



Northwest  
**HOPE & HEALING**

# Registration Packet

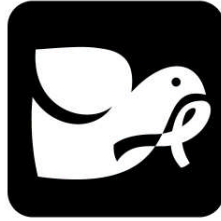
Alki Beach 5k  
Walk & Run

Sunday, August 28, 2011  
9:00am—11:00am  
Alki Beach Park, West Seattle

All proceeds benefit newly diagnosed  
breast cancer patients in the Seattle area  
through Northwest Hope & Healing Foundation

Northwest Hope & Healing is a 501 (c) (3) non-profit foundation that provides child care, counseling, transportation, meals & education to women receiving breast cancer treatment at Swedish Medical Center. Our signature Healing Baskets are given free of charge to newly diagnosed breast cancer patients.

Northwest Hope & Healing Foundation, P.O. Box 16069, Seattle, WA 98116 (206)215-2888  
[www.NorthwestHopeAndHealing.org](http://www.NorthwestHopeAndHealing.org)



## Northwest HOPE & HEALING

CONGRATULATIONS!

Thank you for choosing to be a part of our annual walk & run.

Northwest Hope & Healing is a 501(c)(3) non-profit organization which helps newly diagnosed breast and gynecological cancer patients. We believe everyone should have the support they need to cope with breast cancer. **Imagine a single mother recovering from surgery, enduring chemotherapy and needing childcare assistance. Now imagine an elderly patient needing reliable transportation to their daily radiation appointments. We partner with Swedish Medical Center to provide these services and help the situation go from impossible to feasible!**

Northwest Hope & Healing provides financial assistance to patients in need with non-medical support services, basic needs, such as child care, transportation, meal service, even emergency rent and utilities. Helping give patients hope during a very difficult time, is the main focus.

While two-thirds of funds provide financial assistance, our signature item is the "Healing Basket". Healing Baskets are given free of charge to newly diagnosed breast cancer patients. The baskets are filled with items such as a teddy bear that can be held during treatment, soothing hand lotion, herbal tea, and handwritten cards or notes of encouragement. The items are intended to provide comfort, offer encouragement and carry a message of hope.

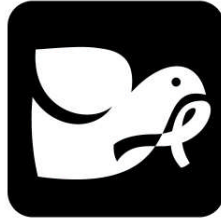
More than 1,200 local families have been helped financially and over 5,200 Healing Baskets have been delivered to patients. The Foundation's overhead is very low and an amazing group of volunteers help keep expenses down so patients can be helped in a very direct manner.

In a few weeks, you will participate in a physical challenge that will raise funds to assist local women and their families in their fight against breast cancer. Throughout your training, you will meet many caring and compassionate individuals from our area. We have each participated in similar challenges, and we encourage you to contact us with any questions you may have. Your journey may seem bumpy at times; yet try to remember the many challenges facing the breast cancer patient.

You will need to devote time to your training. You should take the time to learn about proper gear, good nutrition and safety. This information is all included in your registration packet.

Northwest Hope & Healing is a 501 (c) (3) non-profit foundation that provides child care, counseling, transportation, meals & education to women receiving breast cancer treatment at Swedish Medical Center. Our signature Healing Baskets are given free of charge to newly diagnosed breast cancer patients.

Northwest Hope & Healing Foundation, P.O. Box 16069, Seattle, WA 98116 (206)215-2888  
[www.NorthwestHopeAndHealing.org](http://www.NorthwestHopeAndHealing.org)



## Northwest HOPE & HEALING

We have outlined some general fundraising goals. **We are asking each participant to gather pledges totaling \$100 or more.** As you contact friends and family, you will be surprised at how quickly you are able to raise funds. Please share that our foundation is unique. It is operated locally and fueled by volunteer power. Overhead costs are low; results very direct. Our Sponsors donations cover all costs to produce this spectacular event, so **100% of all donations go to the women who need it most.**

As the day of the event approaches, we will keep you up to date with the schedule of events for the day. If you have any questions, comments or concerns, please feel free to contact us.

Congratulations & we look forward to seeing you soon!

