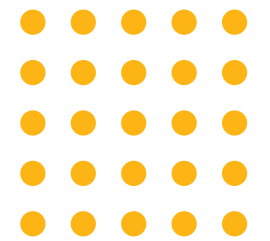


WALK ALS CHICAGO



Season Kick-Off

2025 Walk ALS Staff Partner

Questions? Concerns. Ideas!

KENDRA ALBERS

Vice President of Development

kendra@alsunitedchicago.org

312.932.0000 (office)

217.898.9677 (cell)

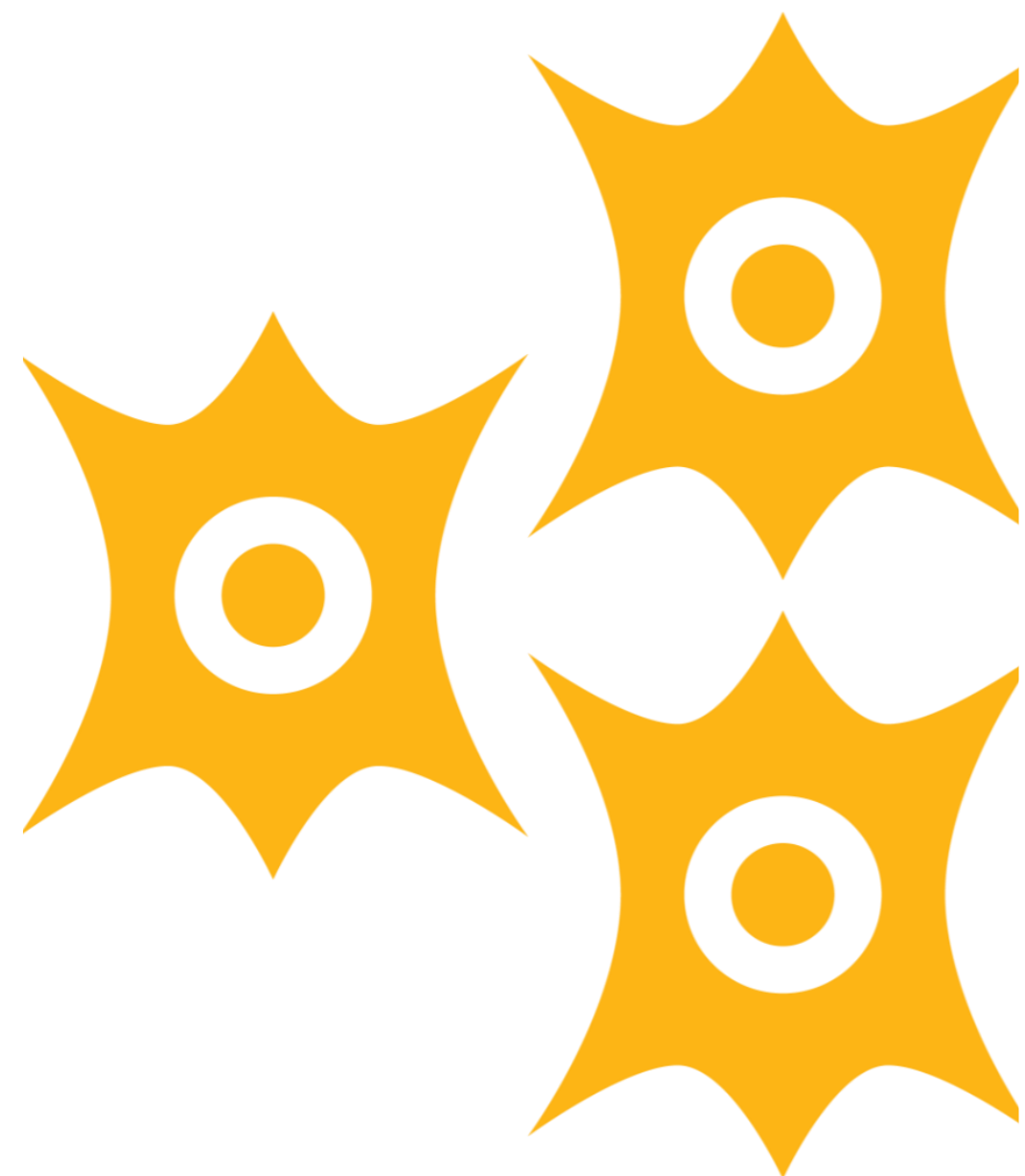


FUN FACT

This is Kendra's **11th** Chicago Walk ALS event

Kendra's favorite color is **ORANGE**

Kendra's 2025 Word of the Year is "**PROPEL**"



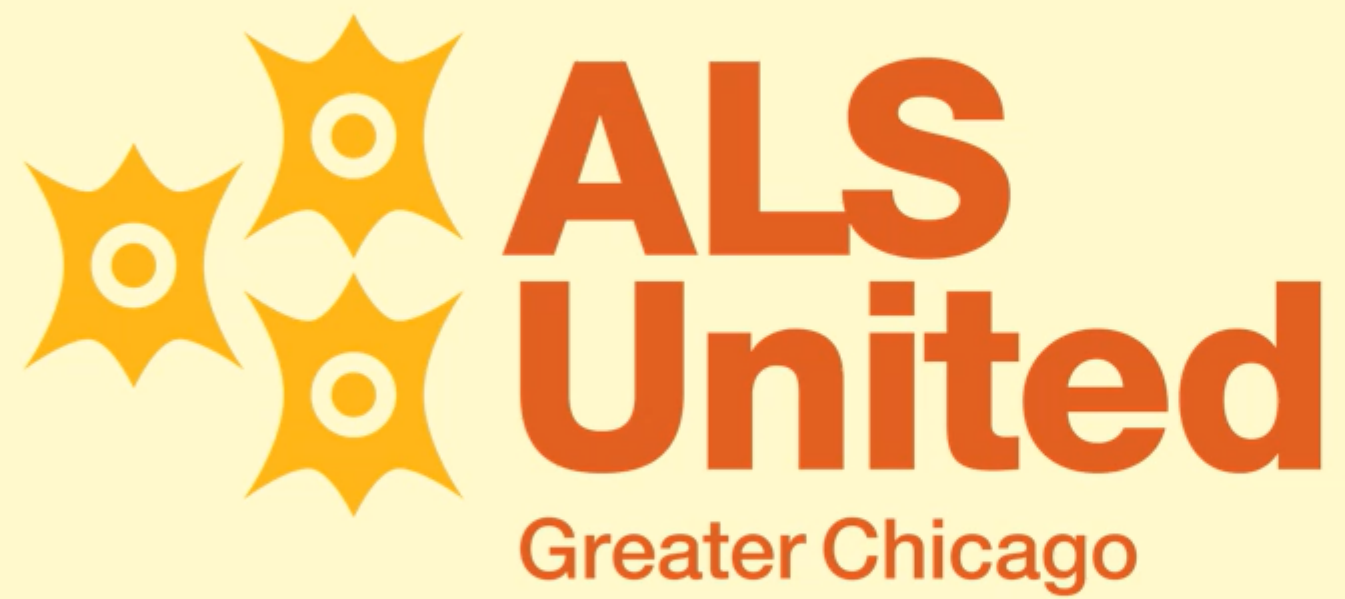
It starts with a
SPARK!



