



Walk to Cure Diabetes



Dedicated to finding a cure

Walk Talk



Weekly Walk Newsletter

Message from Corporate Chair

2010 Walk To Cure Diabetes

Carlos Perea

SVP & Chief Human Resources Officer

BJC HealthCare



THE WORLD'S BEST MEDICINE. MADE BETTER.

BJC HealthCare is proud to partner with Juvenile Diabetes Research Foundation (JDRF) on such an important goal - curing a disease that kills one American every three minutes. The recent statistics are staggering – diabetes-related health care expenditures cost our nation more than \$174 billion annually. These are the reasons BJC HealthCare is committed to raising money for the cutting-edge research that JDRF funds.

More than 22,000 walkers representing local corporations, families, schools and other civic organizations are expected to participate in the **2010 Walk To Cure Diabetes on Sunday, October 3rd in Forest Park.**

Internationally, more than 500,000 people will “Walk for A Cure” at 200 JDRF Walk locations in over a dozen countries. Everyone at BJC HealthCare is excited to be a part of such an important event.

Just go to **walk.jdrf.org** to register your Walk team online. It’s quick and easy! You’ll be able to track your team’s progress and fundraising efforts...send your walkers personal e-mail messages...and accept credit card donations online (which is *VERY* important to your team’s success). **Fact – for every dollar donated by check, you are more likely to receive four times that amount when it’s an online donation using a credit card.**

With YOUR help, we will beat last year’s total of \$1.4 million. Research money that will be used to help cure, treat and ultimately prevent diabetes. A cure is just steps away.

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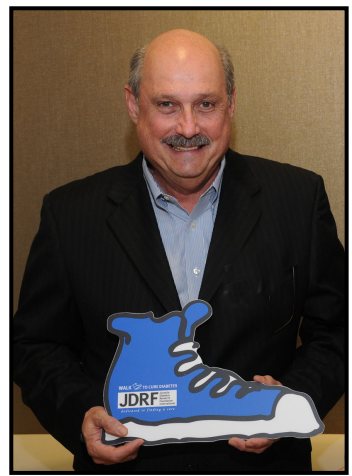
Weekly Walk Newsletter

Team Talk

Welcome to BJC Healthcare's Carlos Perea

2010 JDRF Corporate Walk Chair

"JDRF is dedicated to finding a cure for juvenile diabetes, and organizations in St. Louis are a part of making that dream a reality by conducting research and helping patients better manage their care. I am excited to be a part of these efforts at BJC HealthCare and with JDRF." Carlos Perea



BJC HealthCare is one of the largest nonprofit health-care organizations in the United States, focused on delivering services to residents primarily in the greater Saint Louis, southern Illinois and mid-Missouri regions. BJC serves the health care needs of urban, suburban and rural communities through an integrated network of more than 100 health-care delivery settings.

In addition, BJC provides additional community benefits through commitments to research, emergency preparedness, regional health care safety net services, medical and nursing education, health literacy, community outreach and regional economic development.

Juvenile Diabetes Research Foundation Metro Saint Louis/Greater Missouri Chapter is honored to welcome BJC's Carlos Perea, Senior Vice President and Chief Human Resources Officer as the 2010 Corporate Walk Chair.

Modern Technology and Tender Hearts - Our Recipe for Walk Team Donations

Our son Ross was diagnosed with type 1 diabetes last year at the age of nine. The Felker Family chose to embrace our new life with courage and optimism. Ross showed us how.

We didn't waste any time in helping JDRF raise research money. A video letter was our ticket to get the word out. Showing pictures of our sweet son set to music proved to be a very touching experience to the hundreds of family, friends, and acquaintances who viewed the video.



A blog was created to keep people posted on our fundraising progress. People could log on to see us approach our initial goal of \$1,000. Then they watched us surpass it by collecting a total of \$4,630. Wow!

With the click of the mouse, our video letter (http://www.youtube.com/watch?v=rdXIB4k_C-Y) and our blog (gatorcrusaders.blogspot.com) could easily be passed along to people all over the globe. Strangers sent in donations. They were touched by Ross's story, as were we with their generosity.

We truly believe that the video letter is what inspired people to donate to JDRF. Well, that and our cute kid.