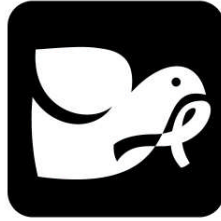
Sincerely,

*Shari Sewell*

Shari Sewell, Director  
Northwest Hope & Healing

Northwest Hope & Healing is a 501 (c) (3) non-profit foundation that provides child care, counseling, transportation, meals & education to women receiving breast cancer treatment at Swedish Medical Center. Our signature Healing Baskets are given free of charge to newly diagnosed breast cancer patients.

Northwest Hope & Healing Foundation, P.O. Box 16069, Seattle, WA 98116 (206)215-2888  
[www.NorthwestHopeAndHealing.org](http://www.NorthwestHopeAndHealing.org)



Northwest  
**HOPE & HEALING**

# *Safety*

## **Safety**

Your safety is our number 1 priority. But we do need you to be responsible for your own safety and you must remain alert at all times. The more you train, the more you'll be exposed to potentially dangerous situations. We will be sharing the road with cars, bikes, skaters, dogs, and other pedestrians.

Before you put together your training plan, think about where you will be training and your personal safety. Join an organized training walk or find a partner you can walk with. Stay out of isolated areas. Wear brightly colored or reflective clothing so others can see you. Don't walk or run at night in unlit areas. Carry identification, a cell phone or coins for a telephone call, and be sure someone knows where you are and when to expect you to return. Restrict your use of headphones, walkmans and cell phones while you are training as it lowers your awareness of what's going on around you. If you need to make or take a call, stop walking and step to the side, then continue when your call is finished.

Please obey all traffic laws, markings, signs and signals. This includes waiting for crossing lights at intersections, even if no cars are present. Stop and look both ways before crossing the street. If you cross in front of a car, make eye contact with driver and wave a "thank you". Never assume they will give you the right of way or stop for you. Share the road. Walk or run on the sidewalk or obvious area. Leave plenty of room for other walkers, runners, skaters and bikes to pass. Walk or run single file where appropriate and avoid blocking the sidewalk. If you want to pass someone, call out "On Your Left", then make sure there are no other walkers, skaters, runners or bikes before you proceed. Be prepared for what might happen if the person you are passing didn't hear you.

On the day of the event remember that walking in a group is different from walking by yourself. Your behavior will affect others' lives. The road will not be closed to traffic so you will need to use caution and remain alert at all times.

**This information may seem obvious, but our goal is to make this a fun event with everyone crossing the finish line!**

Northwest Hope & Healing is a 501 (c) (3) non-profit foundation that provides child care, counseling, transportation, meals & education to women receiving breast cancer treatment at Swedish Medical Center. Our signature Healing Baskets are given free of charge to newly diagnosed breast cancer patients.

Northwest Hope & Healing Foundation, P.O. Box 16069, Seattle, WA 98116 (206)215-2888  
[www.NorthwestHopeAndHealing.org](http://www.NorthwestHopeAndHealing.org)



Northwest  
**HOPE & HEALING**

# *Guide to Training*

## **Getting started**

How do I get started? How will you get there? You may think you can handle the event and that you don't need to train for it. Yet, it is hard work that will require purposeful, consistent walking. The more you train, the more you'll be able to enjoy the event.

Before you put together your training plan, you'll want to assess your physical condition. First, get your doctor's permission, then ask yourself these questions: What is my current state of fitness? What kinds of physical activity do I now regularly perform that build strength and endurance? Do I have any physical limitations that will require special attention while I train for the event or during it?

Determine your fitness level, and then decide what training you'll need to do before the event. In the months before the event, leave entire weekends free for longer training walks. Walking ten to twelve miles in one day will help tremendously.

If you are entirely new to exercising, begin with ten-minute walks. Whatever your fitness level, you shouldn't increase your time or mileage by more than 10 to 20 percent each week. To warm up, start walking at a leisurely pace, gradually picking it up after three to five minutes. Remember to stretch during and after each walk.

## **Interval Training**

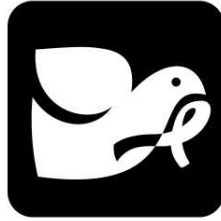
You can use the same techniques runners use to build endurance. Try walking briskly for up to a minute, return to your original pace for a few minutes, and then pick up the pace again. Do not wait until a month or two before the event to start training.

