

Walk to Cure Diabetes Family Team Newsletter



Juvenile Diabetes Research Foundation September 2007 No.1

JDRF and LifeScan are proud to present the first issue of our new quarterly newsletter exclusively for Walk to Cure Diabetes Family Teams. We look forward to sharing your tips, your triumphs, and your challenges as we Walk together toward the Cure.

Look Who's Walking!

When Mimi's Marchers send their marching orders out to friends and family, everybody jumps to attention! Michael and Lori Benincasa have been sending out their letters since 1996, and have gone from \$900 the first year to over \$200,000 last year. We asked them for their secrets!

- 1- A great letter. Lori takes the opportunity to tell the truth about what life is like for herself and their two daughters, all diagnosed with MODY 3 diabetes, a rare but hereditary form of the disease.
- 2- Ask everyone! Throughout the year, when Michael meets new business associates, he tells them about JDRF and asks for their contact information to send a letter to when it's Walk season.
- 3- Call-send-call. At the beginning of Walk season, Michael calls to remind them about Walk, asks if he can send the letter, and then if he hasn't gotten a check in a month or so, calls back.
- 4- Ask them to ask others. Michael says he sent about 120 letters last year, but received over 400 checks!



Follow the Leaders

"Our Walk letter is the #1 money producer for Kady's Crusaders year after year. It amazes us every Walk how \$10 to \$500 donations add up to thousands of dollars so quickly. When I think that I don't want to bother our family and friends again for a donation (we've been doing it for 10 years now!) I think of the thousands of kids who don't have the support system that we do and I do it for them."



--Kassy Helme, Western Springs, IL. National Family Team Walk Chair

"I have been insulin-dependent since I was 7 years old, but last year, at age 25, I decided to form a Walk Team for the first time. The day was amazing! In addition to raising funds, it was such a great feeling to have family, friends, and especially the special-needs people with whom I work walking side by side with me for Laurin's Happy Feet! I hope more young adults will form teams and join us! --Laurin Vogel, Prescott Valley, AZ

Going the Distance

The letter writing campaign is the top fundraising method used by family teams around the world! The average letter raises over \$1,500. If you have been doing it for several years, and are looking for ways to keep it fresh, here are some fun and successful variations:

- Send the letter from another family member. If it's always Mom sending the letter, mix it up! Enlist a sibling, a grandparent, or the type-one child himself.

- Or send the letter from the family pet! Fido and Fluffy see it all—the midnight finger sticks, the worried dad waiting for soccer practice to be over. Let them tell the story in a new and poignant way.

- Try a video letter! Sent by link or mailed on DVD, families are making amazing videos in support of their family team fundraising efforts. Just search JDRF Walk on YouTube for some great examples.

Join the Circle

September 2007



Dear JDRF Supporters:

LifeScan is very proud to expand our partnership with JDRF and help accelerate the pace of diabetes research with our \$1 million commitment over three years. As a company, LifeScan aims to create a world without limits for people with diabetes, and we are honored to become the JDRF National Family Team Sponsor and underwrite the Circle of Excellence program. Through this program we will be able to support families touched by diabetes and deliver recognition, reward incentive, and offer special thanks to key volunteer family groups who take the challenge and optimize their family team fundraising results.

I challenge everyone to step toward the Circle of Excellence! Here at LifeScan our employees and their families are also pulling together to maximize our fundraising efforts for the 2007 Silicon Valley Walk to Cure Diabetes, of which I am the Corporate Chair. Together, we can realize a world without limits for people with diabetes and provide them hope for a cure in their lifetimes.

Kindly,

Tom West
President, North America
LifeScan, a Johnson and Johnson company

Circle of Excellence Levels:



\$75,000 +
Diamond Sneaker Award



\$50,000 - \$74,999
Ruby Sneaker Award



\$25,000 - \$49,999
Emerald Sneaker Award



\$10,000 - \$24,999
Sapphire Sneaker Award



dedicated to finding a cure

We'd love to hear from you! You can send your fundraising tips, Walk Day experiences, and Family Team photos to familywalknews@jdrf.org. Your team may be featured in an upcoming issue of the Newsletter!