES: Children who live with violence are impacted by that violence whether they were physically abused or not. We help them understand the violence is not their fault, help them know what they can do should they be in danger, help them understand and express their feelings, and teach them non-violent conflict resolution skills so the violence will not be repeated in the next generation.

OUTREACH: A multitude of services are offered to the public through the Hubbard House Outreach Center, 6629 Beach Blvd., which includes support groups for adult victims, case management services, crisis intervention, individual counseling, relocation assistance, court advocacy, and 24-hour emergency response.

BASIC NEEDS: When many of our clients come into our shelter they arrive with only the clothes on their back. Individuals that arrive at Hubbard House are provided with toiletries, clothes, bedding, food and other basic necessities.

How to Raise \$100 in Just 5 Days!!

Day 1: Sponsor yourself for \$10

Day 2: Ask 4 friends to donate \$5 each

Day 3: Ask 4 coworkers/neighbors to donate \$5 each

Day 4: Ask 3 family members to donate \$10 each

Day 5: Post your fundraising page to Facebook and ask 4 friends to make a \$5 donation each

Easy Steps to FUNdraise and FRIENDraise

SPREAD THE WORD

Send your personalized walk Webpage link to everyone you know. Social media (i.e. Facebook, Twitter, etc.) is also a great outlet to spread the word about the walk and your team's goals, whether it be your fundraising goals or to recruit more walkers.

BROWN BAG IT

Encourage your friends, family, and coworkers to bring their lunch to work one day, instead of going out for lunch, and then ask them to donate what they would have spent on lunch out that day to your team.

TAKE A DARE

Have your team pick a dare for you to do (safe and legal of course!) if they reach their fundraising goal. (i.e. Dye your hair purple for domestic violence awareness the day of the walk.)

HOST A GARAGE SALE OR BAKE SALE

Plan a personal, neighborhood or church garage sale and/or bake sale to benefit your team's fundraising efforts for the walk. Encourage those who attend to make additional donations.

ADD DONATIONS TO YOUR WISH LIST

Ask people to sponsor you in lieu of gifts for special occasions, birthdays, anniversaries, holidays, etc.

Getting the Workplace Involved

CASUAL DAY/DRESS DOWN DAY

Set up special casual days in support of the Hubbard House Awareness Walk and require everyone who chooses to dress casual to pay a small dollar amount to support the walk.

CHANGE JARS

Put a change jar at work and encourage coworkers to give their spare change. Have departments compete to collect the highest amount and/or fill their change jar the fastest.

MATCHING GIFTS

Find out if your place of employment has a matching gifts program. This is an easy and quick way to double your fundraising efforts.

50/50

Hold a 50/50 raffle. Have anyone interested in participating buy a raffle ticket. Draw a winner - half of the money goes to the winner and the other half to your walk team's fundraising efforts.

Team Captain's Checklist

Team captains play an important role in ensuring that the Setting the Pace for Peace Walk is a success. Team captains are the leaders who inspire others to help with this movement of ending domestic violence. We thank you, Team Captain, for being an advocate for this issue and for helping to raise the much-needed awareness and funds for victims of domestic violence and their children.

GETTING STARTED

- Register at: www.hubbardhousewalk.com.
- Set up and customize your walk webpage.
- Ask your friends, family, and coworkers to register and to join your team. Encourage them to recruit their friends, family, and coworkers to participate and do the same.
- Establish your team's goal for member recruitment and fundraising.
- Get the word out! Tell everyone you know about the walk and ask them to support you and Hubbard House by joining your team and/or by donating to your fundraising efforts.
- Encourage your team members to set personal goals.
- Distribute information to all team members. Let them know additional information can be found at www.hubbardhousewalk.com. If they have any additional questions, contact the Hubbard House walk coordinator Ashley Johnson Scott at ascott@hubbardhouse.org or at (904) 354-0076 ext. 212.

LEADING UP TO THE WALK

- Continue to communicate with and encourage your team through phone calls and/or e-mails and ask them to share any fundraising or recruitment strategies with the team.
- Distribute Setting the Pace for Peace fliers in your community to generate interest to help raise awareness. Word-of-mouth is the best way to raise awareness!
- Update your team webpage with success stories and progress.

DAY OF WALK

- Coordinate with your team in regards to event day. Make sure everyone is prepared and knows where and when you all will meet on the day of the event. Carpool there if you can. Have all team members visit the check-in table.
- Turn in any additional donations to the registration tent. (Every participant who has raised \$100 or more will receive an official Setting the Pace for Peace T-shirt.)
- Enjoy the day and celebrate the difference you and your team are making to end domestic violence. Most important, have FUN!

