



A mind is a terrible thing to waste®

## SEATTLE

*Featuring the UNCF BBQ Cook-Off and Kids Happy Hour*

**Saturday, August 29, 2015  
Edwin T. Pratt Park**

## Team Captain Handbook



[www.uncf.org/seattlewalk](http://www.uncf.org/seattlewalk)



## UNCF Walk, Run, Bike for Education

*Featuring the UNCF BBQ Cook-Off and Kids Happy Hour*

In its fifth year since 2000, the **Seattle UNCF Walk, Run, Bike for Education** is a broad-based community fundraising event in which corporations and organizations can sponsor/underwrite and/or individuals can recruit family members, friends and co-workers to participate in this non-competitive walk/run/bike to raise much needed funds for UNCF.

Everyone who believes that “A mind is a terrible thing to waste”® should come out and invest in Better Futures® for our young people—college degrees. UNCF currently supports more than 600 students from the Pacific Northwest and Alaska. The 5K walk/run/family bike ride will start at Edwin T. Pratt Park in Central District neighborhood of Seattle. The 22k fun bike ride through the Central District to Lake Washington and loop around Seward Park and back to Pratt Park. The day will also feature the sixth annual UNCF BBQ Cook-Off and Kids Happy Hour.

The sixth annual **UNCF BBQ Cook-Off** features amateur grill masters who will compete in a BBQ Cook-off to earn the title of “2015 UNCF Cook-off Grill Master” and a brand new BBQ grill. Up to 60 participants will compete in four BBQ cook-off heats that will consist of preparing hamburgers. The top two winners from each heat will compete in one final round heat preparing the “secret ingredient”. Each heat will have a panel of judges made up of local prominent community leaders, celebrity chefs, and celebrity athletes/coaches.

During the Cook-Off, UNCF will host the **Kids Happy Hour** where free turkey dogs and sliders will be available for kids under 18 years of age. Kids will also have the opportunity to receive free backpacks filled with school supplies, information on local educational resources, and healthy eating tips! Kids and adults can also compete in a fitness challenge and bike rodeo to earn prizes.

### Day of Event Schedule

8:00 a.m.	Registration
8:30 a.m.	Welcome & Warm-up
8:45 a.m.	22k Seward Park Loop Ride
9:00 a.m.	5K Walk/Run and Family Bike Ride Commences
10:30 a.m.	Awards Ceremony
11:00 a.m. – 1:00 p.m.	Fitness Challenge, Bike Rodeo
11:00 a.m. – 3:00 p.m.	UNCF BBQ Cook-Off and Kids Happy Hour

## Who We Are

**UNCF** is the nation's largest and most effective minority education organization. UNCF lives up to the ideal expressed in its universally recognized motto—"A mind is a terrible thing to waste"®—by enabling more than 60,000 students each year to attend college and get the education they need and the nation needs them to have and by serving as a national advocate for the importance of education and college readiness—the idea that every student needs and deserves a pre-college education that prepares them for college coursework and college success.

UNCF helps increase minority degree attainment by:

- Awarding more than 10,000 scholarships and internships each year, so students from low- and moderate-income families can afford college tuition, books and room and board
- Providing operating funds for its 37 member colleges, making it possible for them to offer their students 21st century academic programs in a small-college environment and still keep their average cost approximately 30 percent lower than comparable institutions
- Serving as a national advocate for the importance of education by representing students' public policy interests in Washington, in newspapers and magazines and on radio, TV and the Web and through the national broadcast of UNCF An Evening of Stars®, the annual televised UNCF celebration of excellence in education and entertainment

### Our Students

- Today, 60 percent of students supported by UNCF are the first in their families to attend college
- 62 percent are from families with annual income of less than \$25,000; and 93 percent qualify for financial aid.

### Scholarship and Fellowship Programs

Since it began providing scholarships, UNCF has awarded more than \$615 million in scholarships to nearly 50,000 undergraduate students.

### Fundraising Efficiency

UNCF has raised more than \$3.6 billion, almost \$1.6 billion of which has been raised in the past decade alone, to enable more than 400,000 deserving students to earn the college degrees they want and need but might not otherwise be able to afford.

- UNCF maintained a low cost ratio of 14 percent of total revenues—8 percent for administrative costs and 6 percent for fundraising in fiscal year 2014.
- UNCF has earned the top evaluation from the American Institute for Philanthropy and is ranked among the country's top charitable organizations by The Chronicle of Philanthropy.

