

The New York Foundling's Junior Board presents

A MILE IN THEIR SHOES

IN HONOR OF FOSTER CARE AWARENESS MONTH

A VIRTUAL WALK-A-THON

SATURDAY, MAY 22ND

11:00AM - 1:00PM



WALK-A-THON TOOLKIT

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Mission

The New York Foundling, in the tradition of openness and compassion of its sponsors, the Sisters of Charity, helps children, youth, adults, and families in need through services, supports, and advocacy that strengthen family and community and help each individual reach their full potential.

ABOUT THE WALKATHON



A Mile in Their Shoes

Hosted by The New York Foundling's
Junior Board

Saturday, May 22nd, 2021

11:00 AM - 1:00 PM

About the Event

Welcome to The Foundling's first ever 5k virtual walk-a-thon, to be held on Saturday, May 22nd, in honor of National Foster Care Month. We're so glad that you've chosen to be a part of this exciting event and to dedicate your miles to supporting this cause.

May is National Foster Care Month, a time to recognize that we each have an important role to play in educating others about the realities of being involved in the child welfare system while also working to enhance and strengthen the lives of children and teens in foster care.

Our fundraising goal is to raise \$10,000 by walking at least 5 kilometers (6,250 steps). As a member of the Junior Board, we hope you can commit to raising at least of \$250 (with aspirations to raise more!). The Foundling's Development Team created a fundraising platform that allows you to build your own personal fundraising page where your friends, family, neighbors, and colleagues can make online donations.

Your participation will directly impact the lives of children and teens currently in New York City's foster care system. This is a resilient population: from a young age, they've often experienced trauma, abuse, instability, neglect, and maltreatment. Without support from loving foster parents and organizations like The Foundling, children experiencing trauma and instability are likely to experience lower high school and college graduation rates, are more susceptible to becoming involved in the juvenile justice system, and have difficulty securing stable employment.

Proceeds from the Junior Board's virtual walkathon will benefit our holistic suite of foster care programs - those that prevent child abuse and neglect, educational services and tutoring, access to therapists and coaches, the opportunity to attend an overnight summer camp in August, and other programs that have shown long-term success.

Thank you for being part of this important work and supporting our children and teens in foster care!

How will this toolkit help me?

We designed this toolkit just for you—our incredible Junior Board Members! We want the registration process and fundraising outreach to be as easy as possible for you. This toolkit provides all the information you'll need to kick-start your fundraising efforts for our first-ever Virtual Walkathon!

Get Started in 5 Easy Steps

Step 1: Register for the event.

- Click [here](#) to go to the Virtual Walkathon team page.
- Click on the **Register** button and follow the prompts.
- Set-up your individual or team fundraising page.

NEED HELP? Please refer to our step-by-step guide on how to register and set-up your fundraising page.

Step 2: Set an attainable goal.

Challenge yourself. Yes, we want you to raise a minimum of \$250 but aim high. People will be more motivated to get involved if they feel that their contribution will have an impact in helping you reach your goal. Your network wants you to succeed!

Step 3: Know your ‘why’.

Why are you raising money for The New York Foundling? Your network of donors will be interested to learn about programs and services that support and help children in foster care. And remember, they are also interested in you and your connection to The Foundling as a member of the Junior Board. Engage your supporters by sharing your own personal stories of volunteering with The Foundling as well as educating them about the important work The Foundling does day after day, year after year—for over 150 years! (Don't forget to check out our talking points in this toolkit).

Step 4: Who should I reach out to when raising funds for the walk?

It's time to build your donor tribe! Break out your phone, scroll through Instagram and LinkedIn, sift through emails and create a list of people you interact with and want to ask for support (this includes friends, family members, neighbors, classmates or co-workers).

Step 5: Ask, ask, and ask again.

Having your donor contact list ready to go will allow you to hit the ground running with your outreach! Once your donor list is finished, contact every single person on it. All of them. People give because they are asked – if you don't ask, the answer will always be no. It might even surprise you who gives! And remember, don't feel bad about asking twice. Friends and family members may miss an email or text, so reach out again or give them a call. You got this!



