



FAQ's about the *Walk to End Elder Isolation*

Check out our resources on the Resources tab for help with fundraising, team building, talking points, outreach, logistics, and sponsorships.

GENERAL

What is the Walk to End Elder Isolation?

FriendshipWorks' Walk to End Elder Isolation is the first event in the country to raise awareness and funds for ending elder isolation. Held annually on the third Sunday in May, this inspiring event calls on participants (human and canine) of all ages and abilities to walk together to celebrate the power of friendship. This year's event will be held live for the first time since 2019.

What is the History of the Walk to End Elder Isolation?

The Walk to End Elder Isolation began in 2016 as a way to both raise funds for FriendshipWorks *and* raise awareness of the work that FriendshipWorks has been doing to enhance the quality of life of older adults in our community. It was the brainchild of our Board President, and has grown every year since its inception.

How can my company or organization participate in the walk?

Companies can participate by Sponsoring and forming a Walk team. If they want to sponsor the event and gain visibility, they can contact Julie Kaufmann at jkaufmann@fw4elders.org for more information.

WALK DAY

Where do I start and finish?

The live *Walk to End Elder Isolation* will start and finish at **Rogerson House, 434 Jamaica Way, Jamaica Plain**. For GPS purposes, put in 31 Beaufort Road. Note that you cannot park at Rogerson House. See below for parking information.

If you want to join us virtually on Facebook, *The Walk to End Elder Isolation: A Virtual Gathering* starts and finishes at your home. If you are going outside, walk out your front door; turn left or right; continue until you are ready to return home. Reverse your course.

What time do we begin and end?

Registration will open at 9 am, with breakfast served from 9-10 am.

At 9:30 am we will have a program with a welcome from our Executive Director, presentation of the Volunteer of the Year award, music, and more. The walk itself starts right after the program, around 10:15 am.

The virtual walk also starts online at 9:30 am You can take your walk—whether it is around the block or from the couch to the kitchen—whenever you want.

After the walk, there will be ice cream, snacks, photo booth, music and dancing, and more. Stick around and make a new friend.

Where can I park?

There is no parking at Rogerson House, as it is still open for business. You can drive up to the lawn to drop someone off, then park your car (see below).

There is free parking in the Curley School lots at 40 Pershing Road, just a few blocks from Rogerson House. Ignore the signs that say tow zone, we have permission from the principal!

You might also find parking on Centre Street or the side streets just a block or two away.

Will you feed me?

We will provide breakfast before the Walk, and treats at the end.

Are pets allowed to join the walk?

We encourage you to bring your dog(s). They must remain leashed the entire time.

How long is the walk?

The walk around Jamaica Pond is 1.9 miles. You can choose to walk twice if you want more exercise, or just walk to the boathouse to join the walkers (0.4 miles round trip)

What happens if it rains?

We are on rain or shine. There will be tents at Rogerson House, and you can decide if you want to stroll in the rain or stick around for some entertainment.

Who do I contact if I still have questions?

You can contact Julie Kaufmann, Events Specialist at jkaufmann@fw4elders.org

REGISTRATION

Do I have to register for the Walk?

We like to know if you will be joining us on May 15. It also looks good on our Walk web page to have lots of people signed up and fundraising.

Is there a fee to register?

There is no registration fee. However, we hope that every participant will make a personal donation and commit to raising funds in the fight to end elder isolation. When you raise \$100, you get a t-shirt. See our list of swag for more incentives.

How do I register?

To register online for the Walk, go to www.fw4elders.org/walk and click “Sign Up” to form or join a team, or fill out the donation information to support one of our walkers.

Can I register others online once I completed my registration?

Yes, you can include additional people as part of your registration. You can even assign them to another team or manage their fundraising page yourself.

Can I still join you if I have not registered?

Absolutely! We’d love to see you. Join us at Rogerson House or online that morning.

TEAMS

How do I form a Team?