## Team Captain's Mission

To recruit, lead, motivate, and set goals and objectives for all team members to raise donations that will benefit UNCF.

### Roles & Responsibilities

Recruit, Lead and Motivate

- Serve as a liaison between your team and UNCF.
- Set a fundraising goal for your team. (Suggested goal is \$2,000)
- Distribute sponsor sheets, brochures, and answer questions team members may have about the walk and what to expect on walk day.
- Recruit colleagues, family, friends, and community members to join your team walk and raise funds for UNCF.
- Establish team meeting dates. Regularly meet or communicate with team members to establish clear objectives, goals and strategies.
- Set a plan for your team to meet your fundraising goal.
- Designate a place and time for your team to meet the morning of the event.
- Collect donations from team members and collate and return to UNCF.
- Be ready to walk, run, or bike on August 29<sup>th</sup>!

### HOW TO RAISE \$2,000

- Walk the walk, don't just talk the talk. Donate \$100 to kick off your fundraising and ask spouse/significant other to match your gift.
- Ask your HR or Community Relations contact at your job if they provide a company match for employee donations. Matching gifts can double or triple your giving. There may be a deadline for submission (e.g. 30 days prior to event, etc.) so check with your employer.
- Make sure you include the necessary form(s) and submit them with your donation.
- Ask your boss/supervisor for \$50 (think of it as practice for when you ask for a raise in the future) and ask your co-workers to donate \$10 each.
- Ask someone who you gave a donation to in the past to do the same for you.
- Ask a college graduate, college student, or parent of a college student for a donation.
- Ask from family members and friends.

# Seattle UNCF Walk, Run, Bike for Education Event Information

**Who:** Everyone

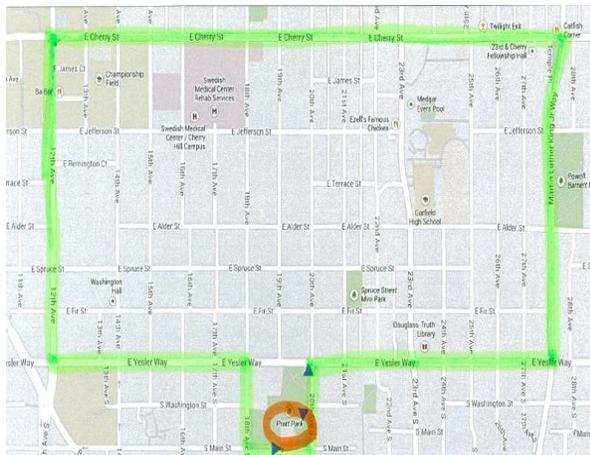
**When:** Saturday, August 29, 2015

**Where:** Edwin T. Pratt Park, Seattle

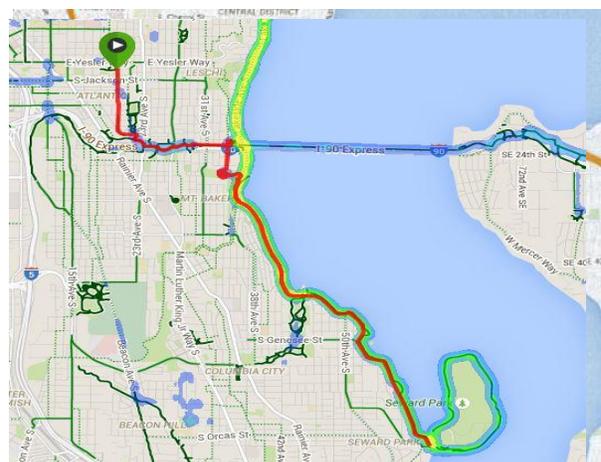
<b>Time:</b>	<b>8:00 a.m.</b>	Registration
	<b>8:30 a.m.</b>	Welcome & Warm-up
	<b>8:45 a.m.</b>	22k Seward Park Loop Ride
	<b>9:00 a.m.</b>	5K Walk/Run and 22k Family Bike Ride
	<b>10:00 a.m.</b>	Awards Ceremony
	<b>10:30 a.m. – 12:30 p.m.</b>	Fitness Challenge, Bike Rodeo
	<b>11:00 a.m. – 3:00 p.m.</b>	UNCF BBQ Cook-Off and Kids Happy Hour

**Registration is free.** Each registered participant will receive a morning snack, and light refreshments at checkpoints during the Walk.