POST WALK

- Congratulate and thank team members who helped to ensure your team's success.
- Send thank you notes to anyone who made a donation to your team.
- Follow up with those who did not fulfill their pledges and offer them one more chance to donate.
- Collect and turn in all outstanding pledges.

EVENT DETAILS

Schedule of Events:

3rd Annual Setting the Pace for Peace Awareness Walk

Saturday, March 31, 2012

8am - Check-in Begins

Family Fun Zone Opens

9am - Walk Begins

Immediately after the walk Zoe's Kitchen will provide snacks for walk participants (*while supplies last*).

Location:

Ed Austin Regional Park

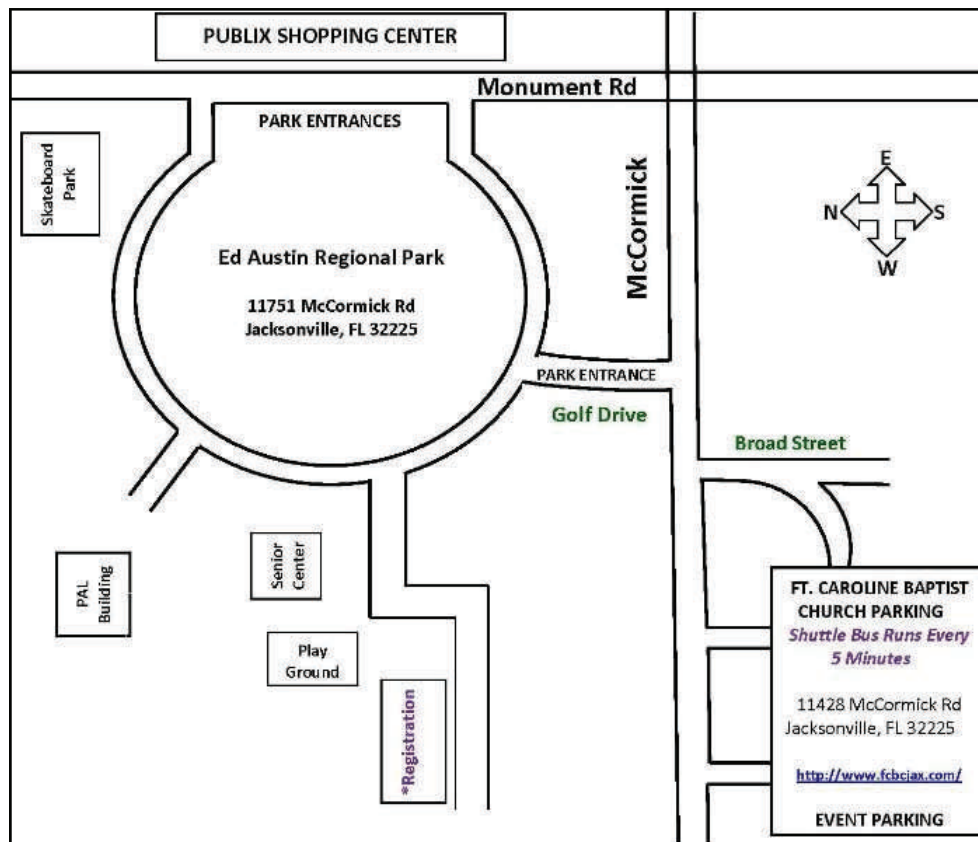
11751 McCormick Rd., Jacksonville, FL 32225

There are a few changes to this year's walk...

To accommodate for the growing number of participants the check-in and start area have been moved to a different location within the park (please see map below). The move puts us right next to a playground for the kids and within feet of a restroom facility (no more long walks to the restroom).

To avoid traffic and the hunt for an open parking space, please park offsite at Ft. Caroline Baptist Church. A **complimentary** First Student shuttle bus will make a continuous loop (approximately every 5 minutes) between check-in and the offsite parking lot for the duration of the event.

**Please consider dropping off individuals who need special accommodations at the walk check-in before proceeding to the offsite parking lot.*



Walk Contact:

Ashley Johnson Scott

(904) 354-0076 ext. 212

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Thank you to our 2012 Walk Sponsors:

Presenting Sponsors:

Joan Huffman, M.D. **Bank of America**  Mrs. James S. Taylor

Benefactor Sponsors:



Patron Sponsors:

Pete Kneeder & Julie Collins Margaret Purcell Dr. and Mrs. Mark Zoller



PUBLIX SUPER MARKETS
CHARITIES

Special Thanks:



FORT CAROLINE
Baptist Church



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