Fundraising Tips

You've probably already thought about ways to reach your fundraising goal of \$250. We did too! Read on for helpful tips to make raising money fun and effective.

- » **Post and Share!** Social media can often be your best platform for reaching wide audiences. The more times you share what you're doing and tag The Foundling (@TheNYFoundling), the better your chances are that your friends and family will see your posts and donate online using the page you create. In today's world, people's news feeds are changing every second. Keep your posts fresh and engaging by using a different statistic or photo each time! (See our suggested social media posts!)
- » **Tell people why The Foundling is important, and why supporting children and teens in foster care is important!**
- » **If you ask, they will give.** Remember: your friends and family will want to support you, and a cause you believe in! A personal email or text message is the number one most effective fundraising method and you will most likely need to follow up multiple times.
- » **Make it as easy and seamless as possible for people to donate.** Whether that means posting a direct link to social media or including it in your text/email, or asking for people to Venmo you for you to then pass along the donation to The Foundling, get creative with how you accept donations, creating as few steps as possible for your friends and family to donate.
- » **Life happens.** Reminders are not a bad thing. Follow up and share why their donations matter and that now is the time to give. Asking for support in-person may have the most success, but be sure to call, text or email others.
- » **Matching Donations.** Ask your donors about matching gifts to double their donations. Many companies support charitable giving by matching employee gifts. Donors can learn more about matching workplace gifts by asking their HR representative or by using our matching gifts search.
- » **Thank you! Thank you!** Thanking your donors with a handwritten card, text/email or shout out on social is a great way to show your appreciate for their support and future support.

SOCIAL MEDIA GUIDE

We've created some suggested social media posts you can share on your social media accounts to gain support for our Virtual Walkathon. Of course, feel free to add your own personal flair and messaging, and tag @TheNYFoundling and your JB colleagues in your posts. By tagging @TheNYFoundling, we will like, comment, favorite, share, and reply back to your messages to help increase traction and create buzz! Please make sure to share the below graphic (or add your own image or photo) to accompany the language and messaging we've drafted for you.



Sample Posts

- Did you know May is #NationalFosterCareMonth? I'm proud to be teaming up with @TheNYFoundling's Junior Board for a Virtual Walk-a-thon on May 22 to support young people in #fostercare. Will you join me in raising critical funds for thousands of children and teens in NYC's child welfare system? <link to your fundraising page>
- On May 22, I'll be reflecting and thinking about the challenges and hurdles children in #fostercare experience by walking # mile(s) in their shoes. As a member of The Foundling's Junior Board, this is one way I'm helping to support the work @TheNYFoundling does to support children each and every day. Please consider donating to my walk - every dollar makes a difference! <link to your fundraising page>
- To recognize #NationalFosterCareMonth, @TheNYFoundling's Junior Board is hosting a virtual walk-a-thon to increase awareness for what it's like to be involved in the child welfare system and to raise important funds to help children currently in #fostercare. Your donation will directly benefit programs that keep children safe, improve their educational outcomes, and work with them to overcome trauma and challenges they've experienced. <link to fundraising page>

Talking Points

Event Specific

- May is National Foster Care Month, a time to recognize that we each can play a role in educating people about the challenges youth face and how we can help improve outcomes.
- In honor of this important month, The Foundling's Junior Board will host its first ever 5k virtual walkathon. The New York Foundling's Junior Board will come together virtually and walk in their communities to show support for those in foster care on Saturday, May 22nd.
- More than 30 years ago, there were 40,000 children living with foster parents, today that number is less than 8,000 — that's because of the work being done at The Foundling, with supporters like you, helping to create innovative and research-based programs and services that help families stay together.
- I hope you will consider making a donation to support my 5K on May XX. Your gift will directly help children and teens as they navigate their way through and beyond foster care with supportive case workers and foster parents, and realize their full potential.