## Walk/Run/Family Bike Route



## 22k Bike Route



## Important Dates to Remember

Register your team	Available online 5/11/2015
Send thank you notes/message	after receiving donations
Mail-In registration due date	August 24, 2015
Online registration due date	August 26, 2015
Deadline to qualify for Team Challenge/Greek Challenge Cup	August 29, 2015 (8:30 a.m. PST)
Deadline to qualify for individual prizes	September 30, 2015 (5 p.m. PST)
Attend the walk & have fun	August 29, 2015

## Team Challenge

The top three teams (minimum 2 people) who raise the most money for the event will be recognized with awards at the UNCF Walk, Run, Bike for Education. The top fundraising team will receive the grand prize of four (4) roundtrip tickets on Alaska Airlines (no blackout dates, anywhere in U.S. and Mexico). ***The top fundraising team must raise a minimum of \$2,000 in order to be eligible for the grand prize. Any matching gifts must be received by our Seattle office by 8/24/15 to qualify.***

## Divine Nine Greek Challenge Cup

The top National Pan-Hellenic Council Inc. (NPHC) fraternity and sorority that registers as a walk team and raises the most money for the event will be recognized at the UNCF Walk, Run, and Bike for Education. The top overall fundraising NPHC team will be the winner of the challenge. That team will receive a grand prize of \$100 Uber credit and an overnight stay at the Mayflower Park Hotel and the organization's name will be engraved in the official Greek Challenge Cup (will be displayed throughout selected UNCF events during the year). ***NPHC registered teams will automatically be entered into the Team Challenge. Any matching gifts must be received by our Seattle office by 8/24/15 to qualify.***

## Individual Prizes

Registered individuals are eligible for individual prizes. The top fundraising individual will receive the grand prize of one (1) roundtrip ticket on Alaska Airlines (no blackout dates, anywhere in the U.S. and Mexico). ***The top fundraising individual must raise a minimum of \$1,000 in order to receive the grand prize. Any matching gifts must be received by our Seattle office by the deadline to qualify.***

All individual prizes must be claimed by **October 10, 2015** from the Seattle UNCF office.

<b>Raise \$5,000 and above</b>	UNCF 10 <sup>th</sup> Annual "A Mind Is..." Gala VIP Package*
<b>Raise \$1,000 – \$4,999</b>	UNCF Umbrella and Tote Bag
<b>Raise \$400 – \$999</b>	UNCF Stainless Steel Travel Mug
<b>Raise \$100 – \$399</b>	UNCF Water Bottle
<b>Raise \$50 – \$99</b>	Official UNCF Walk, Run, Bike for Education T-shirt
<b>Raise \$25 – \$49</b>	Official Event Swag Bag

*\*includes 2 VIP tickets to the Seattle UNCF 10<sup>th</sup> Annual "A Mind Is..." Gala at the EMP Museum and overnight accommodations at the official event hotel sponsor on February 27, 2016*

## Frequently Asked Questions

### **How long is the Walk, Run, Bike?**

The Family Walk/Run/Ride is 5K. There will be a second 22k route for bicyclist who would like to go a greater distance on their bikes. The 22k route travels from Pratt Park to Seward Park, around the Seward Park Loop and back to Pratt Park (See Cycling Safety Guidelines)

### **What is the fitness challenge?**

Adults and kids can participate in the fitness challenge for prizes. Each participant will receive a passport card and must complete all fitness stations for an entry into a drawing for prizes.

### **What is the bike rodeo?**

The bike rodeo is hosted by Bike Works and Rainier Riders for kids ages 6-14 to learn about the ABC's of bicycling. **Participants must bring their own bikes.**

### **Does participation require a company contribution?**

No, however you can generate a much larger contribution by organizing a company or organization team.

### **Do I have pay a registration fee to participate?**

No, however we are asking everyone to help raise funds so that deserving and qualified students can graduate college.

### **How is the money collected?**

Each walker is responsible for collecting and turning in their own donations to either their team captain, the UNCF office, through the event website, or at the event on August 29<sup>th</sup>.

### **Do team members have to be employees or can family and friends join?**

You are encouraged to include family and friends as part of your team or you may motivate your friends to form their own team. Teams may be groups of walkers/runners/cyclists.

