

## MEMORANDUM

TO: Richmond County's Businesses, Civic Group Leaders and Citizens

FROM: Jacqueline Welch, Executive Director of Richmond County Aging Services  
Committee Member 2018- Richmond County Dementia Capable Action Team

DATE: August 22, 2018

SUBJECT: Richmond County First Annual Alzheimer's Walk

Did you know, someone is diagnosed with Alzheimer's disease in the U.S. every 65 seconds? That is an increase from just a year ago. More than 5.7 million Americans are living with the disease. Over 170,000 North Carolinians have been diagnosed with this disease of the brain that impairs memory, thinking and behavior. There are over 466,000 caregivers in our state who watch as Alzheimer's, progressively, takes away their loved one's ability to perform the daily activities you and I take for granted – like eating dinner with our families or getting ourselves dressed in the morning. As the sixth leading cause of death in the U.S., Alzheimer's disease is a devastating experience for everyone involved. These statistics remind us that our only choice, as we face these realities, is to **choose hope**. Join us in that choice and participate in our efforts to support those affected, to educate the public, and to fund research that will one day eliminate Alzheimer's.

On Saturday, October 20, 2018 the Richmond County area will have their first annual Alzheimer's Walk fundraiser. The walk will be held at the Cole Auditorium & Community Center in Hamlet, NC and we need your help. You are encouraged to get involved in this event to support a cause that affects so many of the people in our county. Walk with us! We invite you to walk, your business or civic group to create a team or set up a resource booth. The sponsorship form that is included in this mailing allows you to register for: Corporate Sponsorship, Organize a Team, Walk Individually and/ or Set up a Resource Booth for the Walk or you may do so at [www.richmondnc.com/245/Aging-Services](http://www.richmondnc.com/245/Aging-Services). If you are not able to form a team, but would like to be a sponsor for the event you may also use the sponsorship commitment form that is included or register online.

Proceeds from the fundraiser will be distributed both locally and nationally. 80 % of the proceeds will help purchase items and services for Alzheimer's patients and caregivers in Richmond County. Some of which include; door alarms, wheelchair ramps, respite care and safety modifications in patient homes. 20% of the proceeds will be donated to the Alzheimer's Association to help further research and the expansion of services to those in need nationwide.

We hope you can help us reach our goal of \$ 5,000.00

The Richmond County Dementia Friendly Taskforce would like to thank you in advance for your time, consideration and generosity. We look forward to working with you to help our community members and to end Alzheimer's.

If you have any questions, feel free to contact me at [jacqueline.welch@richmondnc.com](mailto:jacqueline.welch@richmondnc.com) or (910) 997-4491. Thank you for your consideration and continued support!

## **Richmond County Alzheimer's Walk Corporate Sponsorship**

### **\$ 500 Lead Sponsor**

- **Designation as Lead Sponsor**
- Corporate Name/ logo on banner at day of the Walk
- Recognition on local Radio Stations and at the Walk
- Corporate Name/ logo on Richmond County's Community Channel
- Lanyards for up to 10 corporate team members
- Opportunity to distribute corporate materials, products and display banner at walk

### **\$ 250 Co-Sponsor**

- **Designation as Co-Sponsor**
- Corporate name/ logo on banner at day of the Walk
- Corporate name/ logo on Richmond County's Community Channel
- Recognition at the Walk
- Lanyards for up to 5 corporate team members
- Opportunity to distribute corporate materials, products and display banner at walk

### **\$50 Friend**

- **Designation as a Friend**
- Recognition at the Walk
- Lanyard for 1 Friend

### **Corporate Sponsorship:**

**PLEASE NOTE: Corporate Sponsorship Deadline-** To receive recognition on materials, we must receive your registration form and payment along with your company logo by Friday, September 28, 2018.

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### **Teams/Individuals:**

**PLEASE NOTE: Team/ Individual Registration Deadline-** Submit your registration form by Friday, October 5, 2018. **Donations Deadline-** You can submit your Team/ Individual donations the day of the Walk at the designated booth or turn it in to Jacqueline Welch at Richmond County Aging Services located at 225 South Lawrence Street, Rockingham, NC 28379; (910) 997-4491. Suggested Fundraiser Goals: Team- \$ 500.00 Individual- \$ 50.00

### **Vendors/Booths:**

YOU ARE INVITED to join us in efforts to educate our community on available services and resources while raising awareness and support the Alzheimer's Association. **PLEASE NOTE:** Please complete application on *page 4* to set up a booth at the Walk. You will need to provide your own table(s), chair(s) and tent(s). There is NO CHARGE to set up a booth. **DEADLINE-** Please return form by Friday, October 12, 2018 to [sharon.morrison@richmondnc.com](mailto:sharon.morrison@richmondnc.com) or fax to 910-410-1136.

**Make checks payable to the Lumber River Development Corp.** Lumber River Development Corporation (LRDC) is a 501(c)(3) nonprofit corporation and your donation may be tax-deductible to the fullest extent of the law. You will receive an acknowledgement letter from LRDC.

**Wear Purple the day of the Walk. Get yourself a purple shirt, scarf, tie, socks, ribbon or piece of jewelry and be part of the effort to make Alzheimer's a memory.**



**Commitment Form**  
**Corporate Sponsorship/ Build a Team/ Walk**  
**Individually**  
**2018 Richmond County Fundraiser**  
***Have Fun Do Good End Alzheimer's***  
**Date:** October 20, 2018/Starts at 10:00 a.m.  
**Location:** Cole Auditorium Parking Lot

You can also complete this form online at [www.richmondnc.com/245/Aging-Services](http://www.richmondnc.com/245/Aging-Services)

\_\_\_\_ **YES**, we will provide financial support to the 2018 Walk.  
 Our check is enclosed (**make payable to Lumber River Development Corp.**)

- |   |  |
|---|--|
| <input type="checkbox"/> Lead Sponsor: \$ 500 | <input type="checkbox"/> Friend: \$ 50   |
| <input type="checkbox"/> Co-Sponsor: \$ 250   | <input type="checkbox"/> Other: \$ _____ |

\_\_\_\_ **YES**, we would like to organize a team.

Name of team: \_\_\_\_\_ Team Leader Name: \_\_\_\_\_

Company/Group Name: \_\_\_\_\_

Team Fundraising Goal: \_\_\_\_\_ (\$ 500.00 Suggested Team Goal)

\_\_\_\_ **YES**, I would like to walk individually.

Name: \_\_\_\_\_

Fundraising Goal: \_\_\_\_\_ (\$ 50.00 Suggested Goal)

**CONTACT INFORMATION:**

Name (if different from above): \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email address: \_\_\_\_\_

**Please refer to page 2 for deadlines and additional details.**



Richmond County Dementia Capable Action Team  
2018 Richmond County Fundraiser  
*Have Fun Do Good End Alzheimer's*  
**Date:** October 20, 2018/Starts at 10:00 a.m.  
**Location:** Cole Auditorium Parking Lot

## Vendor Registration

Saturday, October 20, 2018 @ 10am – 12pm

Name of Organization \_\_\_\_\_

Contact Person: \_\_\_\_\_

Contact Phone Number: \_\_\_\_\_

Email address: \_\_\_\_\_

Address: \_\_\_\_\_

What information/ resources will you be providing at your booth?

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

**PLEASE NOTE:**

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