



Walk for the Hillcrest Treasure

Hillcrest Walkathon & Carnival 2008

Saturday, April 26, 2008, 9 a.m. – 3 p.m.

Frequently Asked Questions

What is the Walkathon?

The Walkathon and Carnival is Hillcrest's 2nd largest fundraiser – with a goal to raise **\$45,000** this year. But it has become more than a Walkathon! In addition to the Hillcrest students walking to raise pledge money, it is great social event for the whole community, involving a fun carnival on the playground, a terrific BBQ hosted by Village Market, face painting, entertainment and more.

What is the goal and where do the funds go?

Our goal is to raise \$45,000 this year. In order to achieve that goal, we need each Hillcrest family/walker to raise **\$200 per child**. That's only 10 sponsors at \$20 each! If your child is not walking that day you can still contribute by writing a check make payable to the **Hillcrest School PTA**. Checks can be turned in with Permission Slips or dropped in the Walkathon Folder in the office. The Walkathon raises money for the Hillcrest PTA general fund, which provides teacher aides, class room materials, computers, art and music instruction and other programs.

When is it?

Mark your calendars for Saturday, April 26th! Walkers can do their stuff from 9am – 3pm. The carnival and snack bar will be open from 11am – 3pm, and a great BBQ lunch will be available from 11:30am – 1:30pm.

Where (and how far) do the kids walk?

The kids do a lap around the school, passing through the playground on a marked course. Each lap is approximately 1/3 of a mile. Younger grades can be expected to do approximately 10-15 laps (note: K & 1st grade get a 10 lap credit). Ambitious older kids are capable of doing over 50 laps!

Do I have to come at a specific time and/or be there all day?

No – come and go as you please! Have your child check in at the big tent on the playground when they arrive, and check out when done walking (leaving in between is fine). Any child participating in organized sports that day will receive a 5-lap credit. Siblings, parents and neighbors are encouraged to come join the fun. There will be activities, nourishment and treats for everyone at the carnival!

Is this a Hillcrest-only event?

No! The walkathon is limited to Hillcrest students (parents are welcome to walk along side them), but the local community is invited to come to the carnival and BBQ!

How does the Walkathon raise money for Hillcrest?

The basic idea is that your child calls and/or visits relatives, friends and neighbors to ask them for pledges for walking in the Walkathon (Permission Slips and Pledge Forms are available on-line @ www.hillcrestpta.org as they become available.). Flat donations (versus by the lap) are generally better as they tend to raise more money, put less pressure on your little one to “perform” and are easier to collect.

The event also raises funds through carnival tickets, BBQ and snack bar sales, so encourage friends and neighbors to attend, have lunch, enjoy the day and support the school!

What incentives are in place to encourage kids to participate?

First and foremost, it is a fun day that kids really remember. And they’ll feel good about their accomplishments both in fundraising and walking. Also, every walker receives a cool event T-shirt.

In addition, kids earn raffle tickets by both walking and fundraising. In early May we will hold a random drawing at the morning assembly to determine winners of a large number of raffle prizes! Kids earn raffle tickets according to the following criteria:

# of Raffle Tickets	Laps Walked*	Funds Raised
1	20 laps	\$200
2	30 laps	\$300
3	40 laps	\$400
5	50 laps	\$500

K & 1st grade receive 10 lap credit. Also, children who play an organized sport that day (e.g. baseball game) get a 5 lap credit.

How can I help at the event?

We need lots of volunteers in areas ranging from check-in, lap monitors, to carnival booth, to snack bar. Let us know what you’d like to do. Contact Jennifer Bjork at 652-1797 or jbork@yahoo.com.

Who do I contact if I have any questions?

Contact Sally Fitzhugh, the Walkathon/Carnival Chair at 653-6430 or sally@thefitzhughfamily.com or Donna Hanson, the Walkathon/Carnival Co-Chair at 923-1815 or hansonds@pacbell.net. Either would be happy to help answer any questions you may have.