## **Over-Training**

Take at least one day off from training each week to let your body rest and recover from your efforts. This is extremely important. Most of the injuries any one of us is likely to experience as we train will come from over-training. Over-training pushes our bodies beyond what they are capable of doing without adequate recovery time, to the point where tissue breaks down more rapidly than it can be repaired.

Northwest Hope & Healing is a 501 (c) (3) non-profit foundation that provides child care, counseling, transportation, meals & education to women receiving breast cancer treatment at Swedish Medical Center. Our signature Healing Baskets are given free of charge to newly diagnosed breast cancer patients.

Northwest Hope & Healing Foundation, P.O. Box 16069, Seattle, WA 98116 (206)215-2888  
[www.NorthwestHopeAndHealing.org](http://www.NorthwestHopeAndHealing.org)



## Northwest HOPE & HEALING

Some of the warning signs that you are pushing yourself too hard are fatigue, low-grade fever, moodiness and irritability, joint and muscle pain, decreased appetite, and increased resting heart rate. In other words, you feel lousy. If this happens, stop and take some time off so that your body can recover. You'll find that you won't lose ground. You'll actually return to your training with renewed vigor and enthusiasm.

### **Cross-Training**

Other types of aerobic exercise can be used effectively to train. If you already enjoy such sports as running, bicycling, in-line skating or cross-country skiing, know that they are good cross-training activities for walking because similar muscle groups are used.

### **Other Options**

Need more options? Try adding strength and weight workouts to your training to beef up your routine. Strengthening your leg and buttock muscles on weight machines will increase your walking power. But walkers also benefit from strengthening other muscle groups, especially their abdominals and back, as well as shoulders, chest and arms. Strengthening your upper body in proportion to your legs makes sense for an overall, well-toned body. Lifting weights and cross training lessens boredom by adding variety to your workouts.

### **Walking Techniques**

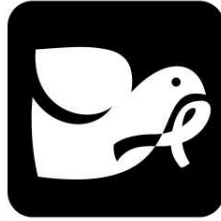
You obviously know how to walk. You've been doing it for a long time. On average you take about 10,500 steps each day (four miles). That's four million steps equaling 1,500 miles each year! Even so, you can still be termed sedentary. To prepare for the event, you must train.

When walking long distances, proper posture and gait is crucial to your comfort. Being conscious of your stride will go a long way to achieving mile after mile of comfortable, confident walking. Some tips include:

- Stand tall, with upright posture and with your head up, scanning the distance ahead of you.
- Take a natural stride. As the heel of your lead foot is placed, the toes should rise at a comfortable angle, not flexed too far. It should all happen in one, coordinated flowing stride, without any lurching from side to side.
- Keep your elbows close to your body, swinging your arms freely at your sides, letting them come slightly across your body, but not too far. Form a loose fist. Do not carry anything in your hands, such as a water bottle. It will throw asymmetry into your gait and down the road, cause aches and possibly injury. Necessities like water bottles or sunscreen can be carried in a light waist pack worn to the front or rear of the waist, not the side.

Northwest Hope & Healing is a 501 (c) (3) non-profit foundation that provides child care, counseling, transportation, meals & education to women receiving breast cancer treatment at Swedish Medical Center. Our signature Healing Baskets are given free of charge to newly diagnosed breast cancer patients.

Northwest Hope & Healing Foundation, P.O. Box 16069, Seattle, WA 98116 (206)215-2888  
[www.NorthwestHopeAndHealing.org](http://www.NorthwestHopeAndHealing.org)



## Northwest HOPE & HEALING

- Don't make exaggerated pumping motions with your arms, which after many hours will tire you out. It's like treading air and will get you nowhere!
- Never feel you need to keep up with someone else's pace! Pace yourself, take rest breaks, and don't forget to fuel up with water and snacks.

### **Finding the time to train**

Most of us find it is difficult to fit training into our busy schedules. You'll have to make some choices, set priorities, and use what training time you do have wisely.

Vary your route. Choose several routes—a neighborhood you've never explored, a nearby park, or a nature trail—to keep your training interesting. Walk your usual route in the opposite direction. Choose longer routes that incorporate restroom facilities, and don't forget to carry water, snacks and sunscreen in a waist pack. Don't let inclement weather stop you, until it is severe. Walking in a light rain, with proper clothing, can be invigorating. Remember to wear brighter clothing to make yourself more visible, & watch your step.