### **What happens if it rains?**

Rain or shine, we will walk!

### **Where should I tell my team to meet?**

Designate your own meeting place on site. Make a large sign or banner so that your team members can easily find you. The team captain is responsible for registration at the event and will be the only person allowed to check in your team. Teams should meet no later than 8:30am.

### **What are the funds used for?**

All funds are used in the Pacific Northwest office to help students get to and through college.

### **How can I find out more about the event?**

Please call the UNCF office at 206.292.8859 or email [infoseattle@uncf.org](mailto:infoseattle@uncf.org). You can also visit our walk website at [www.uncf.org/seattlewalk](http://www.uncf.org/seattlewalk).

## **CYCLING SAFETY GUIDELINES**

Rainier Riders Major Taylor - <http://www.rainierriders.com/>

1. Ride on the right side of the road, in the same direction as traffic. This puts the cyclist where others expect to see them. Riding against or facing traffic is illegal and a common factor in many bicycle crashes. Riding facing traffic places cyclists where motorists are not trained to look for other road users.
2. Observe all traffic signs and signals. A bicycle is classified as a vehicle and is obligated to follow the same rules as other vehicles. By stopping at red lights and stop signs, the cyclist is behaving in a safer, more predictable manner. When coming to a stop, line up near the middle behind any cars already stopped in your lane. That places you behind or in front of motorists where they can see you - and not in their blind spot to the side where they may unintentionally hit you if they make a right turn. When the light turns green, proceed through the intersection; then move to the right to allow faster traffic to pass.
3. Use hand signals before making a turn or stopping. Left arm out straight for a left turn, left arm out and bent up at the elbow for a right turn, and left arm out and bent down at the elbow for a stop. This lets others know your intent. Being predictable helps others know how to operate around you.
4. Use front and rear lights and reflectors if riding at night or in low light. Crashes during periods of low visibility account for a disproportionate share of cyclist's injuries and fatalities. Lights will help you see potential road hazards and make you more visible to other traffic.
5. Avoid the "door zone." When riding beside parked cars, position your bike far enough to the left in the lane to avoid a suddenly opened car door. Also, look through the rear windows of parked cars for signs that someone may be about to open the door or pull out of the parking space.
6. Maintain a straight line along the right side of your lane. Weaving between parked cars and in and out of the lane may take you out of the view of following motorists. Cautiously assert your rightful place on the road. If you ride too close to the edge of pavement, some motorists may try to squeeze by and unintentionally force you off the road.
7. Look for hazards. Be aware of hazards around you, such as drainage grates with openings that could trap your wheel, cracks in the pavement, uneven road surfaces, broken glass, low hanging branches or other potential hazards. Try to cross railroad tracks at a perpendicular angle to avoid your wheels getting caught in the gaps next to the rails.
8. Be aware of the right and left hooks. Many bicycle crashes occur at intersections or driveways when a motorist turns in front of a cyclist. The right hook occurs when a motorist passes a cyclist and then makes a sudden turn to the right, striking the cyclist. A left hook occurs when a cyclist is struck by a motorist making a left turn from the opposite direction. Keep your eyes and ears on other traffic for signs that someone may make a turn in front of you.
9. Wear a helmet. Do not wear earphones. A bicycle helmet has been proven to provide head protection should a fall or crash occur. Do not wear earphones. Your hearing is needed to help warn you of potential dangers, such as an overtaking car that may turn in front of you.
10. Keep your bike maintained. Make sure the brakes are in good working order. Tighten any loose bolts, nuts or screws. Make sure the brakes are in good working order. Replace worn parts. If your bike has quick release wheels, make sure the releases are tightly closed. Adjust your seat to the correct height and angle. If you are unsure how to maintain your bike, take it to a bike shop. A well-maintained bike reduces the risk of crash or injury caused by part breakage or inappropriate fit or adjustment.

## Team Captain Log

Team name \_\_\_\_\_

Company/Organization \_\_\_\_\_

<u>Walker(s)</u>	<u>Dollars raised</u>	<u>T-shirt size*</u>
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1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

5. \_\_\_\_\_

6. \_\_\_\_\_

7. \_\_\_\_\_

8. \_\_\_\_\_

9. \_\_\_\_\_

10. \_\_\_\_\_