



## PARTICIPANT GUIDE



### JOIN

US AS WE CHANGE  
THE FUTURE FOR  
KIDS WITH SPECIAL  
HEALTHCARE NEEDS

### FUNDRAISE

TO HELP US  
REACH OUR GOAL  
100% OF EVERY DOLLAR  
HELPS THE KIDS!

### WALK N' ROLL

CELEBRATE WITH US  
IN PERSON OR  
JOIN THE FUN  
VIRTUALLY

# SUNDAY, SEPTEMBER 19, 2021

AT JOHNSON PARK IN PISCATAWAY, NJ  
**PLUS A VIRTUAL CHALLENGE**  
YOU CAN JOIN FROM ANYWHERE!

[www.childrens-specialized.org/walk](http://www.childrens-specialized.org/walk)

# WHY We Walk n' Roll



## New Jersey's Kids are Counting on Your Support

Children's Specialized Hospital is the nation's leading provider of inpatient and outpatient pediatric rehabilitation treating over **35,000 local children** annually. These kids are living with complex medical diagnoses ranging from chronic illnesses and complex physical disabilities (like brain and spinal cord injuries) to developmental and behavioral concerns like autism and mental health.

**100% of every dollar** funds hospital programs and services, research and innovation, and charity care for

families who need assistance. More than **\$800,000 in charity care** was distributed in 2020 alone.

**When you support Children's Specialized Hospital Foundation, you give children the opportunity to reach their full potential.** Whether learning to walk, talk, or feed themselves or gaining the skills they need to live with autism or mental health issues, each child has a unique journey to a better future—and you can help them get there.

### YOUR SUPPORT GIVES KIDS LIKE COLBIE A FIGHTING CHANCE

On November 22, 2017, after entering premature labor, Amanda and Colin Durborow welcomed their twins, Colbie and Bennett, to the world. Born at just 23 weeks, Colbie and Bennett were considered micro-preemies, with Colbie weighing 1 pound, 2 ounces and Bennett weighing 1 pound, 4 ounces. The twins were immediately sent to the Neonatal Intensive Care Unit (NICU) at RWJBarnabas Health's Monmouth Medical Center, where tragically, Bennett died two days later. **Colbie remained in the NICU fighting for her life.** "She suffered a bilateral brain bleed," shares Amanda. "She had a grade 3, grade 4 bleed and she was diagnosed with hydrocephalus."

After 153 days in the NICU, Colbie was able to go home, but Amanda and her husband weren't sure what the future held for her little girl, "I remember the doctors telling us that they had no idea what Colbie's quality of life would be like. We just didn't know what to expect."

When Colbie came to CSH, Amanda and her husband received the official diagnosis that along with Hydrocephalus, she also has Cerebral Palsy (CP), which affects her ability to move and maintain balance and posture. "We started noticing early on that Colbie was experiencing some delays and weakness in her legs and on her left side, so when we did get the CP diagnosis, it didn't come as a huge shock," shares Amanda.

Now three-years-old, Amanda says Colbie is a happy kid who doesn't slow down. "Colbie loves to just run and jump around with the neighborhood kids." She also walks with her walker alongside her great-grandmother, who also uses a walker. "When we went to visit my Nanny over the summer, she asked Colbie if she wanted to go for a walk. Colbie looked at her and said 'I sure do!' and they were off! Even more recently we were visiting and Colbie was using her crutches and loved that Nanny was using her cane, too. They have a special bond."

**I'm just super grateful," shares Amanda. "I'm so glad we landed at Children's Specialized Hospital."** She explained that Colbie has taught her from the beginning that trying to plan off of your timeline is not how life works. "I want Colbie to be comfortable and be able to get around, but by doing what works for her," shares Amanda. "I used to think that if Colbie wasn't walking in a certain timeframe, then we were doing something wrong. But now, I want Colbie to show us and teach us what works for her and let Colbie be Colbie."



# Get Started!



1

## Register Online for FREE!

Take the first step and register at [www.childrens-specialized.org/walk](http://www.childrens-specialized.org/walk) as a Walker/Roller or Virtual Walker/Roller. You can register as an individual participant, start a team, or join someone's team.

2

## Set Up Your Personal Fundraising Page

Make your page your own! Add photos, videos, and tell your personal story about why you Walk n' Roll for the kids at Children's Specialized Hospital.

3

## Set Your Goals & Aim High

Aim high! Set a fundraising goal that seems slightly out of reach so your supporters are inspired to help you! Create your own milestones to achieve during your fundraising journey.

4

## Invite Friends & Family to Participate

Send emails right from your personalized page inviting family, friends and coworkers to register and Walk n' Roll with you or support you with a donation toward your fundraising goal.

5

## Link a Facebook Fundraiser

Start a Facebook fundraiser through your personal page to help you achieve your goal! All funds raised through Facebook will appear in your fundraising progress on your personal page.

Questions?

Contact Us

[foundation@childrens-specialized.org](mailto:foundation@childrens-specialized.org)

[www.childrens-specialized.org/walk](http://www.childrens-specialized.org/walk)



# Fundraising Incentives



## THE MORE YOUR RAISE, THE MORE YOU EARN!

You have the chance to receive rewards for your fundraising whether you're participating with us in-person or virtually.

### EARLY REGISTRATION DEADLINE - 8/1/21

REGISTER BY AUGUST 1 TO RECEIVE YOUR OFFICIAL WALK N' ROLL BANDANA!

