

## About Walk to Cure

The Arthritis Foundation's Walk to Cure Arthritis is celebrated in nearly 60 communities across the United States, drawing nearly 30,000 attendees annually. The Walk to Cure Arthritis unites patients, caregivers, healthcare providers, business leaders, community partners, and volunteers to raise critical funds to advance the Arthritis Foundation's mission.

## 2025 Walk to Cure Arthritis – Champions of Impact

The Walk to Cure Arthritis Champions of Impact Challenge is a national fundraising competition among participating professionals who personally raise funds for the Arthritis Foundation. Executives compete against each other to be declared the local winner and compete with executives from across the country to be the program's Champion. This special group will be celebrated for impacting our mission and communities. The participant whose network significantly impacts each market with the most fundraising will be named the local Champions of Impact winner. The participant who makes the most significant impact nationwide will be named the National Champions of Impact Winner.

## PARTICIPATING IN THE CHALLENGE IS SIMPLE—FOLLOW THESE PROVEN STEPS TO SUCCESS:



### Register as a Champions of Impact participant

this can be quickly done on the event registration page. Your staff partner will be happy to help you with this process.



**Partner with the Arthritis Foundation staff** to create your customized fundraising plan. Set a goal, explore fundraising opportunities, and have a direct impact on the arthritis community.



**Set a minimum goal of \$4,000** and launch your effort by making a personal contribution.



### Nominate a colleague to join the Champions of Impact Challenge.

Trust us—it makes it even more fun!



### Contact your network

to seek support from your clients, customers, vendors, and personal contacts.



**Share your participation socially** via LinkedIn, Facebook, and Twitter. Engage others to support your efforts!

## Participation Benefits

### NATIONAL RECOGNITION INCLUDES:

- Challenge participants who raise \$4,000 or more individually will be listed with your company name in a national ad in Forbes Magazine to run in July 2025. The top fundraising participant per region to be listed with a photo.
- The top Champion per region will also be included on our national Arthritis Foundation website.
- The top Champion per region will be included in our Arthritis Foundation social media campaign and will be on the 2025 Walk to Cure Arthritis websites.

### LOCAL RECOGNITION INCLUDES:

- Invitation to exclusive Champions of Impact networking reception.
- The Top 5 ranking Challenge winners will be recognized on stage at the 2025 Walk to Cure Arthritis (insert name) opening ceremony.
- Complementary invitations to exclusive XXX market events for your reigning year.
- The Top 5 ranking Challenge winners will be featured in social media posts on LinkedIn and Facebook.
- Lifelong bragging rights!