### **Diet**

It is important that your body gets the quality fuel it needs to perform extra work. Complex carbohydrates are the best source of fuel for your muscles—pasta, beans, rice, whole grains, fruits and vegetables. Consult with your physician or a registered dietitian for diet planning assistance.

### **S-t-r-e-t-c-h**

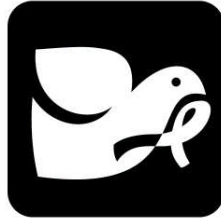
Tight muscles hurt and perform less efficiently. They are also more prone to injury. The more you strive to prevent muscle tightness, the better off you will be. To warm up, just begin strolling at a more leisurely pace for up to five minutes. Stretch regularly—making a habit of stopping to stretch five minutes every hour of your training will help attain and maintain flexibility in your muscles and joints. This will have tremendous payoffs for you later during the event—muscle pain, stiffness, injuries, and fatigue will all be lessened. These stretches can be incorporated into your weekly training schedule now.

Guidelines for stretching:

- Warm up first. Walk in place for 3 to 5 minutes.
- Hold the stretch for 15 to 20 seconds.
- Achieve the stretching position gently. No bouncing or jerking.
- Only stretch within your limits. If you feel any discomfort, stop!
- Breathe with slow and normal rhythm.

Northwest Hope & Healing is a 501 (c) (3) non-profit foundation that provides child care, counseling, transportation, meals & education to women receiving breast cancer treatment at Swedish Medical Center. Our signature Healing Baskets are given free of charge to newly diagnosed breast cancer patients.

Northwest Hope & Healing Foundation, P.O. Box 16069, Seattle, WA 98116 (206)215-2888  
[www.NorthwestHopeAndHealing.org](http://www.NorthwestHopeAndHealing.org)



## Northwest HOPE & HEALING

### **Injury prevention**

Walkers have among the lowest incidence of injury among exercisers. Injuries that do occur can easily be prevented. Both inadequate training and over-training can cause injuries, as well as poor shoe and sock fit, poor flexibility, inadequate hydration and nutrition. The remedies for some injuries are obvious. If your shoes fit you correctly, they should not contribute to injuries.

### **Avoiding a “bonk”**

Sufficient intake of calories and fluids is essential for safe long-distance walking. Eat before you are hungry and drink before you are thirsty. “Bonking” occurs when you have completely depleted the glycogen stores in your muscles. Your body runs out of fuel.

### **Hydration**

We cannot emphasize enough how important it is for you to drink water before, during and after your training walks, as well as on the event. Do not wait until you are thirsty or your mouth is dry to drink—by then you are already on your way to dehydration. A good rule of thumb is to drink every 15 minutes, consuming at least one 28 ounce bottle of fluid per hour. To help your body absorb the water you will be consuming, you need to eat foods with sodium in them.

The treatment for dehydration varies. For mild dehydration, consuming fluids may be sufficient. For moderate to severe dehydration, IV fluids and hospitalization may be necessary.

Signs of dehydration include dry or sticky mucus membranes in the mouth, fatigue, dizziness or confusion, decreased urine output, heartburn or stomachache, recurring or chronic pain, lower back pain, headache, mental irritation or depression, water retention, lack of skin elasticity, sunken eyes.

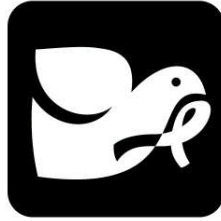
### **Hyponatremia**

Hyponatremia results from a loss of sodium through sweating or from over hydrating. It is possible to drink too much water, diluting your sodium level, which puts you at risk for hyponatremia. Therefore, it is important that you consume salt or sugar in addition to water. Water alone can cause electrolyte imbalance, as can profuse sweating. For your training walks, you may want to try sports drinks, which contain sodium, sugar and other electrolytes to counteract this. You should also remember to eat salty snacks and high carbohydrate foods (or add salt or sugar to your water) to balance your electrolyte level.

Signs of hyponatremia include bloating, swelling of hands and forearms, nausea, headaches, cramps, confusion, slurred speech.

Northwest Hope & Healing is a 501 (c) (3) non-profit foundation that provides child care, counseling, transportation, meals & education to women receiving breast cancer treatment at Swedish Medical Center. Our signature Healing Baskets are given free of charge to newly diagnosed breast cancer patients.

