



Ready...Set...Run! 5K/Fun Run Participation Guidelines

Information For Individuals and Teams

These guidelines contain everything you need to know to have a great time at the Ready...Set...Run! 5K/Fun Run: benefiting the Autism Center of Tulsa.

Why We Build Teams

Thank you for your interest in forming a team for the Ready...Set...Run! 5K/Fun Run! The team approach to participating in this race has many benefits:

- You are supporting a family member, friend, or neighbor with autism by fundraising for an organization that directly benefits our community.
- Many families affected by autism become isolated. This is a great way to connect with other families in your community who share something in common.
- Gathering a group of friends and family members for the event is a fun way to participate.
- Corporate, school or organization teams are a great way to promote camaraderie within your group. Companies can show their community they care, especially for co-workers who are directly affected by autism. Schools and health organizations demonstrate their concern for the future of their students and patients.

How To Build A Team

1. **Team Captains** (the first person to register a team) are invited to attend one of two **Kickoff events, Tuesday, February 2 at 11:30 a.m. and Thursday, February 4 at 6:30 p.m. at the ACT offices, 6585 S. Yale, Ste. 410 (William Bldg, Saint Francis Health System) in Tulsa.** There, you'll get all the instruction and materials you need to build your team.
2. Register your team: members may choose to run the 5K (a USATF sanctioned, timed event,) **and/or** the 1K Fun Run. Register online at www.autismtulsa.org. You can also register your team by requesting a Team Packet from the Autism Center of Tulsa office and returning the enclosed forms. **ALL RACERS must FILL OUT THE RACE ENTRY in order to be eligible to participate in the race. Online registration closes on Friday, April 30 at 11:59 p.m. On Saturday, May 1 and Sunday, May 2, you may download a form to bring to Pre-Registration at Runner's World, 4329 S. Peoria in Tulsa May 3-7, or on Register on race day for an extra \$5.**

3. Set participant and fundraising goals. Think about your family and friends, co-workers, neighbors, members of your church or organization, school personnel, health professionals, and others who know your Team Hero(es) and care about autism. Ask them to join your team and to spread the word about the opportunity.
4. Tell your invited participants why it's important to raise money for the Autism Center of Tulsa, and give them facts about autism. Make sure they understand why you are asking them to participate.
5. Make sure you know who is on your team. Make sure everyone who has agreed to participate is registered online. **ACT will send Team Captains an Excel spreadsheet of their registered participants on Friday, April 30 to help with this process.** If you have team members who are not able to register online, make sure they have a Team Packet and their fundraising totals are counted with your team total by using the Donation Collection Form. Turn in all off-line donations at the Autism Center of Tulsa registration table on Race Day.
6. Choose a Team Hero or Heroes for your team. Registered Team Heroes receive a Race Packet and trophy for their participation. Children 5 and under are not required to register, but will not receive a team packet, including t-shirt.

Choosing A Team Hero (or Heroes)

Be creative with your Team Name (for example... Awesome Austin, or Sean's Stars). The Team Hero is usually a person or persons with an autism spectrum disorder who the team is named after. However, a group of professionals or a company may be racing for a group of Heroes.

Selecting A Team Captain

Select a Team Captain who will be the contact person and ultimately responsible for collecting the funds the team raises.

Setting A Fundraising Goal/Team Fundraising Awards

The fundraising goal is up to the team. The suggested goal is \$1000. In addition to race individual awards, each Team Hero will receive a trophy and recognition in the post-race award ceremony.

ACT will also be giving three Team fundraising awards this year: 1st, 2nd and 3rd Most Money Raised. Winners of these awards will receive: Most Money Raised: 1 Pod Touch; 2nd Most Money Raised: 1 Pod Nano; and 3rd Most: 1 Pod Shuffle.

If your team raises more than \$1000: your team will be entered once into a drawing for a \$100 gift card to Wal-Mart.

All Team Fundraising Totals including all online and offline donations for these prize giveaways must be received by Friday, May 7, 2010. Winners will be announced at the Post Race Party on Saturday, May 8. Donations may continue to be accepted for race teams through June 30,2010.

