

AIDS WALK

LOS ANGELES

OCT. 16, 2011

Name _____ Team Name _____ Team Number _____

Address _____ Phone (_____) _____

E-mail _____

My Fundraising Goal is:

\$ _____

Please use this form to list all of your sponsors who donate with check, money order, cash, or matching gifts (off-line fundraising). Do not list your sponsors who donate through your Web page (online fundraising).

Walkers who set a goal of \$1,000 or more are invited to join the exclusive Star Walkers Club™. For more information, see reverse.

Please ask everyone who sponsors you with a check, money order, or cash to pay at the time of their pledge. Checks and money orders should be made payable to: "AIDS Walk Los Angeles" or "AWLA." Please print legibly and have your sponsors write your name in the memo portion of the check. Contributions are tax deductible. Thank you.

SPONSOR'S NAME	AREA CODE	TELEPHONE NUMBER	AMOUNT PLEDGED \oplus	*MATCHING GIFT \$ (IF ANY) \equiv	TOTAL PLEDGE	AMOUNT COLLECTED PREWALK
(Example) <i>Susan Sample</i>	<i>(323)</i>	<i>555-1382</i>	<i>\$100</i>	<i>None</i>	<i>\$100</i>	<i>\$100</i>
1						
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BRING THIS FORM TO
AIDS WALK LOS ANGELES
RAIN OR SHINE

You are doing an exceptional job at fundraising! You should become a member of the exclusive Star Walkers Club! For more information, see reverse.

IF DONATING BY CREDIT CARD, USE THE SPACES BELOW. Only give credit card information to those you know.

25 NAME	AREA CODE	PHONE NUMBER				
CREDIT CARD <input type="checkbox"/> VISA <input type="checkbox"/> M/C <input type="checkbox"/> AMEX <input type="checkbox"/> DISCOVER	EXP. DATE	CHOOSE ONE <input type="checkbox"/> \$100 <input type="checkbox"/> \$250 <input type="checkbox"/> \$500 <input type="checkbox"/> OTHER \$ _____				
CARD NUMBER	SEC. CODE	SIGNATURE				
26 NAME	AREA CODE	PHONE NUMBER				
CREDIT CARD <input type="checkbox"/> VISA <input type="checkbox"/> M/C <input type="checkbox"/> AMEX <input type="checkbox"/> DISCOVER	EXP. DATE	CHOOSE ONE <input type="checkbox"/> \$100 <input type="checkbox"/> \$250 <input type="checkbox"/> \$500 <input type="checkbox"/> OTHER \$ _____				
CARD NUMBER	SEC. CODE	SIGNATURE				

If you fill up this Sponsor Form, we'll gladly send you another! Call the AIDS Walk Los Angeles office at 213.201.WALK or visit aidswalk.net to download additional forms.

Last year, walkers raised an average of \$272 each. Any amount you raise is greatly appreciated.



AMOUNT PLEDGED \oplus	MATCHING GIFT \$ (IF ANY) \equiv	TOTAL ⁷ PLEDGE	TOTAL ⁴ COLLECTED PREWALK

* Please attach each Matching Gift Form to the corresponding donation when you turn them in.

27TH ANNUAL
AIDS WALK
LOS ANGELES
OCT. 16, 2011

Benefiting **APLA** and 20 other L.A. County AIDS service organizations.



Photo by Tom Hinckley

EVERYTHING YOU NEED TO KNOW ABOUT AIDS WALK LOS ANGELES

BEFORE AIDS WALK LOS ANGELES

#1 Set a personal fundraising goal.
Set your fundraising goal high. Thousands of men, women, and children living with HIV/AIDS depend on the funds raised at AIDS Walk Los Angeles. The money you raise will make a huge difference in their lives, and the lives of those at greatest risk of HIV infection.

#2 Create your own fundraising Web page.
Collecting donations is easier than ever! At aidswalk.net you can create your own Web page where friends and family can sponsor you directly online with a credit card. Click on "My Fundraising HQ" and follow the simple steps. If you have not yet received an e-mail with your username and password, drop us a note at awlainfo@aidswalk.net and we will send them to you so you can get started.

#3 Recruit sponsors and get donations.
Ask everyone – your family, friends, neighbors, and co-workers – to sponsor you. If you make it a priority to ask, they'll make it a priority to give. Many of your sponsors will contribute \$50, \$100, \$250, or more. Please consider sponsoring yourself to kick off your fundraising efforts.

Many participants have achieved remarkable results by fundraising through social networking sites. Please visit aidswalk.net or call our office for fundraising tips with Facebook, Twitter, and others.