Walk to Cure Diabetes



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Team Talk

**Walgreens St. Louis Walk Team:
Our Prescription for Fundraising Success**
by Sherri Beeman, Operations Trainer

We're celebrating seven sensational years with the JDRF Walk To Cure Diabetes. Our team has had as many as 300 Walgreens Walkers. AND we sell paper Walk sneakers – and have for more than a dozen years. Sneaker sales are a great way for our stores to generate excitement about the Walk to Cure Diabetes while raising critical research dollars that are credited to the Walgreens Walk team total.



Walgreens service clerks and pharmacy staff ask customers at point-of-purchase to buy a paper sneaker to help the store support diabetes research. The customer signs his/her name on the sneaker and then the sneakers are displayed throughout the store in November, diabetes awareness month.

Last year we raised an additional \$7,000 by hosting a Friday Jeans days in all the St. Louis Walgreens. Our annual golf tournament brought in over \$8,000 last year. We have pizza parties as incentives, we're planning a bowling tournament and we'll sell JDRF Walk sneakers at the Great Forest Park Balloon Race. It's amazing how much fun we have while we raise so much money for JDRF.

Please stop by the Walgreens Wellness Bus and say "hello" on Sunday, October 3rd.



Connect • Network • Socialize

The Young Leadership Council is a group of young professionals dedicated to raising funds and awareness for Juvenile Diabetes Research Foundation. A diverse and dynamic group of men and women ages 21-40 the YLC attends networking and social events all year as they focus attention on funding the research to treat, cure and ultimately prevent diabetes. For more information, contact the JDRF office at (314) 729-1846 or YLCJDRF@gmail.com

September 12th

ARE YOU READY FOR SOME FOOTBALL !!



December 19th

What a deal! Two games for the price of one already discounted ticket!
For every \$40 ticket you buy - Juvenile Diabetes Research Foundation will get \$15.

Purchase tickets to the JDRF Day at the Game – Rams vs. KC Chiefs -
December 19th AND -- For every ticket sold to the Rams vs Chiefs game, you
GET ONE FREE TICKET TO THE SEASON OPENER – September 12th -
(Rams vs. Arizona Cardinals)

Call Matt at 314.425.0517 or email mhonerkamp@rams.nfl.com
Or log on to www.stlrams.com/jdrf. Use YLC as your team name.



Walk Talk



Corporate Corner

Set Goals:

Setting a goal is easy!

- Number of Employees _____
- X 20% - 50% participation _____
- X \$100 average for each Walker _____
- Total = Your Fundraising Goal!!! _____

Communicate:

- Begin recruiting team captains.
- Recruit 1 team captain for every \$1,000 of your goal!
- If your goal is \$5,000 - recruit at least 5 team captains!
- Want to make it really easy to recruit team captains???
- Recruit 1 team captain from each department.
- Recruit 1 team captain from each floor of your building.
- Multiple locations? Recruit a team captain from each location!

Incentive:

Announce a competition between departments and have the losing departments:

- Bring snacks to the winning team
- Valet park the winning teams cars in the cold, winter months
- Serve lunch to the winning team

Family Forum

HOW TO GET STARTED ON YOUR FAMILY TEAM

- Create your team name.
- Set your team goal and encourage your team's walkers to set a personal goal.
- Register online at walk.jdrf.org.
- After you register, you can follow the instructions on Walk Central to create your own Family Team Webpage!
- Get the word out!
- Your family, friends and co-workers can sign up online under your team!
- Watch your team's thermometer rise as you get closer to your goal!



Walk Talk



Team Building Tip of the Week

1.

Set a Goal!

Walkers = 20%-50% of employee base
Team \$ = # of Walkers X \$100

On average, a company can recruit 5%-50% of its employee base to walk with each walker raising \$100. Add a corporate sponsorship and a vendor letter-writing campaign and you can meet that goal!

2.

Recruit Team Captains

Team Captains = Walker Goal divided by 10

Successful walk teams find it best to recruit one team captain for every 10 walkers. If your goal is 100 walkers, then you would need to recruit 10 team captains.

3.

Hold A Team Captain Meeting

Offer food and they will come!

