



Sunday, August 5, 2018

For more information: call 212-676-3205
www.hopefordepression.org/events/

The Importance of HDRF

Hope for Depression Research Foundation was founded by Southampton resident Audrey Gruss in 2006 to spur cutting-edge neuroscience research into the origins, diagnosis, treatment and prevention of depression, the number one cause of disability worldwide. With our Depression Task Force of top neuroscientists, we are at the forefront of finding answers that can save lives.

In addition to research, HDRF aims to raise awareness of depression as a medical illness and to educate the public about the facts of depression. We educate and inform in order to help remove the stigma that surrounds depression.

At a time when federal research funds are shrinking and major drug companies are withdrawing from brain research, HDRF answers an urgent need for leadership in the field.

Your Generosity WILL Make a Difference!

Every dollar raised goes directly to research! Your contribution will help support cutting-edge research into depression and its related mood and emotional disorders, including bipolar disorder, postpartum depression, post-traumatic stress disorder and anxiety. Your contribution will save lives.

Walk of Hope + 5K Run Facts

The 5K Walk/Run will be held Sunday, August 5, 2018, rain or shine.

Check in is from 7:45 a.m. – 8:45 a.m.

The Walk/Run begins at 9:00 a.m.

Pets on a short leash and strollers are allowed.

Parking is available on certain streets surrounding the Cultural Center and across from Lake Agawam Park as well as multiple parking lots in downtown Southampton. Look out for signs!



EVENT DAY DETAILS

Walk of HOPE + 5K Run to Defeat Depression
Sunday, August 5, 2018
The Cultural Center
25 Pond Lane, Southampton, NY

Raise funds and earn great prizes!

The funds raised by Walk of Hope + 5K Run participants will directly fund Hope for Depression Research Foundation's mission.

Check out our new HDRF branded incentives to help inspire your fundraising efforts!

**Note actual items may look slightly different*



Raise \$100
Water Bottle



Raise \$250
Beach Towel



Raise \$500
Beach Tote Bag



Raise \$1000
Waterproof Speakers

**All teams that raise over \$2,500
will be entered to win!**

A Superstar Team will receive:

- ★ Special recognition and team photo opportunity on walk day
- ★ Superstar team logo on walk t-shirts
- ★ Superstar team certificate

Here is how to get started:

- ★ Register your team online at www.hopefordepression.org/events/
- ★ Set your team fundraising goal at \$3,000 or higher.
- ★ Send e-mails to friends, family members and co-workers asking them to donate and help reach your goal.

**Become
a Superstar
Team!**



How do I get a personalized Walk of Hope + 5K Run T shirt?



Build team spirit with team t-shirts. Place your team name on the back of your shirts for \$10.

Collect your shirt count and sizes, then use the order form on the next sheet to print your team name on the back of your shirt.



Get creative and have fun with the name of your team.

For an order form, contact Claire Fair at: cf@hopefordepression.org

The deadline to order t-shirts with your team name or logo is July 1, 2018.

Custom Walk of Hope + 5K Run t-shirts are \$10 per shirt.

Return the T-Shirt order form to:

Hope for Depression Research Foundation
Attn: Claire Fair
40 West 57th Street, Suite 1440
New York, NY 10019

212-716-1689
cf@hopefordepression.org
www.hopefordepression.org/events/

T-Shirt Order Form

Build team spirit with team t-shirts! Place your team name on the back of your shirts for \$10 per shirt.

Last date to order customized t-shirts is July 1, 2018.

A 10 t-shirt minimum is required for customized orders.

Team name or Company Logo (as you want it to appear on the t-shirt)

Team Leader

Address

City/State/Zip

Phone Number

Email

Size	Quantity	Price	Total
Youth Small		\$10 each	\$
Youth Medium		\$10 each	\$
Youth Large		\$10 each	\$
Adult Small		\$10 each	\$
Adult Medium		\$10 each	\$
Adult Large		\$10 each	\$
Adult X-Large		\$10 each	\$
Adult XX-Large		\$10 each	\$
Total		\$10 each	\$

Payment Method (Due at time of order)

Check Payable to **Hope for Depression Research Foundation**

Visa MasterCard Amex

Name (as it appears on card)

Card Number

Security Code

Expiration Date

Billing Address



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Sign up now!
It's easy to get started.

Sign Up: Create your team at
www.hopefordepression.org/events

Recruit Teammates: Reach out to friends, family, co-workers and neighbors and invite them to join your team.

Fundraise: Create your web page and personalize it with photos and stories to inspire others to donate or join your team. Encourage team members to set their own personal fundraising goals.

Join us on
Sunday, August 5
at the
Walk of Hope + 5K Run
to Defeat Depression!

Fundraising Tips!

Thank you for participating in the **Walk of Hope + 5K Run**. See below for fundraising ideas, for both individuals and teams to help you meet your goals. Remember – be creative and have fun!

Bake Sales – Hold a Friday bake sale so employees can have treats for the weekend.

Birthday Celebration – Ask everyone in your office to contribute to a “Birthday Fund.”

Change Jar – Keep a change jar in high traffic areas. All collected change is donated to your team’s fundraising goals.

Dress Casual Day – Ask your employer if colleagues can “dress down” in return for a \$5, \$10, or \$20 contribution. This works great at schools!

Fundraise with Facebook and Twitter – Share your team’s web page link through social media.

Get Other Parents Involved – Send out a memo and a Walk of Hope + 5K Run brochure to all parents in your child’s school, daycare, and after school programs.

Matching Funds – Ask your HR department if your employer matches donated funds. If so, get the employee match form, fill it out, and bring it to the Walk of Hope + 5K Run to double your donations.

Online Fundraising – Sign up online and raise money through your web page at www.hopefordepression.org/events/

Nominate – Nominate Hope for Depression Research Foundation as your charity of choice at work, school, religious organizations, etc.

Percentage of Sales – Ask a store, your favorite restaurant or a financial trading desk to designate a percentage of one day’s sales or proceeds and publicize the offer.