How To Build A Corporate, School, or Organization Team

1. **Contact key executives within your organization to build support for and obtain necessary permissions for your team.**
2. Register your team: members may choose to run the 5K (a USATF sanctioned, timed event,) **and/or** the 1K Fun Run. Register online at www.autismtulsa.org. You can also register your team by requesting a Team Packet from the Autism Center of Tulsa office and returning the

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Register online at www.autismtulsa.org. You can also register your team by requesting a Team Building Packet from the Autism Center of Tulsa office and returning the enclosed forms. **Online registration closes on Friday, April 30, 2010. On Saturday, May 1 and Sunday, May 2, you may download a form to bring to Pre-Registration at Runner's World, 4329 S. Peoria in Tulsa May 3-7, or on Register on race day for an extra \$5.**

3. Set participant and fundraising goals. Promote the Team by sending out memos and internal communication inviting others to join. Place Race flyers advertising your Team in prominent places. Ask Team members to invite their friends, family, and other contacts to participate on your Team.
4. Tell your invited participants why it's important to raise money for the Autism Center of Tulsa, and give them facts about autism. Make sure they understand why you are asking them to participate.
5. Make sure you know who is on your team. Make sure everyone who has agreed to participate is registered online. If you have team members who are not able to register online, make sure they have a Team Packet and their fundraising totals are counted with your team total.

How To Register Online

Visit www.autismtulsa.org and click the Ready...Set...Run! button. This directs you to our online teambuilding page.

Race Packets

All **Team Captains** are asked to pick up Team Packets **for their entire team** during **Pre-Registration Days at Runner's World, 4329 S. Peoria in Tulsa during operating hours Monday, May 4-Friday, May 8.** Packets include a t-shirt, race day information, and items from area businesses. **ACT cannot release Team Packets to individual team members.** If a Team Captain needs to designate another person to pick up their Team Packets, please contact Resource Director Jennifer Sollars-Miller at 918.502.4823 prior to May 4.

ACT recommends arranging a **Team Meeting Place** on Race Day to distribute Race Packets. Please see the area map to choose your Meeting Place. Many teams meet for breakfast at an area restaurant prior to the start of the first race. Be sure to leave enough time for this meeting. Another option is to ask Team Members to pick up Team Packets from the Team Captain's home or business prior to Race Day.

Race Awards

5K Racers will receive awards in the following categories:

Male and Female, top three finishers as follows:

1-8

9-12

13-15

16-19
20-24
25-29
30-34
35-39
40-44
45-49
50-54
55-59
60-64
65-69
70 and over

Fundraising Strategies

The Ready...Set...Run! 5K/Fun Run is a great way to raise funds for the Autism Center of Tulsa. Each registered team member makes a contribution with their registration, but much more is raised from team members who are at our event "in spirit." Encourage everyone on your team to be an active fundraiser. Each team member should raise his or her own donations, using the online donation system. Each team member should send an email to a group of contacts and letters to those without email, explaining their participation and their connection to autism. **These personal messages are the key to success.** People give because they are asked. People give because they are personally touched by the cause. Visit www.autismtulsa.org for more information about how the Autism Center of Tulsa helps those affected by autism in our community. See the **Sample Letters** section for examples of letters you can send to encourage support.

Your **Team Hero(es)** can also decorate a "collection box or jar" for funds at your office, social group, meetings, church, etc.

Included online and in the Team Building Packet is information on **Corporate Sponsorship**. Corporations can sponsor the Ready...Set...Run! 5K/Fun Run with a direct contribution to the Autism Center of Tulsa. Teams are also welcome to ask for corporate support of their Team. **Please make sure that the donating corporation understands that amounts of less than \$500 solicited on behalf of your Team do not have associated sponsorship benefits.** For more information, contact Development Director Christina Newendorp at 918.502.4823.

Also included online and in the Team Building Packet is information on **In-Kind Donation** opportunities. Teams are encouraged to ask local businesses for the items needed to make our event successful. We have provided copies of ACT's 501c3 nonprofit status letter for those who request it.

Many companies have a **Matching Gifts** program. Be sure to ask if your company has a program and request the matches for each of the company's employees' Team donations. Encourage your team members to ask about their company's policies as well. Fill out your part of the Matching Gift form carefully and if the Autism Center of Tulsa completes a portion, send it to ACT, Attn: Christina Newendorp.

Challenges

TAF also encourages organizations to form **Challenges** with other groups and organizations. Maybe two company divisions want to battle it out to see who can raise the most money. Maybe two grade levels at a school want to do a “loose change drive” to beat another grade! Let Development Director Christina Newendorp know which “Challenge” you have issued and we’ll keep track of the totals! All Challenge winners will receive a Team Trophy personalized with your organization’s information and be acknowledged in advertisements in area publications after the event.