About The New York Foundling

- The New York Foundling is built on a promise to our neighbors, that all children, adults, and families can have the opportunity to reach their full potential.
- Since 1869, The Foundling has supported a quarter million of our neighbors on their own paths to stability, strength, and independence.
- Today, The Foundling is one of New York City's largest providers of foster care services. We utilize evidence-based interventions in our foster care programs that are proven to support happy, healthy, and functioning families.
- The Foundling helps children and families navigate through and beyond foster care through research-backed programs and services that have proven to show long-term success.
- The Foundling helps families struggling with conflict and poverty grow stronger and helps people across New York City access health and mental health services—core to building lifelong resilience.
- The Foundling believes that all people—no matter circumstance or zip code—should have the opportunity to reach their full potential. But for all of us, discovering what we are capable of and reaching our full potential requires support along the way.

*There you have it! You are on your way to reaching your fundraising goal. Remember to keep everyone posted on your fundraising progress. **Updates are a great way to keep everyone in the know and can even act as a reminder to some supporters who haven't yet gotten involved.** Letting supporters know what you have accomplished so far will excite them and encourage them to help get you to your goal.*

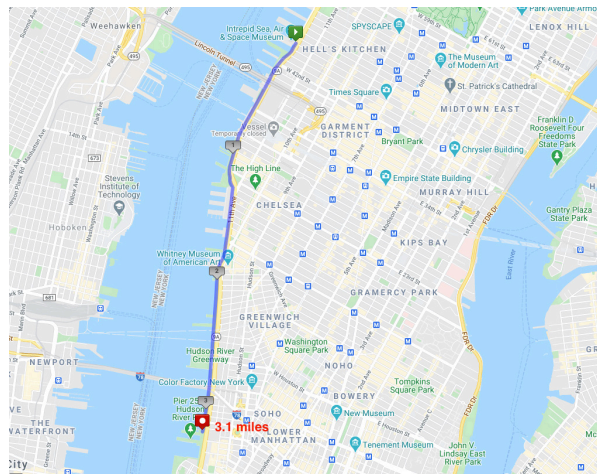
Can't find something? No problem! Contact April Griswold at juniorboard@nyfoundling.org or call 646-937-3445.

SUGGESTED WALKING ROUTES

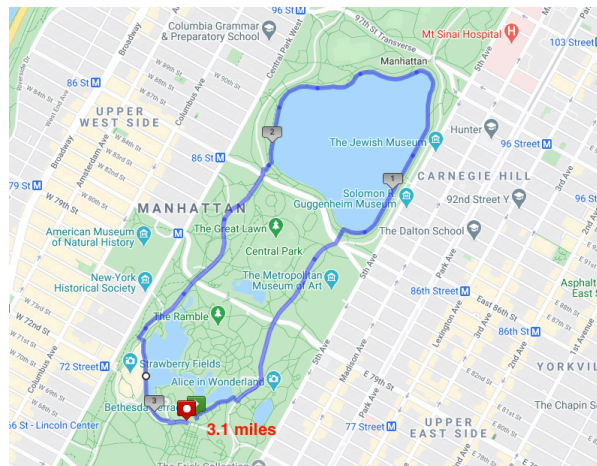
Here are some of our favorite Manhattan and Brooklyn walking routes - feel free to use these or let them inspire you on your own routes!