Northwest Hope & Healing Foundation, P.O. Box 16069, Seattle, WA 98116 (206)215-2888  
[www.NorthwestHopeAndHealing.org](http://www.NorthwestHopeAndHealing.org)



## Northwest HOPE & HEALING

If you experience any of the symptoms of dehydration, please stop, re-hydrate, get into the shade, rest and cool down. If you experience any of the symptoms of hyponatremia, stop walking immediately and seek medical attention. Do not assume that these symptoms are just because of heat or simply being tired.

### **How to shop for shoes**

In every sport having and using the proper equipment adds to the enjoyment of the activity. Long distance walking is no exception. Your feet consist of 26 bones, about 56 ligaments and 38 muscles, an engineering wonder that will operate best when encased in a shoe that allows them the freedom to do what they do best—support, balance and carry your entire body.

Go to a store that specializes in running and walking shoes and ask them to analyze your stride and help determine your specific shoe needs. They should tell you, based on your stride, health concerns, walking and distance schedule, and other factors, whether you should buy a walking or a running shoe. There is no one shoe that is perfect for everyone.

If you shop for shoes at a chain store, don't assume the clerk knows a great deal about athletic shoes. They may help point you in the right direction but know what to look for first. Don't purchase shoes on the basis of deluxe technical features but on fit and comfort.

It is best to shop midday or later, as your feet can swell up to half a size over the course of your day. Try the shoes on with the type of sock you will use for walking. Lace the shoes evenly and snugly. You want to experience the shoe fit under actual wearing conditions. Road test the shoes on a hard surface, not on the store's carpet. Take about 15 steps at a good pace, traveling back and forth. Notice how your foot feels. Again, try several models for the sake of comparison.

### **Replace and/or alternate your shoes**

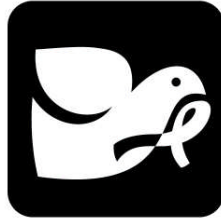
The shoes you initially train in will not be the shoes you wear on the event. Why? You will have worn them out by then. Check the wear and tear on the heel and forefoot and replace your shoes as needed. Do not purchase a new pair of shoes a few days before the event. You will want to wear them in thoroughly before the event, which according to the frequency of your training, could be a few weeks or as long as a month.

### **Socks**

Next to your shoes, socks are the most essential component of your equipment. Blisters, in fact, are often caused by socks that have wrinkled or bunched up, not by ill-fitting shoes. Don't just grab any pair of socks from your drawer when you train or when packing for the event.

Northwest Hope & Healing is a 501 (c) (3) non-profit foundation that provides child care, counseling, transportation, meals & education to women receiving breast cancer treatment at Swedish Medical Center. Our signature Healing Baskets are given free of charge to newly diagnosed breast cancer patients.

Northwest Hope & Healing Foundation, P.O. Box 16069, Seattle, WA 98116 (206)215-2888  
[www.NorthwestHopeAndHealing.org](http://www.NorthwestHopeAndHealing.org)



## Northwest HOPE & HEALING

### **Foot and muscle injury prevention**

A slow warm-up walk and stretching during and after can help prevent some of the following problems. For any pain accompanied by swelling, just remember RICE, rest, ice, compression (wrapping with athletic bandages) and elevation (raising the injured area).

In-grown toenails can be prevented by cutting the toenail straight across.

Blisters are caused from friction between the feet and badly fitting socks or shoes. If small, blisters will heal naturally without any attention. If larger, cover them with a thin pad with a hole in the middle (check your drugstore's shoe section). If a blister breaks, clean the area with a clean cotton pad, dry it, and cover it with a light bandage.

Shin splints are sharp pains felt at the front of the shin when weight is placed on the foot. This over-use injury can also be caused by ill-fitting shoes. Try walking on a softer surface for a while, or if the pain is severe, take some time off and rest. Icing the area will also help.

Strains and sprains can occur in the muscles and tendons in the feet, ankles, legs and knees that are torn or over stretched, causing swelling and pain. Rest if the pain is slight. If more severe, try ice or cold water, compression and elevation in addition to resting. For serious injuries, consult your doctor.

### **Sunscreen**

You must protect your skin. Sun damage can be painful so purchase a waterproof, sweat-proof sunscreen with a high SPF number. Check with your doctor to make sure the SPF is high enough for your skin type. Wear sunscreen whenever you are outside training, regardless of whether it is cloudy or clear.