TEAM CAPTAINS WHO REGISTER BY AUGUST 1 WILL RECEIVE A FUN TEAM CAPTAIN TOOL KIT!



### INDIVIDUAL FUNDRAISERS

**\$25** OFFICIAL WALK N' ROLL T-SHIRT

**\$100** OFFICIAL WALK N' ROLL T-SHIRT & CSH CAR MAGNET

**\$250** OFFICIAL WALK N' ROLL T-SHIRT & CSH FOUNDATION TUMBLER

**\$500** OFFICIAL WALK N' ROLL T-SHIRT & CSH FOUNDATION BASEBALL CAP

**\$1,000** OFFICIAL WALK N' ROLL T-SHIRT & CSH FOUNDATION TOTE BAG

**\$2,500** OFFICIAL WALK N' ROLL T-SHIRT & FIT BIT

**\$5,000** OFFICIAL WALK N' ROLL T-SHIRT & BIKE



### TEAM INCENTIVES

**\$5,000** TEAM TENT WITH BANNER PROVIDED AT EVENT

**\$10,000** TEAM TENT WITH BANNER, CONTINENTAL BREAKFAST & PERSONAL PORT-A-JOHN

# Fundraising Ideas



## SET YOUR GOAL AND START FUNDRAISING NOW!

The sooner you start, the more success you will have!



### SHARE YOUR PERSONAL FUNDRAISING PAGE ON SOCIAL MEDIA

Share your page on all of your social media accounts early and re-share it often!



### BE THE FIRST TO DONATE TO YOUR FUNDRAISER

Did you know that donating to your own fundraiser is the BEST way to show others your commitment and inspire them to give?

## EFFORTLESS FUNDRAISING



### START A FACEBOOK FUNDRAISER

Link a facebook fundraiser to your personal Walk n' Roll page and all donations will automatically go towards your fundraising goal!



### DOUBLE YOUR IMPACT WITH A MATCHING GIFT

Ask your employer about their matching gift program and how you can apply. Ask if you can hang a Walk n' Roll poster in the office to inspire others to join your team or donate!



GiveTide

### ROUND UP YOUR CHANGE WITH GIVETIDE

Download the GiveTide app, select Children's Specialized Hospital Walk n' Roll as your charity of choice, and follow the set up instructions to up the change from your every day purchases toward your Walk n' Roll fundraising goal!

## ENGAGE YOUR NETWORK OF SUPPORTERS



### USE OUR SOCIAL MEDIA FUNDRAISING TOOLS

Download our selfie signs and ready-made social media challenges to encourage friends and family to donate.



### ORGANIZE A FUNDRAISING EVENT

Host a Cocktails for a Cause night with your friends. Organize a Bake Sale, Plant Sale, or Car Wash. Sell wristbands or ribbons to support your commitment to the cause.



### LIVESTREAM YOUR FUNDRAISING EVENT!

You can livestream a fundraising event right through your personal page!

# In Person Event Details

Johnson Park Piscataway, NJ

September 19, 2021



## Schedule of Events

Check-In/T-Shirt Pickup: 8:00 - 10:00 am

VIP Breakfast: 8:00-10:00am

Opening Ceremony & Awards: 10:00am

Walk n' Roll Begins: 10:30am

Entertainment Begins: 10:30am

Festivities End: 12:30pm



## Team Meet-Up Areas

If your team raises \$2500 or more, you will have a Team Tent on the park grounds identified with your team name where your team can gather.

If you are not provided a team tent, you may bring your own pop-up tent and designate a place for your team to gather before and after the Walk n' Roll.

## Registration & Check-In

We encourage all walkers and teams to submit gifts online through your individual or team's webpage or by mail before May 19. If all gifts are turned in before the event day, you will be able to check-in through the express lane.

However, if you do have gifts (cash, check or credit cards) to turn in on the morning of the event, we are happy to process those gifts in our regular check-in lane.

**Please allow plenty of time for check-in.**

## Attire

Walk n' Roll is RAIN OR SHINE so please dress comfortably and appropriately for the weather. Every registered participant that raises \$25 or more will receive an official Walk n' Roll T-Shirt, but teams are encouraged to create their own **TEAM SHIRTS** for all of their team members to wear on event day!

# Virtual Event **Details**

September 1-30, 2021



## **Walk 50 Miles and Raise \$500 in September!**

If you can't join us in person at Johnson Park on September 19th you can still participate through our virtual challenge! You'll have the entire month of September to walk, run, ride or roll 50 miles and raise \$500 for Children's Specialized Hospital Foundation!

## **Register**

Register as a Virtual Walker/Roller

## **Set Up Your Personal Fundraising Page**

Personalize your fundraising page and set your fundraising goals. Add the activity tracker and set up a Facebook fundraiser.

## **Get Social & Start Fundraising**

Although the virtual challenge doesn't start until September 1, you can start fundraising NOW! Share your page on your social channels and invite friends and family to support you by making a pledge per mile or a one-time donation.

## **Download the MoveSpring App & Join the Challenge**

You will receive a link with a code to join the CSH Foundation Walk n' Roll challenge on MoveSpring. Download the app and create an account to get started, then follow the instructions to link your activity tracker to the app. Your progress will automatically be updated on your personal fundraising page!

## **Share Your Progress**

Let your supporters know how you're doing by live-streaming your progress on your personal fundraising page or sharing photos and videos on social media!