MANHATTAN

Interactive Fountain to City Winery

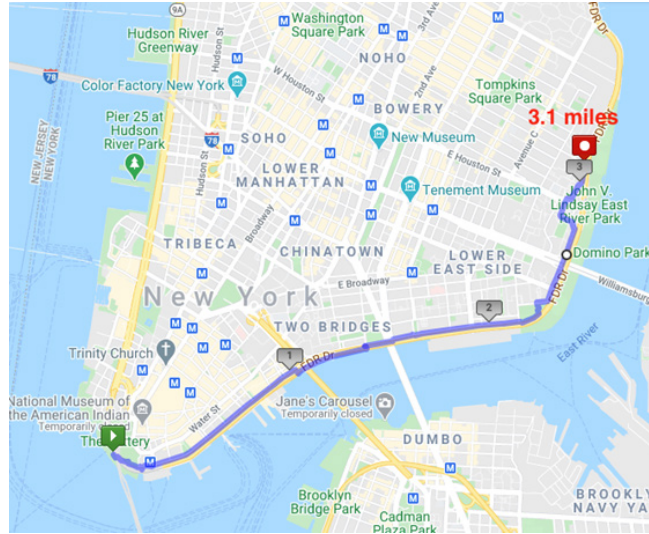


Central Park



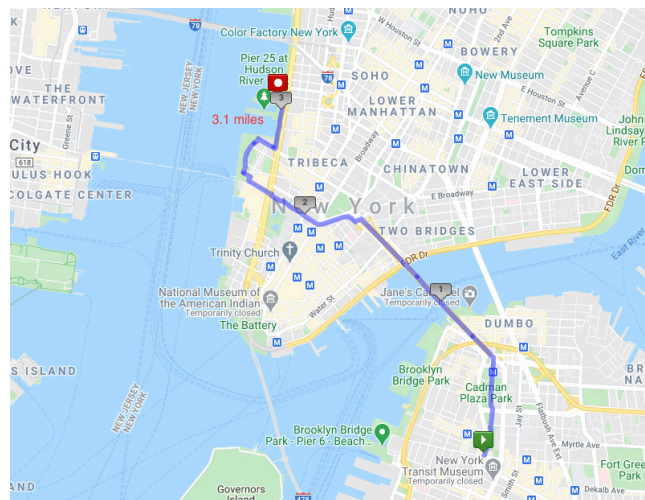
SUGGESTED WALKING ROUTES

River Park



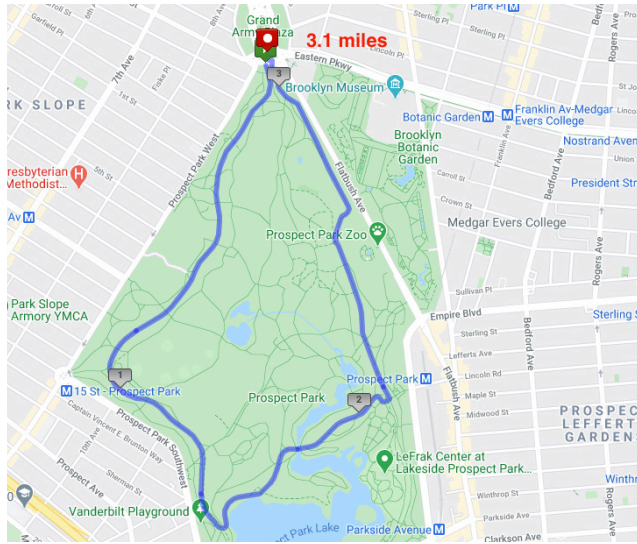
BROOKLYN

Brooklyn Borough Hall to City Winery

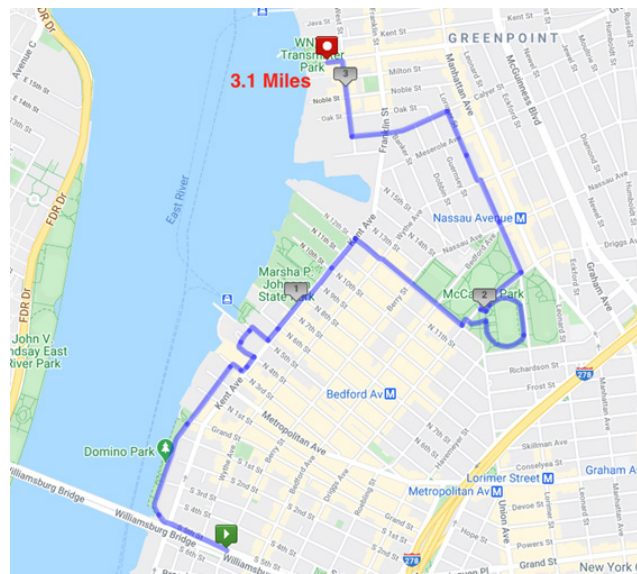


SUGGESTED WALKING ROUTES

Prospect Park



Greenpoint



**THANK YOU
FOR ALL YOU DO FOR
THE NEW YORK FOUNDLING!!**