OUR SPARKS

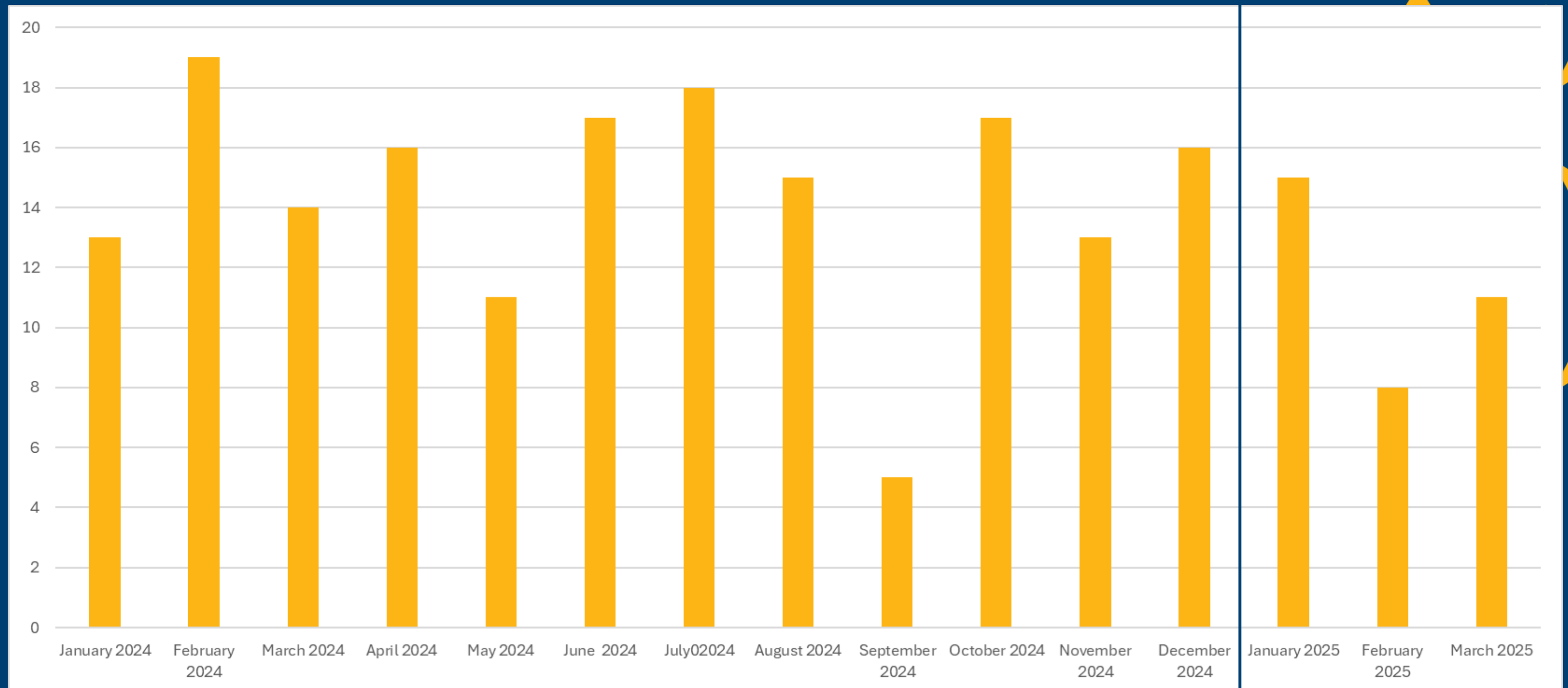
530 +

individuals living with ALS that we currently serve



WALK ALS CHICAGO
KICK-OFF
2025

Mission Delivery



14.5 average in 2024

11 average in 2025

2025 ALS United Greater Chicago Staff Team



JULIE SHARPE
President & CEO



SARAH BRANDT
Director of
Development



SAMANTHA JARVIS
MarCom Manager



BETTY MAGANA
Administrative
Assistant



KAT LAMAR
Development
Associate



ERIKA HERNANDEZ
Administrative
Assistant



JOUMANA BAROODY
Vice President of Care
Services



PEGGY O'CONNOR
Director of Care
Services



GEMA RAMOS
Care Services
Coordinator



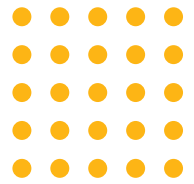
KELLIE BRANCH-DIRCKS
Care Services
Coordinator



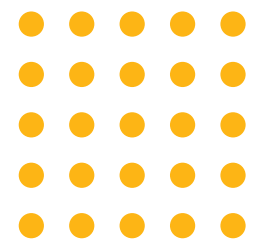
BRIANNA NEAL
Care Services
Coordinator



SNOVEA PORTER
Care Services
Coordinator



BINGO!



Walk ALS

Purpose & Objectives

Increase Awareness

Raising awareness through this event helps educate the community, inspire action, and support those affected by ALS.

Unite

**Together,
we end ALS.**



Raise Funds

Fundraising is vital to support ALS research, provide patient care, and drive awareness, bringing us closer to a cure.