### **Clothing and accessories**

When training, consider the loose-layered look. Clothing can be removed as needed, and put back on as you rest or as the day turns cool. Loose clothing that permits free air flow is good. Consider synthetic-blend fabrics that wick away moisture and dry quickly when the weather is hot. For wet weather protection, look for articles that have sealed seams. This will prevent leakage and help with comfort. Also, examine wrist and ankle closures to make sure they are durable.

Good luck with your training. We look forward to having you join us!

Northwest Hope & Healing is a 501 (c) (3) non-profit foundation that provides child care, counseling, transportation, meals & education to women receiving breast cancer treatment at Swedish Medical Center. Our signature Healing Baskets are given free of charge to newly diagnosed breast cancer patients.

Northwest Hope & Healing Foundation, P.O. Box 16069, Seattle, WA 98116 (206)215-2888  
[www.NorthwestHopeAndHealing.org](http://www.NorthwestHopeAndHealing.org)



Northwest  
**HOPE & HEALING**

## *Fundraising Ideas*

We hope these ideas will spark your imagination, and encourage you to fundraise for the **Alki Beach 5k Walk & Run**. You might even come up with your own ideas; there are many more opportunities out there.

**Aerobics marathon** - organize a mass aerobics session at a local school or health club; participants could be sponsored and/or charged to enter.

**Alumni Organizations** – call your own college or university and ask them to place an ad in the alumni newsletter asking for donations.

**Answering Machine Message** – this will alert everyone who calls you at home that you're up to something special! Let them know that you need their support!

**Ask your local waiter/waitresses to donate a portion of one day's tips** – ask your local waiters and waitresses to donate a portion of their tips to your cause.

**Ask your local bartender to donate a portion of one day's tips** – same as the waiters and waitresses. Ask them to donate tips from one night. You can create a sign for the bartender to place on the bar stating that "All tips collected tonight will go directly to "Northwest Hope & Healing". If the patrons see that sign they may be willing to dig a little deeper in their pocket!

**Bake Sale** – become Julia Child (and ask your friends to do the same) and host a bake sale. You can even have it in conjunction with your garage sale. It's a fact that people will buy more stuff on an empty stomach!

**Barbecue** - sell tickets in advance for a lunchtime or evening barbecue at work or in a private garden.

**Bingo evening** - approach the local bingo hall to arrange a benefit night; otherwise organize your own event, charging people for entry and supplying prizes for winners.

**Birthday gift pledge** – this is a very simple way to raise money and it'll be a lot easier for your friends and family to write you a check instead of spending hours trying to shop for you!

**Bonfire night** - organize an evening with refreshments and a bonfire on Alki Beach; be sure that all the correct procedures are followed as safety is all important.

**Book sale** – everyone has books that have been sitting on shelves or in the attic in boxes or in the basement collecting dust. Ask your friends, family and neighbors to donate whatever they've got and set up a little weekend book sale in your front yard. Wear your half marathon t-shirt and put up some signs so people will know where the money is going. Once they know that they may even give you more money

Northwest Hope & Healing is a 501 (c) (3) non-profit foundation that provides child care, counseling, transportation, meals & education to women receiving breast cancer treatment at Swedish Medical Center. Our signature Healing Baskets are given free of charge to newly diagnosed breast cancer patients.

Northwest Hope & Healing Foundation, P.O. Box 16069, Seattle, WA 98116 (206)215-2888  
[www.NorthwestHopeAndHealing.org](http://www.NorthwestHopeAndHealing.org)



## Northwest HOPE & HEALING

**Car washing** - offer to wash friends' cars and charge them a fee.

**Chocoholics** - give up chocolate for a month and ask family and friends to sponsor you through those cravings.

**Church Bulletin** – place an advertisement in your Church bulletin letting the congregation know what you're up to!

**Coffee morning** - ask friends to contribute to coffee and cakes. Same idea as Bake Sale.

**Concert** - ask bands or orchestras to play for free or for a reduced price, and sell tickets to the event well in advance.

**Corporate Matching Gift** – ask your company to match the amount of pledges you receive from your fellow co-workers.

**Corporate Sponsorship** – identify one or several large companies and contact them directly. They may be willing to sponsor you completely.