Team Checklist

Are You Ready? Set? Run! Use this checklist to make sure you and your team are ready for this year’s 5K or Fun Run:

- ___ Selected Team Captain
- ___ Selected Team Hero(es) and Team Name
- ___ Registered Online or By Phone, Email or Fax
- ___ All Team Members Have Registered Themselves Online
- ___ Conducted Letter/Email Campaign To Encourage Donations
- ___ Asked Employers About A Donation, Forming A Company Team, or Corporate Sponsorship
- ___ Made Sure that all Team Members Have The Participation Details of 5K/Fun Run
- ___ Decided On Team Visibility: Created Buttons, Hats, Bandannas, Signs, or other Team Unifier
- ___ Team Captain Has Picked Up Team Packets At Runner’s World, 4329 S. Peoria in Tulsa:
 - ___ All Team Members Have T-Shirts and Race Day Instructions
- ___ Collect any remaining pledges, checks, or matching gift forms
- ___ Ready For A Great Event!

Sample Letters

See www.autismtulsa.org for a “template” for your personalized message. Remember to include: 1. Facts about autism and the Autism Center of Tulsa 2. Include your personal pledge—let others know you are giving to this cause 3. All contributions are tax-deductible gifts to the 501c3 Tulsa Community Foundation-ACT Fund 4. Give donors the instructions for online donations and how to send checks directly to the Autism Center of Tulsa. Make sure that checks include your Team Name, to ensure that your team total is reconciled. 5. Be sure to send a thank you message to all of your team Donors. See www.autismtulsa.org for a “template.”

Sample Letter:

Dear Friends and Family:

It’s time for the 3rd annual Ready...Set...Run! 5K/Fun Run, to be held May 9, 2009 at Hunter Park, 5804 E. 91st St. in Tulsa. Proceeds from this event benefit the Autism Center of Tulsa. They’re the group in Tulsa that helps individuals and families affected by autism. They have an office with a Parent Workroom, Resource Library, and offer workshops, family fun nights and more to help families like ours. Last year, we took Chase to their Drillers Night. We had so much fun wearing our group t-shirts, hanging out with our friends, eating hot dogs and popcorn, and walking out on the field to throw out the first pitch. It was a great chance to participate in something fun in our community, while also educating others about autism.

I am starting my team, Chase's Crew, online at the registration site: www.autismtulsa.org. Please visit the site and register to attend. Our team is participating in the 1 K Fun Run—and we are walking at a comfortable pace! Register to participate if you can join us that day. If you can't, please consider giving a donation to support our team "in spirit." Please forward this email to your family and friends who might consider participating. And please forward this to your company, or talk to your company's human resources department. They might like to make a donation to Chase's Crew, offer company sponsorship, or create an all new Company Team! Details are at the website.

All of the money raised goes to an organization right here in Tulsa that helps us throughout the year.

Chase is a wonderful 4 year old boy who is doing well in school and in many other activities, despite the challenge of living with autism. We participate because of our love and support for him! Come out to the Fun Run May 9 to see him in action.

Thank you for your support.

Love,

Chuck and Sarah

About Autism

Autism spectrum disorders (ASDs) are a group of developmental disabilities defined by significant impairments in social interaction and communication and the presence of unusual behaviors and interests. Many people with ASDs also have unusual ways of learning, paying attention, or reacting to different sensations. The thinking and learning abilities of people with ASDs can vary – from gifted to severely challenged. ASD begins before the age of 3 and lasts throughout a person's life. It occurs in all racial, ethnic, and socioeconomic groups and is four times more likely to occur in boys than girls. (Source: Centers for Disease Control (CDC))

Autism can vary from mild to severe with signs including:

May not make eye contact.

May not respond to requests or demands.

May ignore you.

May repeat what you have said.

May exhibit unusual or repetitive behaviors such as hand flapping.

May get over-stimulated in public and cry or scream.

May have trouble transitioning such as entering or leaving a building.

May be sensitive to sounds, lights, or odors.

May make noises.

May run away from parent or guardian.

Facts about Autism

Did you know...

- **1 in 100** children is now diagnosed with autism (CDC ADDM, 2009)
- 1 in 94 boys is on the autism spectrum
- 67 children are diagnosed per day

- A new case is diagnosed almost every 20 minutes
- More children will be diagnosed with autism this year than with AIDS, diabetes & cancer combined
- Autism is the fastest-growing serious developmental disability in the U.S.
- Autism costs the nation over \$90 billion per year, a figure expected to double in the next decade
- Autism receives less than 5% of the research funding of many less prevalent childhood diseases
- Boys are four times more likely than girls to have autism
- There is no medical detection or cure for autism

Incidence vs. Private Research Funding

- Leukemia: Affects 1 in 25,000 / Funding: \$310 million
- Muscular Dystrophy: Affects 1 in 20,000 / Funding: \$175 million
- Pediatric AIDS: Affects 1 in 8,000 / Funding: \$394 million
- Juvenile Diabetes: Affects 1 in 500 / Funding: \$130 million
- Autism: Affects 1 in 100 / Funding: \$15 million (Source: Autism Speaks)

How Many Are Affected?

