



## PARENT PATHWAYS

# "MILES FOR MOMS" RUN/WALK

CELEBRATING 25 YEARS OF THE FLORENCE CRITTENTON SCHOOL

## Team Captain Kit

THANK YOU FOR BEING A TEAM CAPTAIN!

Participating in the 2010 Parent Pathways "Miles for Moms" Run/Walk as part of a team has many benefits. First and foremost, it's FUN! What better way to spend time with your family, friends and colleagues than to form a "Miles for Moms" team and help teen parents raise healthy families?

**WHAT IS A TEAM? A team is a group of people – perhaps a family, friends, colleagues, a sports team or members of a house of worship – who pre-register together for the "Miles for Moms" Run/Walk, and then work toward a common fundraising goal.** In the role of Team Captain, you are recruiter, motivator and chief coordinator. You encourage your team members to pledge and raise funds to help support the Florence Crittenton School, while competing for awards.

Teams play a huge role in the success of the Parent Pathways "Miles for Moms" Run/Walk! Thank you for taking on the responsibility of Team Captain. You should find everything you need in this kit to organize a successful Run/Walk team. If you have any questions along the way, please do not hesitate to reach out to me.

Sincerely,

Marcia Jamison

### Contact Information

**Marcia Jamison**

Volunteer and Special Events  
Coordinator

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**Parent Pathways**

[www.parentpathways.org](http://www.parentpathways.org)



## ABOUT PARENT PATHWAYS

Parent Pathways is a Denver-based non-profit that empowers struggling teen families to be productive members of the community. Using a holistic and proven approach, Parent Pathways offers a spectrum of wrap-around services for the entire teen family.

**Teen mothers:** For pregnant and parenting teen mothers, Parent Pathways provides education, career guidance and parenting training at the Florence Crittenton School. In a unique collaboration with Denver Public Schools, Parent Pathways helps teen mothers stay in school and graduate, give birth to healthy babies, learn how to be nurturing mothers, pursue post-secondary education and acquire marketable job skills. The Florence Crittenton School is the largest and most complete provider of services to teen mothers in Denver.

**Teen Fathers:** Parent Pathways' Young Fathers Program offers a comprehensive array of services to prepare young fathers for the responsibilities and joys of fatherhood. The Young Fathers Program helps teen fathers learn how to become nurturing parents, establish paternity, complete their education, acquire marketable job skills, obtain employment and become positive, contributing members of their communities and families.

**Babies & Toddlers:** Babies and toddlers of teen mothers attending the Florence Crittenton School receive early childhood education on-site at Parent Pathways' licensed, Qualistar-rated Early Learning Center. The availability of on-site child care enables teen mothers at the school to graduate, increasing their ability to achieve self-sufficiency. The Early Learning Center also acts as a "parenting laboratory" where professionals teach teen mothers how to care for their children and promote their health and development.



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### INFORMATION ABOUT THE RUN/WALK

**WHEN:** Saturday, May 8 at 8 am

**WHERE:** Central Park-Stapleton, Festival Area,  
E. Martin Luther King Blvd. and Xenia. [MAP.](#)

**Registration Fees:**

Adults	\$25 (race day \$30)
Youth (6-17)	\$15 (race day \$20)
Children (5 & Under)	Free w/ no T-shirt

**Team Captain Kick-off**

Receive freebies, food and fundraising tips at the Team Captain Kick-off April 6 at 5:30 pm at Parent Pathways! [MAP.](#)

**Early Bird team captain T-shirt pick-up**

Pick up your team members' T-shirts before the day of the race May 4-6 from 3-5 pm at Parent Pathways. [MAP.](#)

**\$25 registration fee (\$30 race day)**

Registration fee includes a T-shirt, bib number and refreshments after the race. (Also includes race chip for 5k runners)



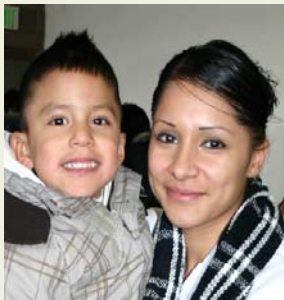
*"As a board member, sponsoring a team is a terrific opportunity for me to share the mission of Parent Pathways with my friends, family and co-workers. Whether you have a small but mighty team, or a STUPENDOUS turnout, it's a great way to come together, raise money for a great cause and get some exercise on what will hopefully be a beautiful and sunny day!"*

Helen Drexler  
Anthem Blue Cross Blue Shield

### NEW THIS YEAR!

**Go Team Jessica!**

Name your team after your adopted Mom!