Event Overview



Date

Saturday, May 31st



Location

Cantigny Park, Wheaton



Time

8:00am | Tent Village Opens

10:00am | Walk Start

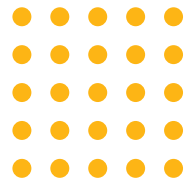
12:00pm | Event Ends



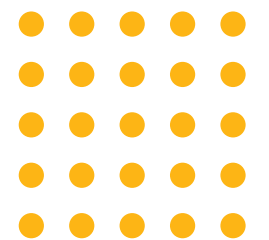
Website

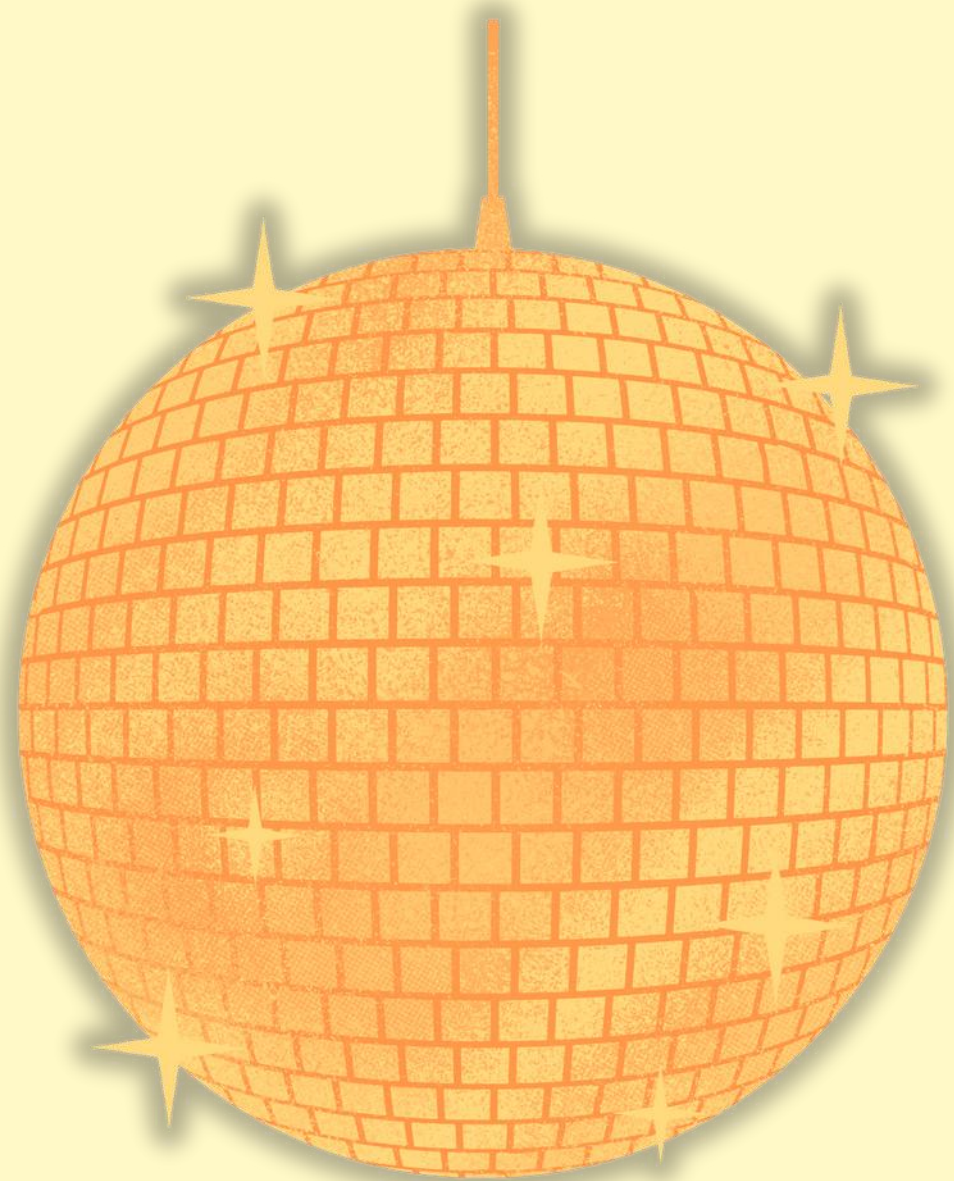


walkalschicago.org

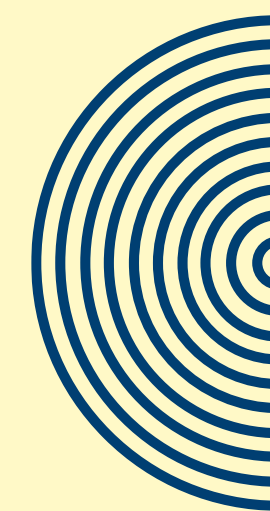


2025 THEME





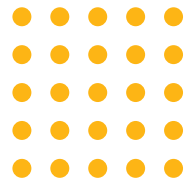
IN OUR UNITED ERA



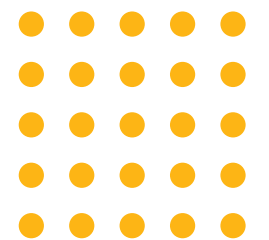
Way to incorporate the theme
into your Walk Day Experience:



Make Friendship Bracelets
with your *“why”* and/or *“spark”*
to exchange with fellow participants



INVOLVEMENT



How You Can Be Involved



Participate

Options Include:
Register as an individual
Create and lead a team
Sign up under a team

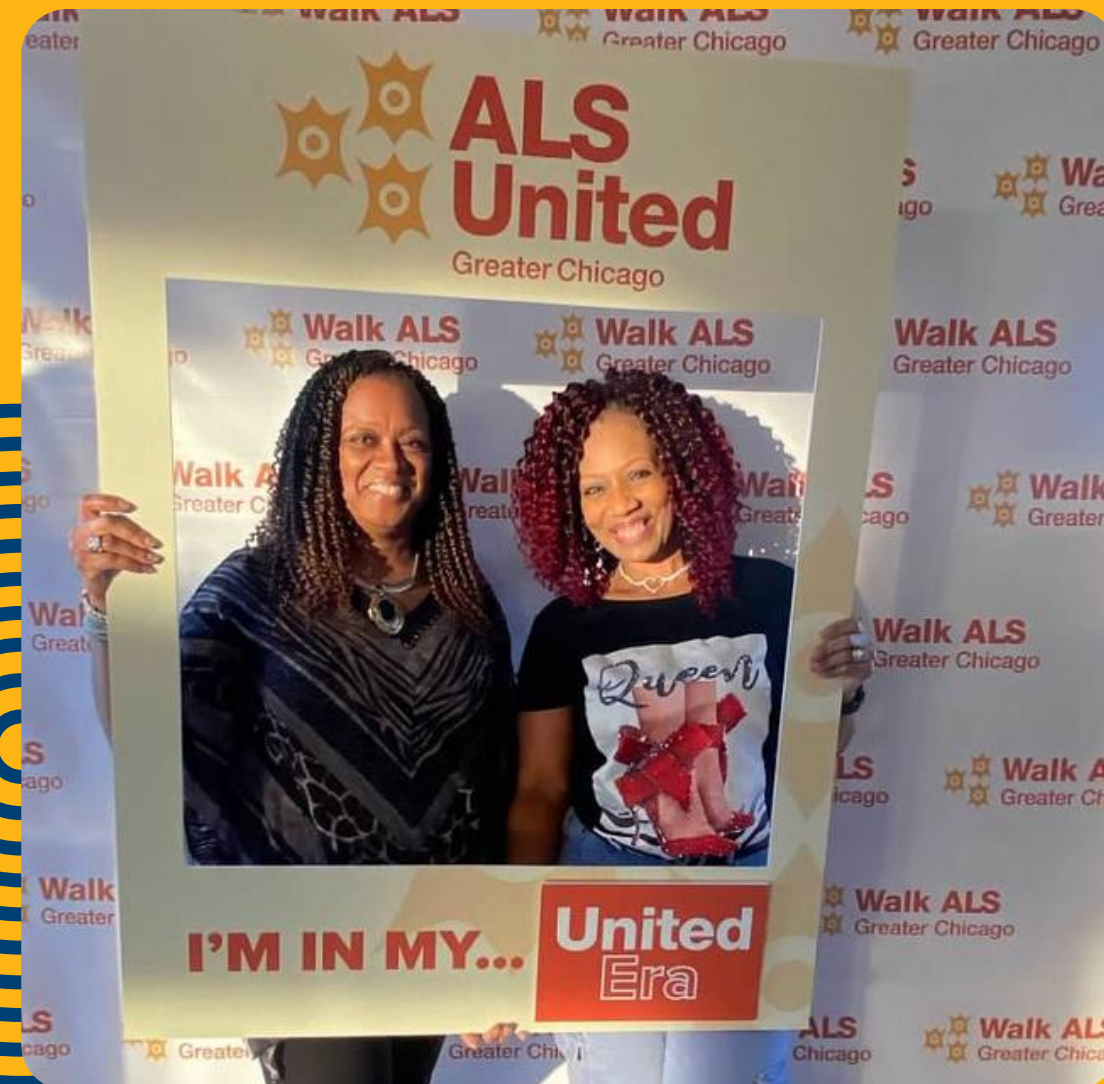
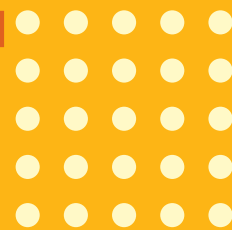
Volunteer

Options Include:
Set-Up, Clean-Up
Kids Zone, Registration, Food, Photos,
Cheer Zone, Route Marshall

Donate or Sponsor

Options Include:
Self-Donate
Seek donations from peers
Sponsor an element of Walk ALS

How You Can Be Involved PARTICIPATE



Individual

Party of One?

We welcome individuals who want to support the cause by themselves or with a small group. If you are coming alone and want a “team” experience, you are welcome to join team Sunflower Power!

Team Captain

Leader of the

Bunch! Looks to you for answers so it only makes sense you spearhead the Walk ALS team! We have a checklist available as well as continual staff support...you’ve got this!

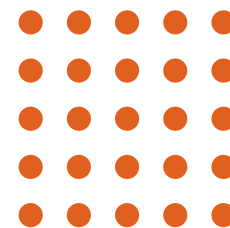
Team Member

Along for the Ride!

You will do what you are told and go where you need to go but you are really just here to support your “why” and don’t want to get bogged down in the logistics! Team Member is right up your alley!

all participant types register at walkalschicago.org

How You Can Be Involved **VOLUNTEER**



Set-Up/Clean-Up

Party Prep

We can always use an extra set of hands during set-up and clean-up!