Forming a Walk team is easy! Register your team on our webpage www.fw4elders.org/walk. You will automatically become the Team Captain for your team. Then, ask friends, family, and coworkers to join your team. They can also donate to you at this page. The web page will automatically create a *url* for you to share with friends and family to help with your fundraising.

How many people do I need on my team?

There is no minimum or maximum number of people on a team. You can be a Team of one, or a Team of dozens! Tell your friends, family, and coworkers why you are walking and ask them to join you; you’ll have a team in no time! See *50+ Contacts in 5 Minutes* for some ideas of people to invite or solicit for a donation.

What responsibilities does the Team Captain have?

Team Captains are the heart of Walk. As a Team Captain, you’ll recruit your team of family, friends, and coworkers, help them fundraise, keep them motivated, and have fun supporting a great cause in the process. Team Captains can help us spread the word by sharing on social media, telling all your friends you see on Zoom, and phoning your non-technological family members to ask them to support you.

FUNDRAISING

How do I start fundraising?

The best fundraising efforts start by sharing your personal story on your personal Walk Page about why you’re participating in the Walk. Once your page is updated, share it with friends, family, and coworkers via email, social networking, and word of mouth. They just have to link to your page and click the donate button. See our *Resources* tab for various documents to help you get started with fundraising.

What is my Walk Page?

Your Walk Page is an online portal for your *Walk to End Elder Isolation* fundraising efforts. On your Walk Page, you'll find tools to set up a fundraising web page, send fundraising emails, download our mobile apps, and check your fundraising progress.

I want to create a fundraiser on Facebook. Can I connect it to my Walk page?

No. Unfortunately, Facebook fundraisers cannot be tied to our event. The best way is to put your Walk page link on your Facebook page, so people go directly to your walk page. If you create a Facebook fundraising page, FriendshipWorks will still receive the donations, but they will not be credited to your Walk team.

How can I turn in cash and check donations from my friends and family?

You can mail in any checks you receive to our offices at 105 Chauncy Street, Boston, MA 02111, or bring them the day of the Walk. For cash donations, you can also bring it the day of the Walk; please tell us the names and contact information of your donors so we can thank them.

Can I use company matching funds?

Definitely! Ask your company if they do matching funds. If so, your HR department should be able to explain the process. If you need details about FriendshipWorks (e.g., 501(c)(3) number, bank routing number), please contact Julie Kaufmann at jkaufmann@fw4elders.org

Where does the money go?

The funds raised through the *Walk to End Elder Isolation* go to running our programs. See *About FriendshipWorks* for details on all our programs.

GET MORE INVOLVED

I love what you do. How can I get more involved?

We are always looking for volunteers to visit with elders in Boston, Brookline, Newton, Cambridge, and Somerville. Our Friendly Visiting program is the heart of our work. But there are other opportunities as well.

- Have daytime hours available? Consider becoming a Medical Escort, and accompany elders to and from their doctor's appointments. You do not need a car.
- If you have a dog that you think would make a good visitor, check out our PetPals program.
- Play an instrument or sing? Volunteer with our MusicWorks program, and bring the joys of music to residents in senior housing.
- Can't commit to a regular weekly visit? Join our Friendly Helping program, and sign up for projects that fit your schedule.

To learn more about all our volunteer opportunities, please visit our website at www.fw4elders.org

My neighbor could use your services. Can I refer them?

Absolutely. We get referrals from medical professionals, family, friends, and neighbors. Please see our website at www.fw4elders.org to make a referral.

How else can I support FriendshipWorks?

Consider becoming a BFF (Best Funding Friend) by making a monthly recurring donation. For a small \$18/month gift, your yearly contribution will be \$260, but you will probably not even notice the difference in your bank account. If you can afford more, that would certainly be appreciated. Recurring gifts are a way that we know we will have a certain income on a monthly basis.

And of course, one-time or legacy gifts are always welcome.