Invite JDRF staff to meet with your team captains to explain how to recruit walkers and share diabetes facts. It's a great opportunity to share your company's goal, strategy, and incentives.

Register on line at walk.jdrf.org and come see our online fundraising features at Walk Central.

Sneaker Zone

Retail outlets with high public traffic are recruited to sell sneakers for a \$1 donation each! It's a great way to involve the community in your fundraising efforts! Help open doors to retailers that could sell sneakers, or if you have customers coming into your location, you are a prospective sneaker seller! Call JDRF for more info!

Visit

*Advance Auto Parts
Marshalls*

*Casey's General Stores
Walgreens*

Dobbs Tire & Auto

Gordman's

Hy-Vee

to buy your own sneaker and thank the cashier for helping JDRF.

Kids Can Raise Money With Lemonade and Sneakers!

If a lemonade stand is on our summer agenda for your kids, think about selling JDRF Walk Sneakers along with the cool beverage. Nothing tastes as good on a hot summer day as money raised to fund a cure for type 1 diabetes!!!! Call the office and we'll get the sneakers to you ASAP. (314) 729-1846.



Walk to Cure Diabetes



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Weekly Walk Newsletter

Walk Team Fundraisers

Saturday, Aug. 28th, Second Annual Kickball Tournament, Carlyle, IL

*In conjunction with Carlyle's Harvest Thyme Festival 8 person team/3 girl minimum, \$15 per person or \$120 team Contact Tracy at tracyn85@hotmail.com.

Saturday, Aug. 28th, "Triathlon" (bowling, golf and washers), St. Louis area locations, MO

10am - ?, \$125 per person which includes bowling, lunch, golf, dinner, washers tournament and prizes. ckschindler@earthlink.net

Sunday, Aug. 29th, Kaitlyn's Krusaders 6th Annual Golf Tournament, Waterloo, IL

Acorn's Golf Links at 3933 Ahne Rd., \$300 per foursome (\$75/golfer), includes 18 holes, cart, lunch, beverages, awards presentation and BBQ dinner. Registration at 12:30, shotgun start at 1:00. <http://www.smgrep.com/kaitlyn> or KrisS@smgrep.com

Saturday, Sept. 11th, JDRF Ozarks BBQ & Silent Auction, Springfield, MO

5-8pm at Springfield/Route 66 KOA. Inflatables, music, games, swimming, food & fun! RSVP by September 8th to 417-569-0606.

Saturday, Sept. 11th, Walk for JDRF in Shelbyville, IL

At Daisy Lane Trail in Forest Park. Registration is \$20 and includes a meal. Fun games too! For more information, contact Crystal at austincrystal86@yahoo.com.

Sunday, Sept. 12th, JDRF 5K Run / Walk, Florissant, MO

8am start at the James J. Eagan Center. Register on-line until 9-8 by visiting www.getmeregistered.com. Day of race registration from 7:30-8am. For more information, call 314-921-4466.

Saturday, Sept. 18th, Music Trivia

Save the date...more info. soon. ckschindler@earthlink.net

Saturday, Sept. 18th, Metro East 4th Annual JDRF Golf Tournament, Alton, IL

At Spencer T. Olin Golf Course, 4701 College Ave., Tee Time 1:00
In loving memory of Jennifer Catherine Smith Call 618-465-3111 or 314-355-8128. <http://www.spencertolingturf.com>

Saturday, Sept. 18th, Fun Bowl, Ellisville, MO

West County Lanes from 3-6pm, \$17.50 per person includes 3 games of bowling and shoe rental. 50/50 raffle, silent auction & fun, contact Stacy at 636-227-3919 or tmg4jdrf@att.net.

Saturday, Sept. 18th, Trivia Night, Alton, IL

Doors open at 6pm. Contact Dawn at DBrantleypl@aol.com.