Set-Up Sessions are Friday, May 30th and pre-8am on May 31st. Clean-Up starts at noon on May 31st!

Tent Village

Want a clipboard?

Volunteer from Kids Zone to Food and everything in between, every tent needs support!

Not ready to commit to participating in Walk ALS but want to be involved? Volunteering is the way to go!

Corporate Opps

Company Outing?

We love groups to volunteer and engage in their philanthropic missions!

Additionally, many companies will financially support the organization their employees volunteer for!

alsunitedchicago.org/get-involved/volunteer/

How You Can Be Involved FINANCIALLY



Self-Donate

Individuals who make a self donation raise nearly FOUR times more funds than those that don't.

2024 Walk ALS CHI | \$119 vs \$859

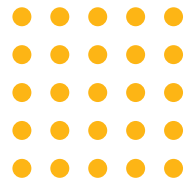
Fundraise

There is vulnerability in asking others to support you and the cause you are passionate about...but the answer will always be "no" if you don't ask!

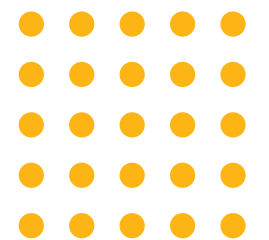
donations can be made:
online at walkalschicago.org
by calling 312.932.0000
mailing to: ALS United Greater Chicago, 5315 N Clark St. #650, Chicago, IL 60640

Sponsor

Walk ALS Sponsorship Opportunities are available now!
Thank you Constellation for being our Presenting Sponsor for 2025!
Thank you, Unity Hospice & Palliative Care for being a Silver Sponsor!



RESOURCES



2025 Chicago Walk ALS Details

Walk Theme: In Our United Era · ALS United Colors: Orange & Yellow · ALS United Symbol: Sunflower

2025 Walk ALS Kick-Off:

Tuesday, April 8th @ Le Jardin, Cantigny Park

2025 Walk ALS Chicago Emcee:

Lisa Allen, 10am - 2pm on [101.9 The Mix](#)



[Save your spot by RSVP'ing today!](#)



To discover more about a particular event topic, just click on the box!



walkalschicago.org

➔ **Event Info**









To discover more about a particular event topic, just click on the box!



Fundraising

The ALS United community makes care services, research and advocacy possible through critical fundraising. Each year, Walk ALS is a celebration of the passion, generosity and fundraising led by this community. Follow these steps to help reach your 2025 fundraising goal. Mobile makes it easier than ever!!

Fundraising Tips

-  Register online and receive a unique fundraising page. Your page is where you'll share your goal and receive online donations. You'll also have access to mobile-friendly fundraising tools and templates.
-  Next update your fundraising page with an **image and story about why you are fundraising**. Your story is the most compelling.
-  Be the first gift. Start your fundraising with a **self-donation**. When others see your personal commitment, they're more likely to donate.
-  It's time to **spread the word**. Begin by sharing your page link with your closest circle – texting is the best way to ensure your message is seen. Share that they're the first people you're asking for support. Then cast a wider net by sharing the page link on your social accounts and via emails.
-  Days are busy and messages can get buried. It can take 3+ reminders for someone to donate – even when they have the best intentions! So, **don't be shy about sending reminder texts, posts and emails**.
-  **Every dollar you raise matters**. Your fundraising page thermometer will show your progress to goal. Cash and check donations will be applied to your goal when submitted to the ALS United office.


Printable Pages

**click image to view or print*

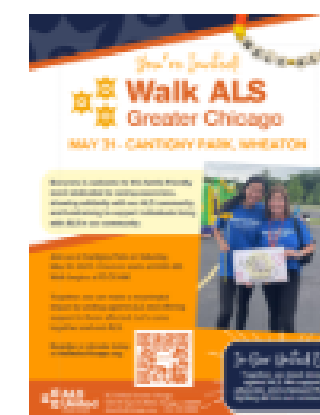
Team Captain Checklist

A detailed checklist for Team Captains, organized into two columns. It includes sections for 'Pre-Walk Day', 'Walk Day', and 'Post-Walk Day'. The bottom of the form features the ALS United logo and a QR code.

Participant Checklist

A checklist for participants, organized into two columns. It includes sections for 'Pre-Walk Day', 'Walk Day', and 'Post-Walk Day'. The bottom of the form features the ALS United logo and a QR code.

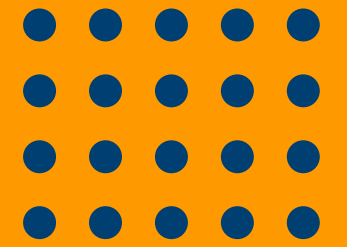
Walk Flyer

A flyer for the 'Walk ALS Greater Chicago' event. It features a photo of two women walking, the event title, date (May 31), and location (Cantigny Park, Wheaton). It also includes a QR code and the ALS United logo.

Offline Donation Form

Three identical 'Donation Report Slip' forms stacked vertically. Each form has fields for 'Participant Name', 'Amount', 'Date', and 'Signature'. It also includes a section for 'Comments' and the ALS United logo.

Printable Documents



Team Captain Checklist

Get started: (3-4 months before Walk)

- ☐ Name your team something meaningful, inspiring, fun, or all three!
- ☐ Set your team goals.
- ☐ Create your team and register yourself as the team captain.
- ☐ Customize your team page.
- ☐ Brainstorm who you want to recruit.
- ☐ Practice your recruitment script, especially "why we walk."
- ☐ Invite everyone on your list to join your team or support your efforts with a donation.
- ☐ Make sure all team members register.
- ☐ Have a kick-off call or meeting, especially if you're a corporate team.
- ☐ Check your company's matching gift policy.
- ☐ Leverage the prewritten templates to send emails to everyone you know asking them to join your team and make a donation.
- ☐ Place articles in your company newsletters or website to recruit team members.
- ☐ Email your team weekly with fundraising updates and be sure to highlight new team members with a hearty welcome.

Keep up your momentum: (1-2 months before Walk)

- ☐ Reserve your team tent space with the Walk ALS team.
- ☐ Send out fundraising emails to ask for donations and remind your team to send out their emails too!
- ☐ Gather items to build your team's raffle basket for the Walk Day raffle. (optional)
- ☐ Distribute [Walk ALS flyers](#) to shops and restaurants in your neighborhood.
- ☐ Host a team fundraising event (bake sale, garage sale, tip night, garage band challenge).
- ☐ Email your team weekly with fundraising updates and recognize your top fundraisers.
- ☐ Collect team checks and cash; mail into ALS United Greater Chicago or hold for Walk Day.
- ☐ Order your custom team T-shirts.
- ☐ Reach out to ALS United Greater Chicago for additional fundraising tips and tricks to help you reach your goal!
- ☐ Start making your team's friendship bracelets to exchange with other teams on Walk Day!



Current Team Captain Advice to a New Team...

"Don't overwhelm yourself with trying to do everything in the first year. Set an achievable goal, reach out to those closest to you to contribute and/or walk with you. The momentum and confidence you build on this journey will allow you to stretch yourself and your team as you are able." -Donna K



Participant Checklist

Leading up to Walk Day:

- ☐ Register for Walk ALS at walkalschicago.org.
- ☐ Make a self-donation.
- ☐ Ask at least five individuals -- in person -- to support your efforts.
- ☐ Raise \$90 to earn an official Walk ALS T-Shirt.
- ☐ Ensure you input your shirt size on your registration.
- ☐ Post on social media to remind your friends to donate!
- ☐ Familiarize yourself with our brand-new incentive program.
- ☐ Make friendship bracelets with your "why" to exchange with other participants on Walk Day.
- ☐ Recruit friends, family members, neighbors, co-workers, etc. to join you.