**Craft fair** - find a large venue and ask local craft shops or craft makers to take space to show and sell their wares; charge an entrance fee for the public and ask exhibitors to donate a percentage of their takings.

**Delegate** – give 10 of your friends pledge forms each and ask them to help raise money for you.

**Dog walk** - organize an interesting route for dogs and their owners to walk around, with all participants sponsored.

**"Extra Change In My Pocket" Box** - create these little boxes for your friends and family and have them place it on their dresser. At the end of the day they can drop that spare change in the box. Before the half marathon you can gather the boxes and count the dough!

**Face painting** - charge parents for painting children's faces as clowns, animals, or other characters.

**Fundraising dinner at your local favorite restaurant** – ask your favorite local restaurant to host a Fundraising Dinner for you. They supply the food and you supply the pledge forms!

**Film/theatre premieres** - approach local cinemas or theatres to donate a percentage of takings from a first night; you might also be able to collect at the venue.

**Garage Sale** - know all that stuff that's been hanging out in your garage...in your attic...in your basement? Gather it up and ask your friends to do the same. Put it in your front yard and sell, sell, sell!

**Garden party** - invite friends and colleagues to an afternoon reception with refreshments, asking them to make a donation.

Northwest Hope & Healing is a 501 (c) (3) non-profit foundation that provides child care, counseling, transportation, meals & education to women receiving breast cancer treatment at Swedish Medical Center. Our signature Healing Baskets are given free of charge to newly diagnosed breast cancer patients.

Northwest Hope & Healing Foundation, P.O. Box 16069, Seattle, WA 98116 (206)215-2888  
[www.NorthwestHopeAndHealing.org](http://www.NorthwestHopeAndHealing.org)



## Northwest HOPE & HEALING

**Good Karma Tipping Jar** – ask local businesses to put one of those jars near the register or on their front counter. Tape of picture of yourself near your bike and short explanation of why you're raising money.

**Gym** – ask your gym to place a Pledge Jar at the front desk! Leave a stack of event brochures at the counter, too.

**Hair Salon** – ask your hairdresser to donate \$2.00 of every haircut they complete over one weekend.

**Happy Hour party** – invite all your friends (and their friends!) and get them to sign your Half Marathon T-shirt (the one you'll be wearing August 30th). Charge \$10.00 per signature.

**House Warming Party** – are you moving anytime soon? If so, ask your friends to make a pledge instead of purchasing a gift for your new place.

**Independence Day** - organize an event on 4 July; could include burgers, American Football Match, and flag waving; alternatively, choose your own themed day.

**Karaoke night** - who cares if you can't carry a tune? Spend a Friday night at a Karaoke Bar and sing your guts out! Have the announcer tell the crowd that you're singing for pledges! You can even get people to donate money to stop their friends from singing.

**Host a movie party at your house** – pick up a new flick at your local movie store, make some popcorn, pick up some soda and invite your friends and family over for movie night. Of course have your pledge forms ready to go!

**Mow-a-thon** – get your kids involved in this weekend activity. Check ahead of time with all your neighbors and ask them if you can mow their lawn for \$50.00.

**Name the teddy** - ask people to guess the name of a teddy bear; winner gets a prize.

**Pancake feed** - a couple of frying pans, some pancakes & syrup, and diners can be charged an entry fee.

**Plastic duck race** - entrants buy numbered ducks which are then dropped into a nearby river or stream; the first to cross the finishing line wins a prize for its owner.

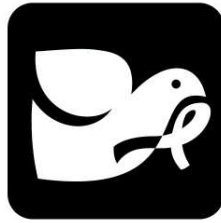
**Pledges for each mile of the event** – ask people to pledge an amount for each mile of the half marathon.

**Pledge Letter** – remember to have all the pertinent information in the letter: What you're doing, why you're walking, the amount of money you're trying to raise, the deadline for raising the money, a return envelope to make it easy for them to send in the money.

**Radio Station** – call your favorite radio station and ask them to make an announcement on the air. They may even interview you. Pledges can be sent directly to the pledge office.

**Remind Them** – in case you didn't receive an answer the first time you asked....ask again!  
Your potential donor may need a little coaxing.