Saturday, Sept. 25th, "Ride to Stop Diabetes" Poker Run, Quincy, IL

All vehicles welcome, \$25 Driver, \$5 Passenger, includes t-shirt and poker hand. Check in from 10am - 1pm. Last bike in at 5pm. 50/50 drawing, door prizes, prizes for 1st, 2nd and worst hand. After party at "The Dock", band TBA at 8pm. Contact Matt 217-242-4394, Bryan 217-224-1004 or visit www.tnt-actionsports.com

Saturday, Sept. 25th, 3rd Annual 5K Walk / Run to Cure Diabetes, Waynesville, MO

8am at Waynesville City Park, \$20 adults, kids 12 and under \$10. Free t-shirt if registered by Sept. 1st. Register and donate online at www.copingandhoping.com. Contact Kellie with questions at 573-528-2584 or kellie@copingandhoping.com.

Saturday, Sept. 25th, JDRF Walk to Cure Diabetes, St. Charles, MO

Join the Lion's Club for "Oktoberfest" in historic St. Charles, Frontier Park on the Riverfront. Register on-line at www.walk.jdrf.org.

Saturday, Oct. 2nd, 3rd Annual JDRF "Golf for a Cure," Millstadt, IL

Triple Lakes Golf Course, registration at noon, shotgun start at 1pm, \$280 per foursome scramble. Includes green fees, cart, beverages and dinner, contact Tim at 636-326-5113.

Sunday, Oct. 3rd,

JDRF Walk to Cure Diabetes, Forest Park, MO

The theme for this year's Walk is ROCK STAR in honor of our new, National Walk Chairman, Nick Jonas!

Sunday, Oct. 3rd, 2nd Annual JDRF Brunch & Brew, St. Louis, MO

JDRF Young Leadership Council hosts a fun and feisty post-Walk Brunch & Brew at Seamus McDaniel's on 1208 Tamm Ave. in Dogtown, 10:30am-2pm, \$10 per person. Contact YLCJDRF@gmail.com.