Exclusive Walk Day Incentives:

Participants will have the opportunity to **select one item** from the list below, based on their total funds raised as of May 30, 2025

\$250



\$500



\$1,000



The Walk Day Experience:

- ☐ Plan to arrive to Cantigny Park before 9am.
- ☐ Visit the Registration Tent to check in, turn in outstanding donations, pick up your fundraising lanyard and/or t-shirt.
- ☐ Grab a bagel or coffee prior to the walk and a hot dog post-walk from the food tents!
- ☐ Stop by Team Tents to exchange friendship bracelets.
- ☐ If you earned an incentive, pop over to the Incentive Tent to collect your exclusive item.
- ☐ Buy some raffle tickets for the basket raffle.
- ☐ Snag our giant polaroid, choose your era, and take photos and post to social media with hashtag #WalkALSChicago.
- ☐ Enjoy upbeat music while perusing our merchandise tent.
- ☐ **HAVE FUN!**

"Start small, set goals, and expand on them once they are reached. Don't be afraid to ask, the worst that can happen is to be told no. Keep moving forward."

- Jeff B.



You're Invited!
Walk ALS
Greater Chicago
MAY 31 • CANTIGNY PARK, WHEATON

Everyone is welcome to this family-friendly event dedicated to raising awareness, showing solidarity with our ALS community, and fundraising to support individuals living with ALS in our community.

Join us at Cantigny Park on Saturday, May 31, 2025. Check-in starts at 8:00 AM. Walk begins at 10:00 AM.

Together, we can make a meaningful impact by uniting against ALS and offering support to those affected. Let's come together and end ALS.

Register or donate today at walkalschicago.org.



In Our United Era

Together, we stand strong against ALS. We support, advocate, and empower those fighting ALS in our community.



ALS United Greater Chicago
5315 N Clark St #650, Chicago, IL 60640
alsunitedchicago.org | 312-932-0000



Join my team at the 2025 Walk ALS Chicago, ALS United Greater Chicago's largest fundraiser.

Every step you take fuels patient care, advocacy, and groundbreaking research in the fight against ALS. Walk ALS is more than just a fundraiser, it's a vibrant community coming together, building bonds, and supporting one another every step of the way. Together, we end ALS.

Will you please support me? I'm fundraising with the 2025 Walk ALS Chicago. This event is more than just a fundraiser, it's a vibrant community coming together, building bonds, and fueling ALS care service, advocacy and groundbreaking research. We have important work ahead and every dollar matters.



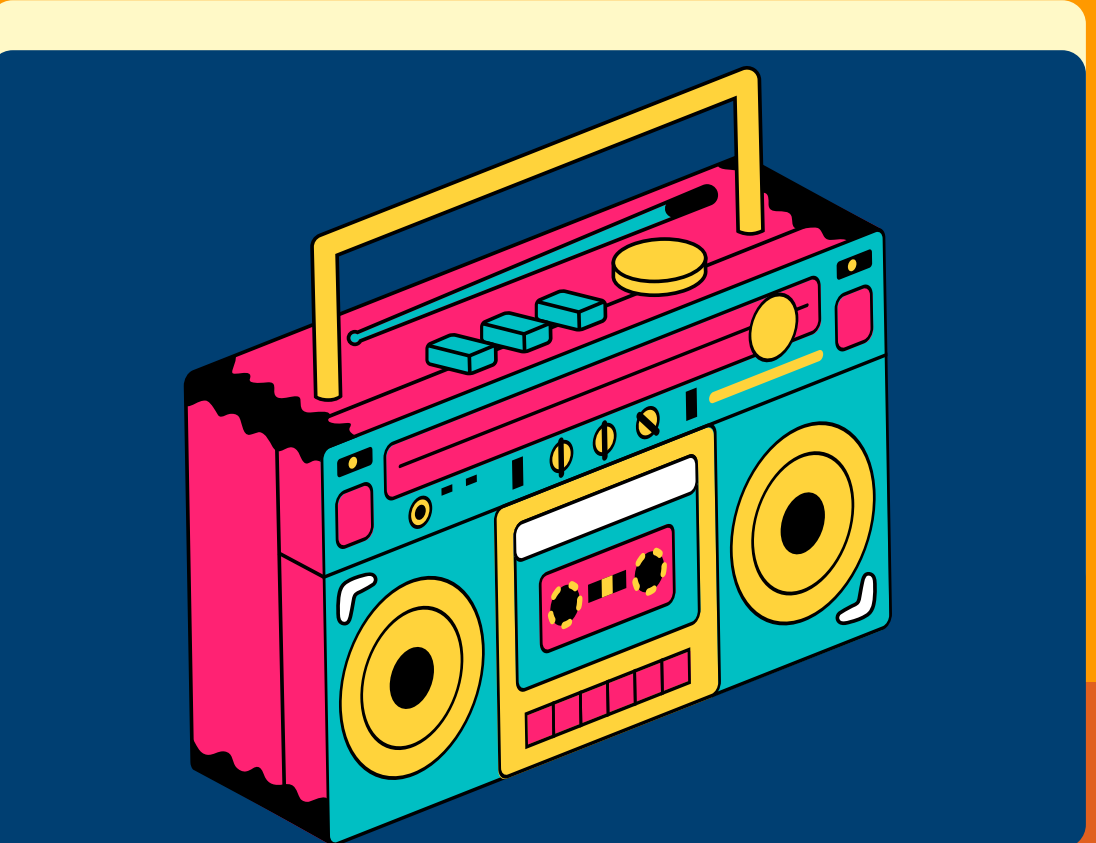
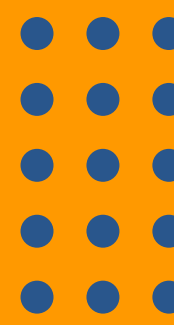


Schedule of Events
Entertainment
Photo Times
Basket Raffle Tickets & Timing
Tent Locations & Descriptions
+
Past Event Photos & Videos



Reserve Team Tent Space before May 25th by emailing kendra@alsunitedchicago.org

Walk Day Vibes...



Don't make it awkward...