- **Early Bird team captain T-shirt pick-up**  
Captains can pick up their teams' T-shirts May 4-6 from 3-5 pm
- **"Adopt-a-Mom"**  
Teams can sponsor a student to raise funds on behalf of the Florence Crittenton School. Matches are made online before team creation.
- **Mother's Day cards**  
In honor of the 25th anniversary of Florence Crittenton School, anyone who donates or raises \$25 or more (in addition to the registration fee) will receive a student-designed card to send to a special mother in their life!
- **Student-designed note cards**  
Packages will be available for purchase on the day of the race.



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### MOTIVATION

**Last year we raised \$30,000 for Parent Pathways.  
This year, our goal is \$50,000!**

Tell potential gift-givers how their contribution helps!

- \$25 buys school supplies for one student for a school year
- \$100 pays for career counseling for a student
- \$300 provides parenting education for a student
- \$500 pays for a week of quality child care
- \$5,000: Adopt a classroom!

**THE REGISTRATION FEE will start the race...  
...BUT THE FUNDRAISING helps teen families  
served by Parent Pathways WIN!**

#### 10 Ways to Raise \$1K

1. Sponsor yourself for \$50
2. Ask 2 family members to sponsor you for \$50
3. Ask 10 friends to sponsor you for \$25
4. Ask 5 co-workers to contribute \$25
5. Ask 5 neighbors to contribute \$25
6. Ask 5 people from your place of worship to give \$25
7. Ask 5 people you socialize with to contribute \$10
8. Ask your boss for a company donation of \$50
9. Ask 5 businesses your company works with to give \$50
10. Ask 4 businesses you frequent to donate \$25



### INDIVIDUAL FUNDRAISING INCENTIVES

*The more money individuals raise for Parent Pathways, the more valuable prize they're eligible to win!*

*Drawing prizes include gift certificates to restaurants, health spas, sporting goods stores, sporting events and much more!*

Funds Raised	Value of Drawing Prize
\$100-\$249	\$25
\$250-\$499	\$50
\$500-\$999	\$75
\$1,000 and up	\$100

### AWARDS

**Competitive awards are given to:**

- Top 3 fastest 5k race times for men, women, boys and girls (age 6-17), and top stroller. Eligibility for award requires a race chip.

**Fundraising awards are given to:**

- Top fundraising team
- Top fundraising individual
- Most creative and spirited team identity or attire
- Largest team





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## REGISTRATION

### HERE'S HOW TO REGISTER:

- Go to [www.parentpathways.org](http://www.parentpathways.org), and click the link for "Create a Fundraising Team!" The site will ask for your name and allow you to "Adopt-a-Mom," then send you to First Giving to complete your personal registration and team creation.
- Click "Register for Event" and enter a login and password.
- Then choose "Create a Team" and finish the process.
- Refer your team members to the "Join a Team" link.
- After registering, make sure to create a fundraising webpage and encourage your teammates to do the same.

## TIPS FOR CAPTAINS

*"My company has sponsored a team for Parent Pathways Run/Walk for the past two years and will be sponsoring us again this year. It is not only a great way to get out and exercise but it is a team building experience as well, and it's all for a good cause!"*

-Stephanie Vrabel  
PCL Construction



### Invite everyone you know to be on your team

Send out an email to your friends about joining your team.

### Inform and inspire

Share Parent Pathways' story with potential team members and gift-givers and generate team spirit by creating fun team attire for the day of the race.

### Set fundraising goals

Set a goal for the team and encourage members to set personal fundraising goals as well.

### Maintain fundraising webpage and monitor progress

Celebrate with your team when members reach goals and share strategies that are successful.

## TEAM CAPTAIN CHECKLIST

- Register your team at [www.parentpathways.org](http://www.parentpathways.org) and Adopt-a-Mom!
- Form your team by asking friends to join. Help them register and create a fund-raising page.
- Mark the calendar for:
  - Team Captain Kick-Off on April 6 at 5:30 pm
  - Team Captain Early T-shirt Pick-up May 4-6 from 3-5 pm
  - "Miles for Moms" Run/Walk on May 8 at 8 am
- Establish a meeting point for your team for the day of the race.