Sunday, Nov. 14th,

Dine Out for Diabetes on World Diabetes Day

Go on-line for a list of participating restaurants. www.jdrfstl.org



Walk to Cure Diabetes



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Walk Talk



Weekly Walk Newsletter

• Registration Report

NOTE: This list consists of only those teams with registered walkers

Team Name	Walkers	Team Name	Walkers
Abigail's Army	7	Kline Family - Bella's Bunch	5
Adam's Army-Fighting for a Cure	8	Knuckles- Graf Family	6
Alissa's Angel's	1	Kozuszek Family - Pullin for Seldon	20
Alli's Angels w/ Hayden's Halos	4	KPMG	1
Allison Family - Ryan's Hope	4	Laramie Family - Hope For Holly	1
Atkins (Jake)	4	Laspe Family - Cousins' for a Cure	7
Austin- Nick's Family	2	Levens Family - Caroline's Crew	1
Ava's Family	1	Lewis County Walk	1
Barnes Retina Institute	5	Lindenwood U - Court's Crew	1
Bates Family Team	1	Littge Family - Emma's Entourage	10
BJC HealthCare	1	Lowery Family - Let's Shut-Out Diabetes	4
Bockstruck Family - Jake's Jammers	1	Luther Family - Carson's Crusaders	1
Bollinger/Spahr Family - Corey's Cardinals	9	Macias Family- Owen's Army	21
Bridging the Gap - Team Amanda	6	Mad Dogs for Michael Dubowski	8
Brooklynn's Finest - Morrison Family	4	Madison's Marchers	1
Brooks Family - Dani's Dazzling Diamonds	4	Madura Family - Team Abby	1
Carney Family	2	Maggie's Marchers	1
Cole Family - Christian's Crusaders for a Cure	3	Marglous Spencer Speedster's	4
Cousins For A Cure: Luke and Brennan	4	McCarthy Team	7
Craig Family - Matthew's Mile Walkers	5	McKinney Family - Meredith's Hope	1
Crosswhite Family-Ashleigh's Hope for a Cure	5	McMichael Family - Robert's Racers	8
Crowley Family	9	Megan Rekart's Racers	11
CSC St. Louis Community Team	1	Mikko Family - Zach's Crew	3
Davis/Carroll Family - KayLee's Friends	1	Miles Family - Drew's Crew	10
DIVA DiABETICS	3	Milzark Family-Maddy Moo Needs You!	5
Eaton Family - Aubrey's Army	9	Mitalovich Family - Shawna's Soldiers	4
E'z team	1	Monsanto Company	5
Family Villeneuve	3	Mouser Family - Paige and the Pacers	6
Gem City Kids-Quincy, IL	1	Nabe Family	2
Gerler Family - Ellie's Little Pumpers	7	Noonan Family - Christopher's Crusaders	1
Gimme Some Sugar	7	Novsek Family - SYD - Support Your Diabetic	4
Glowski Family - Kidbomb Team	2	Null Family - Aeriana's Angels	1
Godsil Family - The Sugar Checkers	3	Ose Squad	2
Gorton Family and Friends	1	Palans Family Team	5
Gosselin Family □ Team Jayson	9	Paul Family - Becky's Buddies	4
Grantham Family - Fighters For A Cure	1	Pfeifer Family - Kath's Krew	1
Grimco, Inc.	1	Poe Family - Lizzie's Linebackers	5
Guetersloh Family - Joshua's Army	4	Porter Family	3
Haas Family- Justin's Team	6	R.A.W. For Christianne	2
Hansen Family - Robbie's Rascals	1	Rapp Family - Arch City Theater Troupe	1
Hawkin's Taekwondo Tigers Kicking for a Cure	1	Red Power Team	4
Hillen Family - The Jake Walkers	9	Reid Family - Kaylea's Angels	2
Hoekstra Family - In The Nick Of Time	8	Reilly Family - Shea's Crusaders	3
Hoffmann Family - Steve-o's Striders	3	Rennegarbe Family - Tricia's Walkers	1
Hopley Family	6	Ripple Family- Ashley's Team	5
Houska's Crew	1	Ritch Family - Sierra & Mommy	1
Hussey Family - Shannon's Gang	5	Roeder Family - Christi's Crusaders	5
i-Promotions i-Care Team	1	Rosentreter - Dylan's Dill Pickles	17
Jack Family	6	Rutledge/Lee Family ~ Team Brandon	4
Joshua's Fighters	4	Sadie's Squad	1
JP Morgan	1	Sagle Family - Team Courtney	1
Junge Family- Kaden's Crew	4	Schnabel Family - Gabbys Soldiers	7
Kellerman/Harrison Family –		Schneider Family-The Vincentrifugal Force	8
Kern Family - Brooke's Bugs	2	Schwarting Family	3
Kiersten & Kaitlyn Rockin for a Remedy	7	Segura/Ellis Family - Elijah's Quest	1
Kimball Family - Team Alexis	6	Sentnor Family - Bryn's Buddies	3
Klein Family - Kelly's Walkers	1	SLU Delta Gammas	1



Walk to Cure Diabetes



Walk Talk



Weekly Walk Newsletter

• Registration Report

Team Name	Walkers
Sondag Family Bryce's Army	11
South Side Church of God & Friends	1
Spradling Family - Team J-Bird	1
Stanley Family - Team Lauren	1
Stars of Hope - Appel/Mussatto	10
Studyvin Family - Study Buddies	4
Sugar Free for Haley	2
Sykora's Soldiers	21
Tarrant Family - Savannah's Superstars	7
Team Brad Lamm	1
Team Coping & Hoping	1
Team Jorj	2
Team O'Shaughnessy - Adrienne's Angels	1
Team Schuck	1
Terry Peterson Family	2
The Fighting Finch's	1
The Jacob Express	1
Treetop Enterprises	17

Team Name	Walkers
Tullock Family - Tommy's Troop	9
Ulmer Family	5
Vickie Buckner Team	1
Voss Family - Lace up for LACEY	3
Walgreens	5
Webb Family - Lauren's Hope	1
Weiss Family - Parker's Pitchers	14
Wienstroer Family - Team Ted	11
Williams' Walking Warriors	4
Williamson Family - Riley Grace's Race	4
Windler Family - Patrick's Stars	1
Wintermann's Walkers for a Cure	11
Wisecup Family - Brett's Brigade	1
Yates Family - Konor's Crusade	4
Ziegler Family - Dilly Do's Crazy Crew	1
Zumbahl Family - Alex's Angels	3
Total Pre - registered	631

Walker totals include online registrations as of 5pm Thursday of each week. If this report does not accurately reflect the number of pre-registered walkers for your team, please contact the JDRF office at 314-729-1846 or email tparkhurst@jdrf.org.