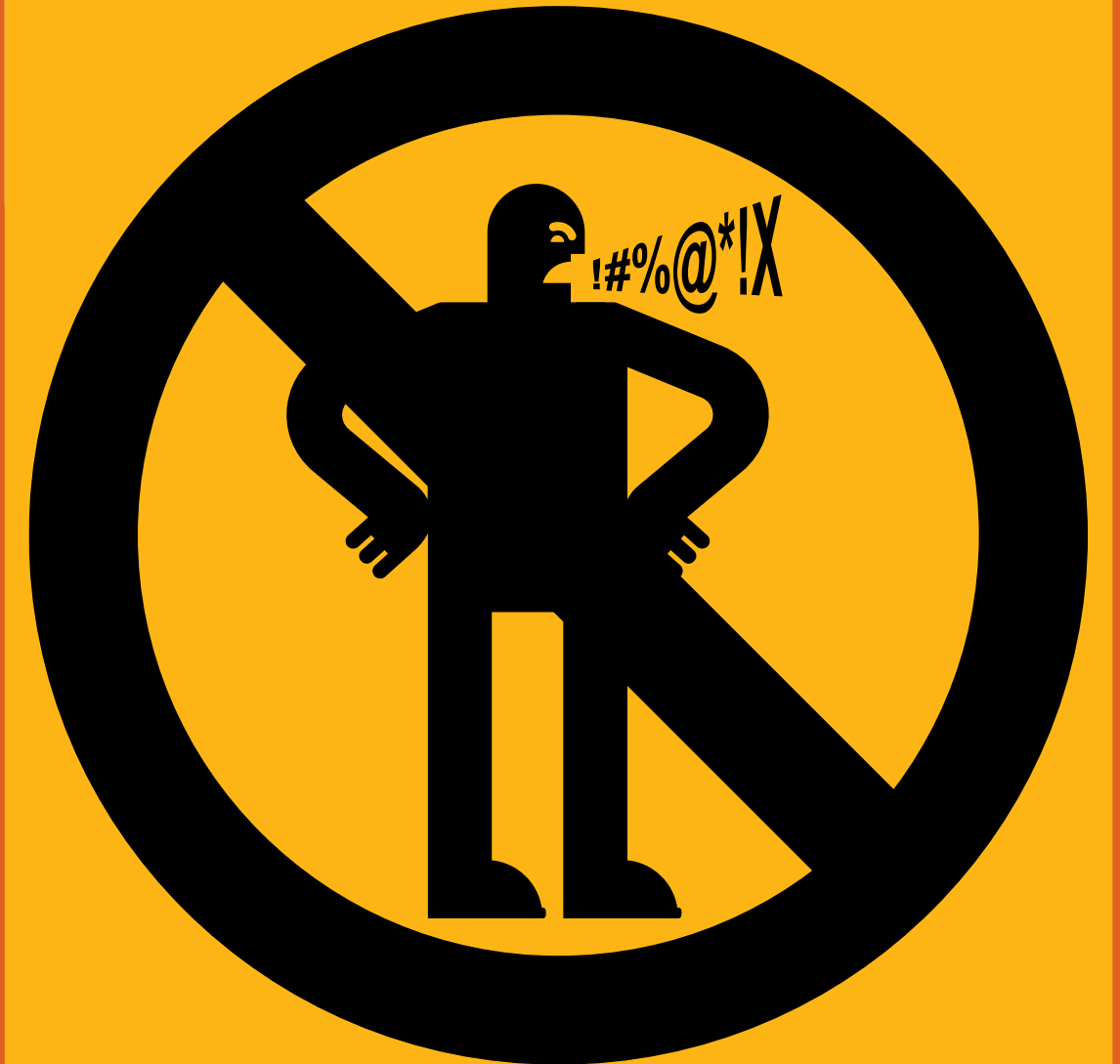
We love pets...really.
However, our events
- and Cantigny Park -
are 100% PET FREE...

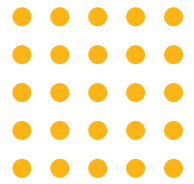


Bloody Mary? Mimosa?
Perfect way to start a Saturday...
just not at our event -
or Cantigny Park!



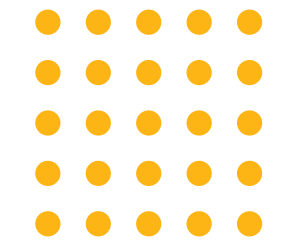
We all have various ways to express our
disdain for ALS.
Just be cognizant that this is a
FAMILY FRIENDLY event!

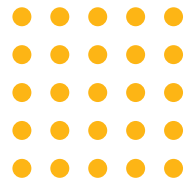




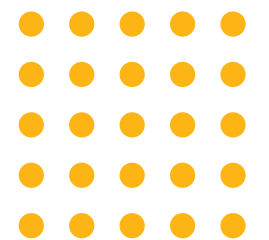
Walk ALS
Greater Chicago

**NEW
FOR
2025**





EMCEE



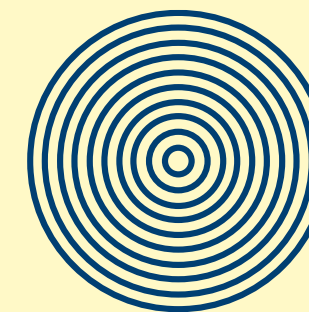


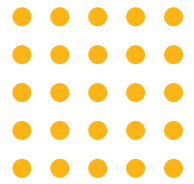
LISA ALLEN

101.9 The Mix

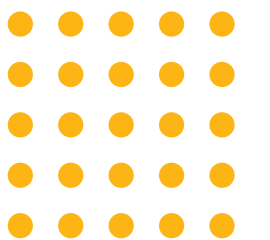
[@1019mixchicago](#)

[@lisaallenonair](#)



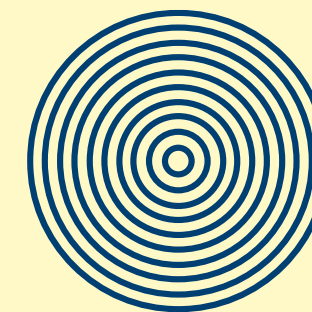


INCENTIVES





INCENTIVES



2025 Categories:

Walk ALS Chicago Participation

Walk ALS Chicago Participant Fundraising

Walk ALS Chicago Team Fundraising

Participation Incentives



APRIL 1ST

Orange YETI Cooler

TODAY

Door Prizes

MAY 1ST

Orange YETI Cooler



UPCOMING

Surprises

**AND THE
WINNERS
ARE...**

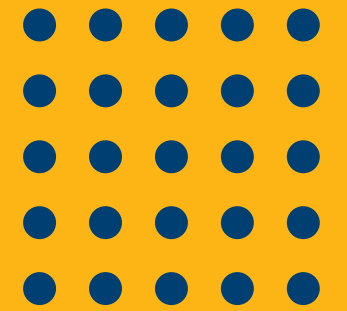
YETI | Jean Hilger, Team T.O.M.

RSVP | Colleen Kocher

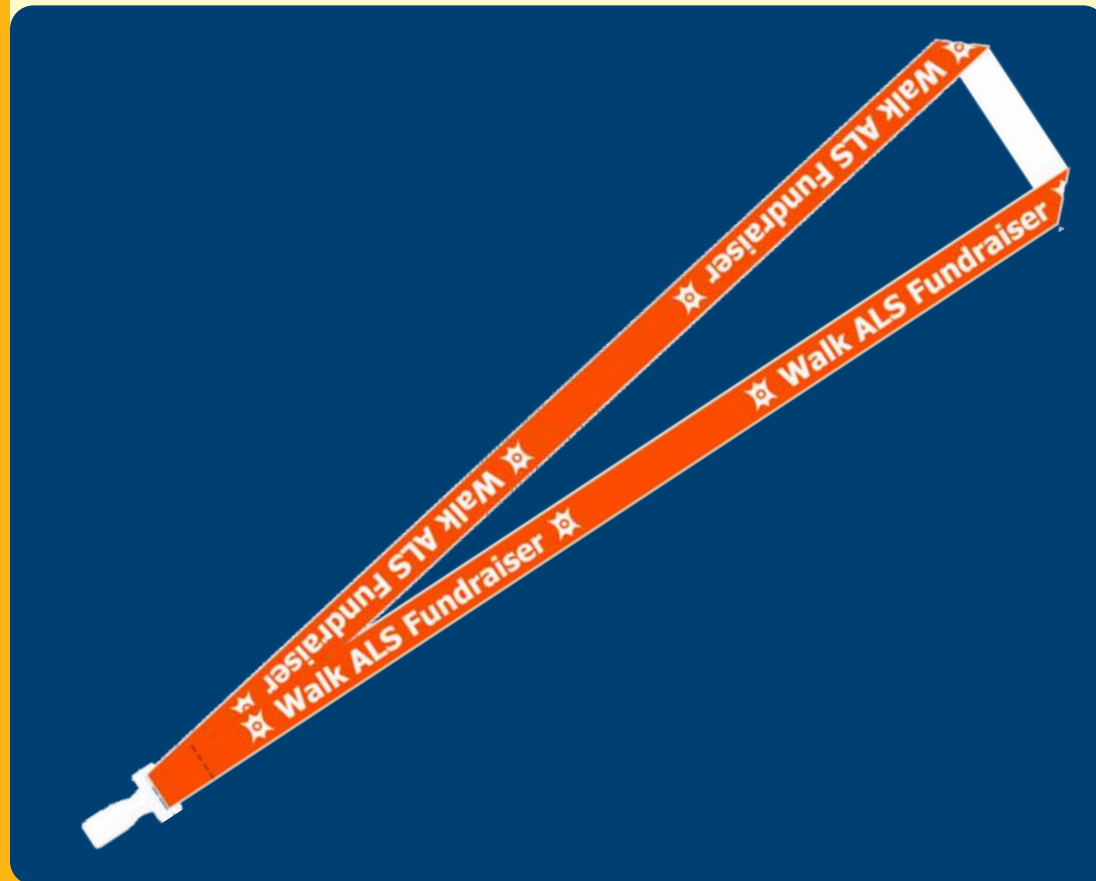
HERE | who will it be??