CDC's Autism and Developmental Disabilities Monitoring Network released data in 2009 that found about **1 in 100** 8-year-old children in multiple areas of the United States had an ASD.

What Causes Autism?

There is no known single cause for autism, but it is generally accepted that it is caused by abnormalities in brain structure or function. Brain scans show differences in the shape and structure of the brain in autistic versus non-autistic children. Researchers are investigating a number of theories, including the interaction between genetic structure and environmental exposure.

What Is Being Done About Autism?

Many organizations are working to research the etiology (cause) and biology (makeup) of autism in order to develop more effective treatments. The U.S. government funds research at several federal agencies. Federal and state departments of education implement federal special education laws, making a free and appropriate public education available to students with autism. State departments of health and human services offer assistance to those affected by autism. Many community based agencies provide additional assistance. Community health providers provide treatment and therapies. However, one of the ongoing challenges for families treating autism is finding the financial resources (including private health insurance and federal and state disability assistance) to treat this health condition.

Why Does Improving the Quality of Life For Those With Autism Matter?

Autism is a treatable disorder, and individuals' quality of life will improve with use of various therapies and treatments. With treatment, outcomes improve. Children are more likely to live independent adult lives. Without treatment, children are more likely to become disabled adults who cannot live independently—and that often means with support from publicly funded programs. While struggling to provide this treatment during a critical time in their children's lives, many parents also suffer from social isolation. Children with autism often look like a typical child, but may display strange behaviors, or be non-responsive when asked a question. Parents are often embarrassed to take their child in public in fear that others will feel that bad parenting is to blame for these behaviors.

We need to accept children with autism in our community in order to prevent isolation of these families. Children need our support so that they can improve their social functioning and communication. Parents need our support in their daily struggle to improve their children's lives. If these families are supported, we all benefit.



About the Autism Center of Tulsa: What We Do To Help

ACT, formerly the Tulsa Autism Foundation, was started in 2005 by two parents of children with autism who knew that their professional talents could help other families face the challenges of autism and more fully integrate into their communities. ACT's mission is to meet the needs of individuals and families affected by autism and related neurological disorders, to improve quality of life. ACT provides programming that supports its mission in a variety of ways, including community awareness and outreach, early screening and intervention referrals, safety, parent and professional information and training, as well as family support and on-site resources.

ACT Programs

First Signs

Goal: To provide pediatricians with the information and tools necessary to effectively refer high risk children to early intervention. The First Signs Program provides specialized material to recognize signs as early as possible.

Autism and Developmental Screenings

ACT is partnering with the LINK Project of the Child Care Resource Center to provide free monthly developmental and autism screenings to children ages 0-6.

Parent Consultations

Goal: To empower families by providing resources and research-based support to make educated decisions regarding their child's education, treatment, and medical needs.

Resource Library

Goal: To provide a resource library of books, DVDs, and training material for families and medical professionals affected by autism and related neurological disorders.

Parent Workroom

Goal: To provide access to a computer with BoardMaker, PECS, and thousands of pictures to create visual schedules and daily routines for individuals affected by autism and related neurological disorders. Families and professionals can utilize ACT's printer, laminating machine, binding machine, copier, and/or large work space.

Family Fun Nights

Goal: To provide a safe, fun, and free opportunity for families affected by autism to network with other families in similar situations. ACT provides dinner and activities to encourage participation and socialization.

Awareness Events

Goal: To provide opportunities for families affected by autism and related neurological disorders to participate in community activities.

Workshop Series

Goal: To provide monthly trainings for parents and professionals. Workshops will address issues that are critical to parents with children diagnosed with autism.

Special Events

Goal: To provide an opportunity to raise funds for ACT while simultaneously bringing awareness and understanding of autism to our community.

Safety Training

Goal: To reduce risk situations for individuals with autism and to increase autism awareness for first responders, including a partnership with the Tulsa Police Department.

Statewide Autism Conference

Goal: To present the latest in autism information and training opportunities to families and professionals from around the state in an annual conference. ACT is collaborating with other agencies to present the next conference November 19-20, 2010 in Norman.

How You And Your Company, School or Organization Can Help

Start an Individual Team to participate in the 2010 Ready...Set...Run! 5K/Fun Run by visiting www.autismtulsa.org. Encourage your company, school, or organization to form a Corporate Team. Both team types can have participants in the day's events *and* virtual participants who donate to the team to be there in spirit. Proceeds from the event help the Autism Center of Tulsa carry out its mission: helping individuals and families affected by autism in the Tulsa area.

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