Northwest Hope & Healing is a 501 (c) (3) non-profit foundation that provides child care, counseling, transportation, meals & education to women receiving breast cancer treatment at Swedish Medical Center. Our signature Healing Baskets are given free of charge to newly diagnosed breast cancer patients.



## Northwest HOPE & HEALING

**Running total** - keep a record of how much money you raise over a number of events: this should motivate everyone as they see the amount go up and up.

**Share the Story** – tell your story. The more you talk about your upcoming adventure, the more people will share in that excitement and want to pledge to you.

**Sleep-out** - camp out in the local park, car park or anywhere else and raise sponsorship for the night.

**Slim Down/Shape Up** - get sponsored per pound that you lose or for each mile you walk in training.

**Swim** - ask a local health club to lend you a pool for the day; charge an entry fee and/or ask participants to get sponsored for the distance they swim.

**Temporary Tattoos** – swap a temporary tattoo for a pledge.

**Theme Party/Dinner** – hold a theme party for 10 (or more) of your friends. Donation: \$50.00 per person. Spend no more than \$20.00 per person on the food and you'll have \$300.00 (or more) in pledges by the end of the night.

**Treasure hunt** - participants are sponsored to find clues and/or objects on a set route, and can be charged an entry fee into the bargain.

**Television show finale Party** – remember M\*A\*S\*H? Remember when Ross married Rachel? Remember when Jerry, George, Elaine and Kramer ended up in jail? How about when Niles and Daphne sped off in an RV? What about Survivor or the Bachelor finale? It'd be fun to gather a big group and friends to tune in to watch a big season or series finale. Of course, charge 'em at the door and put the \$\$ toward your pledges.

**Wages donation** - contribute one day's salary and encourage others in your company to do the same.

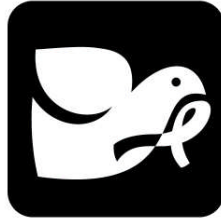
**Wine and Cheese Party** – host a party at a local restaurant and ask the owner to donate the wine and cheese.

**Year's collection** - keep a collection box at home for the whole year and encourage family and friends to contribute to it.

**Ask. Ask. Ask. Ask. Ask. Ask. Ask. Ask. Ask.** – And ask again!

Northwest Hope & Healing is a 501 (c) (3) non-profit foundation that provides child care, counseling, transportation, meals & education to women receiving breast cancer treatment at Swedish Medical Center. Our signature Healing Baskets are given free of charge to newly diagnosed breast cancer patients.

Northwest Hope & Healing Foundation, P.O. Box 16069, Seattle, WA 98116 (206)215-2888  
[www.NorthwestHopeAndHealing.org](http://www.NorthwestHopeAndHealing.org)



Northwest  
**HOPE & HEALING**

## ***You Can Make A Difference***

***“Susie received her Healing Basket and she was thrilled. I can’t find the words to express how these baskets touch women during a very trying time in their lives.”*** Lynn

***“Thank you for the generous grant. It has been a big help in reducing the financial pressure I’m under, and has made dealing with my cancer treatment much easier.”*** Kathleen

***“It is such a shock and a struggle to adjust to the new reality. Thanks for caring.”*** Suzanne

***“You’re definitely having a significant impact on individual patients’ lives.”***  
Albert E. Einstein, Jr., MD,  
Executive Director,  
Swedish Cancer Institute

Northwest Hope & Healing is a non-profit organization founded in 2000 to assist newly diagnosed breast and gynecological cancer patients in the Puget Sound area.

Our mission is to help patients by providing financial assistance to patients in need, for non-medical support services, such as child care, meal service, transportation, and emergency rent.

In addition, we assemble and present beautiful "Healing Baskets", at no charge, to newly diagnosed breast cancer patients.

The main focus of the Foundation is to provide hope and encouragement during a very difficult time.

Thank you for helping us provide hope for the future.

Northwest Hope & Healing is a 501 (c) (3) non-profit foundation that provides child care, counseling, transportation, meals & education to women receiving breast cancer treatment at Swedish Medical Center. Our signature Healing Baskets are given free of charge to newly diagnosed breast cancer patients.

Northwest Hope & Healing Foundation, P.O. Box 16069, Seattle, WA 98116 (206)215-2888  
[www.NorthwestHopeAndHealing.org](http://www.NorthwestHopeAndHealing.org)