Participant Incentives



\$5



\$90



\$2,500



NEW

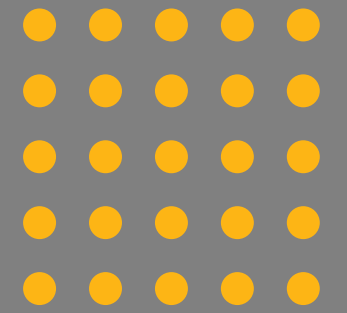
\$5 | Walk ALS Fundraiser Lanyard to be picked up at the Incentive Tent

\$90 | Walk ALS Event T-Shirt to be picked up at Registration Tent before 10am

\$2,500 | Walk ALS Yard Sign. Please take photos with yard sign and it is yours to take after Walk ALS concludes!

\$2,500 raised by May 15th

Participant Incentives



\$250



\$500



\$1,000



NEW

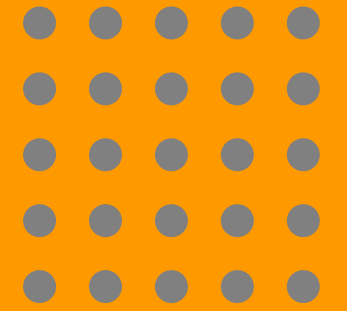
***IMPORTANT - you choose ONE of the items and pick up at Incentives Tent!**

\$250 | Navy UNITED Trucker Hat

\$500 | Navy UNITED Trucker Hat or Navy UNITED Long-Sleeved Tee

\$1,000 | Navy UNITED Trucker Hat or Navy UNITED Long-Sleeved Tee or Navy UNITED Crewneck Sweatshirt

Team Incentives



\$5*



\$500*



\$4,117**



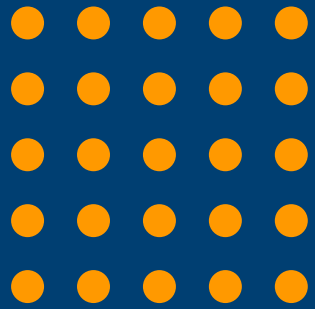
NEW

*only available to Team Captains and pick up at Incentives Tent!

**Team Tent must be earned by May 15th, 2025.

Teams are still allowed to bring their own tent if they do not hit the \$4,117 mark

TOP TEN* Teams



NEW

*TOP TEN Teams as of May 15th
Teams will be notified via email





Incentives

Walk ALS highlights the value and power of the ALS community. Your support helps fuel this movement, and we have created special incentives for teams and participants to show our appreciation. Contact the ALS United staff if you have any questions about fundraising or how to boost your fundraising efforts.

Team Incentives



Raise \$2,500+ - Onstage Recognition + Walk Route Sign

Teams will be recognized on walk day during the onstage program and along the walk route with a personalized sign. (Funds must be raised by May 15th to secure sign)

Raise \$4,117 - Onstage Recognition + Walk Route Sign + Team Tent & Premier Location

Teams will be recognized on walk day during the onstage program and along the walk route with a personalized sign. They'll also receive a free team tent and premier tent space to use on walk day. (Funds must be raised by May 15th to secure sign and tent)

Top 10 Teams - Onstage Recognition + Walk Route Sign + Team Tent & Premier Location + Photoshoot

Top Ten Teams earn the above incentives AND will take part in a professional team photoshoot on walk day. Think fun, think theme, think memories for years to come. (Funds must be raised by May 15th to secure sign and tent)

Team Captain Incentives



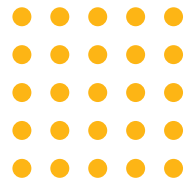
Start a team and raise \$500 to earn an exclusive Team Captain fanny pack, equipped with a few walk day essentials. All fundraising team captains receive a Team Captain concert lanyard to wear proudly on walk day.

Individual Incentives



**sample shirt





MISSION COMPONENT



Together, We End ALS.

Together, We End ALS.

Together, We End ALS.

Together, We End ALS.

Together, We End ALS.

Together, We End ALS.

Together, We End ALS.

Together, We End ALS.

Together, We End ALS.

Together, We End ALS

Mission Focused Component

- Visit the Sunflower Station between 8am - 10am to pick up a bracelet
 - any color!
- Write your “why” on the bracelet
- Take your bracelet to the chain backdrop and attach to any pre-started chain
- Encourage ALL team members to participate





Together, We End ALS

Mission Focused Component

- Post-Walk, grab your family, friends, teammates and use the chain curtain as a photo prop
 - chain curtain will be near stage
- Everyone's "why" will be a part of what makes us **UNITED**
- **Together, We End ALS.**



SUNFLOWER RAFFLE





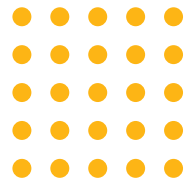
THE ASK:

provide themed basket(s)
ideal value | \$25 - \$150

- Include Team Name somewhere on/near basket
- Turn in basket(s) to Sunflower Raffle tent before 8:30am on Walk Day
- Team will get percentage of tickets their basket(s) brought in donated to their team total (post-Walk)

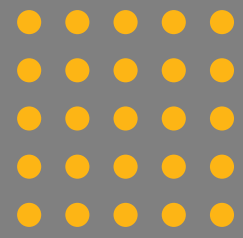


visit the Sunflower Raffle Table
before you leave to get some
ideas!



BITES & INSIGHTS





ZOOM with me!



2023 & 2024 Top Fundraisers

April 22nd
12:00pm - 12:45pm

- Get the latest updates on event day plans
- Share effective fundraising tips
- Hear creative ideas from other top fundraisers
- Ask questions and get inspired!

2025 First Time Participants

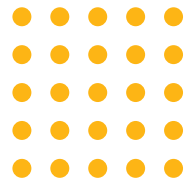
April 23rd
12:00pm - 12:45pm

- What to expect on event day & how to prepare
- Effective fundraising tips and tools
- How to get the most out of your experience
- Q&A — ask us anything!