#4 Collect the money in advance.
Ask everyone who sponsors you with a check, money order, or cash to PAY WHEN THEY PLEDGE. This will speed the money to the fight against AIDS and allow you to avoid making a second trip to collect the contributions. Ask your sponsors to make their checks payable to "AIDS Walk Los Angeles" or simply "AWLA." Their canceled check will serve as their receipt. Online credit card donors will receive an e-mail confirmation as a receipt.

Additionally, the AIDS Walk Los Angeles office on Wilshire Boulevard will host an Early Sign-In to receive donations and distribute Fundraising Awards on Thursday, October 13 and Friday, October 14, from 8 a.m. to 8 p.m.

AIDS WALK LOS ANGELES IS SUNDAY, OCT 16, 2011

Bring this Sponsor Form and all collected donations with you to the AIDS Walk Los Angeles Sign-In Area in West Hollywood Park on San Vicente Blvd. north of Melrose Ave. Sign-In opens at 8:30 a.m., the Opening Ceremony is at 9:15 a.m., and AIDS Walk Los Angeles begins at 10 a.m. Since thousands of people will be participating, we suggest you arrive promptly at 8:30 a.m. Most people will take about 2 hours to walk the 10 kilometers (6.2 miles). We suggest you wear sturdy shoes and dress in layers for comfort. Water, refreshments, and restroom facilities will be provided at checkpoints along the route.

EARN FUNDRAISING AWARDS!

- If you raise \$150 or more** → Official 2011 AIDS Walk Los Angeles T-shirt
- If you raise \$250 or more** → Official 2011 AIDS Walk Los Angeles T-shirt and Cap
- If you raise \$500 or more** → Official 2011 AIDS Walk Los Angeles T-shirt, Cap, and Tumbler
- If you raise \$1,000 or more** → **you will become a Star Walker!**

Join the Star Walkers Club by calling 213.201.WALK. Then set a goal to raise \$1,000 or more. If you meet that goal, you will earn all of the award items, including the limited edition Star Walker Picture Frame and Pin. You will also be invited to the exclusive Star Walker Breakfast on the morning of AIDS Walk Los Angeles, and will receive your fundraising royalty crown to wear during the event!



To qualify for these awards, contributions must be received online or in the AIDS Walk Los Angeles office by 5 p.m. on Friday, Nov. 11, 2011.

MATCHING GIFTS CAN DOUBLE YOUR FUNDRAISING DOLLARS

You may be able to double your contributions for AIDS Walk Los Angeles! Ask everyone who sponsors you if their company has a matching gift program. Also, check with your employer to see if they will match your own donations and/or the money you raise.

AFTER AIDS WALK LOS ANGELES

You can turn in your donations to the AIDS Walk Los Angeles office at any time. Be sure to include your name, so we can properly credit you.

Send donations to:
AIDS Walk Los Angeles, P.O. Box 933005, Los Angeles, CA 90093-3005

Or visit our office at:
3550 Wilshire Boulevard, Suite 890, Los Angeles, CA 90010

FOR ADDITIONAL SPONSOR FORMS, HELP SETTING UP YOUR PERSONAL WEB PAGE, OR FUNDRAISING ADVICE, CALL 213.201.WALK OR VISIT aidswalk.net.

For information about this appeal, call (213) 201-9255

THIS IS NOT AN ENDORSEMENT FOR PUBLIC INFORMATION ONLY
INFORMATION CARD NO. T2086
Issued Pursuant to Los Angeles Municipal Code, Chapter IV, Article 1, Philanthropy

AIDS PROJECT LOS ANGELES
611 South Kingsley Drive, Los Angeles, CA 90005
Person in charge of appeal: **Robyn Goldman**
Telephone number: (213) 201-9255

Activity: Walk-A-Thon Fundraiser on October 16, 2011 in West Hollywood & Los Angeles
Solicitation Dates: June 1, 2011 to May 31, 2012

Purpose: Net proceeds to support general funds for AIDS Project Los Angeles.

Previous Activity: 2010-11 activity collected a total of \$2,946,492, of which \$1,470,507 (49.9%) was applied to expenses and \$1,475,984 was donated to charity.

DOOR TO DOOR SOLICITATION RESTRICTED TO THE HOURS OF 8 A.M. - 5 P.M.
This Information Card must be displayed or received in all prospective areas, and should not be altered in any manner.

Date issued: 5/10/11

Contributor registered with the Los Angeles Public Commission
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Telephone: (213) 980-1500
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Web Site: www.lapd.com