2025 Team Captains

April 24th
12:00pm - 12:45pm

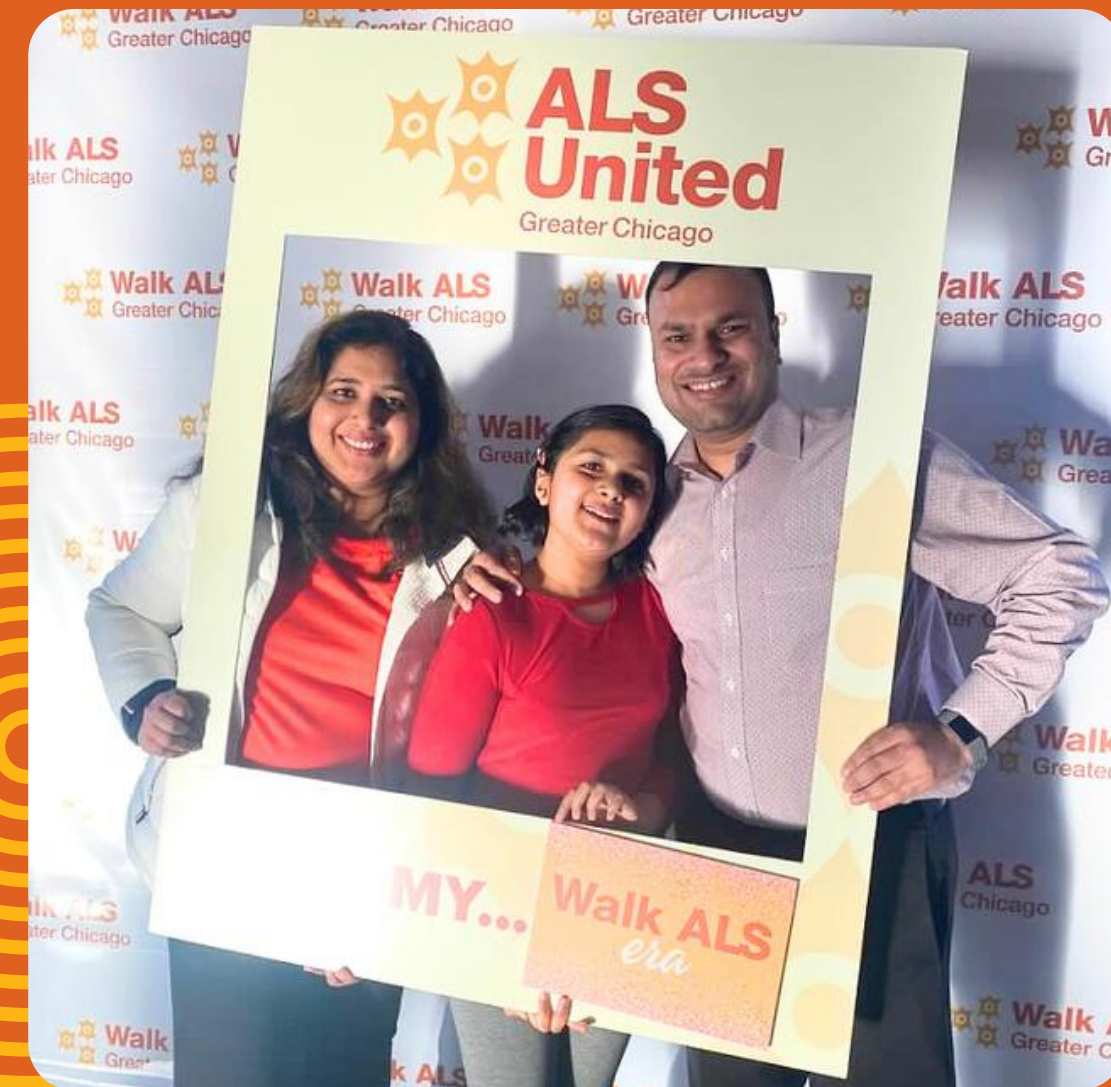
- Get the latest updates on event
- Discuss how to keep your team engaged and motivated
- Hear creative ideas from other team captains
- Plan for walk day as a team captain
- Ask questions and get inspired!



2025 GOALS



2025 Walk ALS Chicago Goals



Participant/Team

1,500 **120**

Participant Goal

Team Goal

+

Financial

600,000

Dollars Raised

=

Mission Impact



*2024 | 1,173 participants + 91 teams

*2024 | \$593,191 raised

2024 Walk ALS Funds at Work:

Advocacy

\$40M

DOD Funds Protected

\$650M

ALS Funding Grants

\$300K

State of Illinois appropriation

Research

United to Discover

ALS United Greater Chicago

AMP ALS

FNIH

**ALS Research
Innovation Program**

ALS Network

Care & Support

489

Individuals living with ALS served in 2024

600

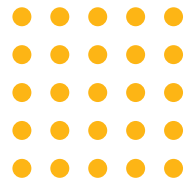
Multidisciplinary Clinic Visits in 2024

640

Support Group Attendees in 2024

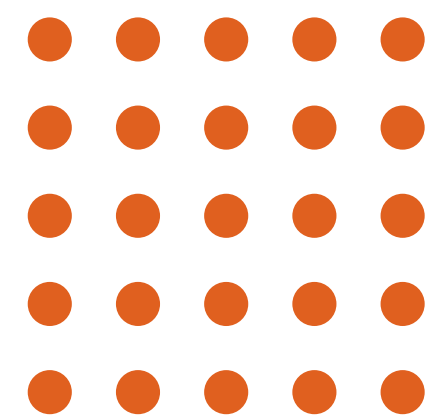
725

Care Plans in 2024



CARE SERVICES





UPCOMING PROGRAMS

LIVING WELL WITH ALS

Next Topic:

Emergency
Preparedness &
Home Accessibility

**May 13th @
6:00pm - 7:30pm**

CAREGIVER BOOT CAMP

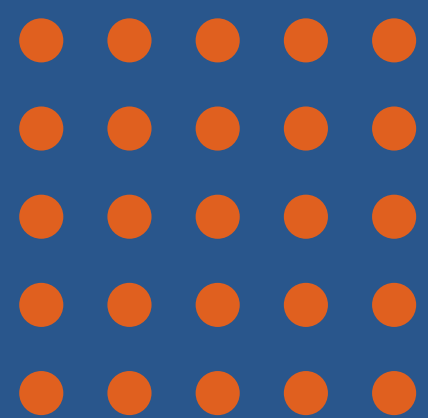
Next Date:

**June 21st @
10:00am - 2:00pm**

LIVING WELL WITH ALS EDUCATIONAL SYMPOSIUM

Save the Date:

**October 29th @
10:00am - 2:00pm
Cantigny Park**



REMINDER

our services
are
**FREE OF
CHARGE**
to individuals
living with ALS
because of
YOU!

Services Available

Support Groups

9 groups meet each month

Multidisciplinary Clinics

6 locations
(currently)

Adaptive Equipment Lending Program

mobility
technology
speech
etc.

On-Staff Care Service Coordinators

Support and
Resources for Children

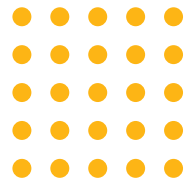
Counseling Services

Respite Grants

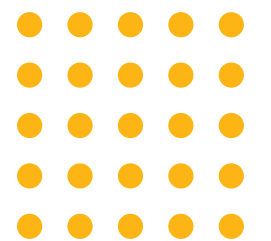
Living Well with ALS
Webinar Series

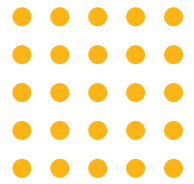
+ more





Q & A





TEAM ALS



 **Walk ALS**
Greater Chicago



Team ALS is going INTERNATIONAL!



BMW 
BERLIN 
MARATHON

**Sunday,
September 21st, 2025**

**Charity Runner Entry | NOW!
3 bibs available**



**TOKYO
MARATHON
2026**

**Sunday,
March 1st, 2026**

**Charity Runner Entry | June 24, 2025 - July 9, 2025
4 bibs available**

Action Items

What impact will you make?

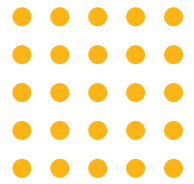
Participate

- Individually
- Captain a Family/Friends Team
- Create a Corporate/Church/Club Team
- Join a Team
- Volunteer

Raise Funds + Awareness

- Create an impact through a self-donation
- Seek donations from others
- Ask companies for sponsorship
- Place a yard sign in your yard or near busy intersections
- Post on social media
 - #alsunitedchi and/or @alsunitedchi
- Invite folks to join you and our cause
- ASK!





THANK YOU

