



AQUINAS ACADEMY

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www.aquinasacademy-pittsburgh.org

Dear Aquinas Families,

2018's Walk-a-Thon – “Little or Big, Each Step Counts!” – is Monday, May 21st.

An Introduction

My name is Carol Scherer and I am your 2018 Walk-a-Thon Committee Chair. Our family has been part of the Aquinas family since August, 2005, when our son, Harry, started at the school in Kindergarten. The 2005—2006 school year was also Mrs. Heisler's first year at Aquinas Academy. Those Kindergartners are now Aquinas Academy High School Seniors! It's a bittersweet year for all of us as we prepare to say goodbye to our home-away-from-home.

My Walk-a-Thon Story

Before I continue with important event details, I think it's important to mention that the very first thing I volunteered for as the mom of a new student in 2005 was Aquinas Academy's very first Walk-a-Thon. Except for 2016 when the school held its 20th Anniversary Grand Gala, a Walk-a-Thon has been held every year since 2005 and I have volunteered in some capacity. Veteran Aquinas families know that Kris Heinz and I co-chaired the Walk-a-Thon from 2009 through 2017. In this first school year since the Heinz Family has moved on because of Brianna's 2017 high school graduation, I'm doing my best to pass the baton to a new group of parents who can help keep the Walk-a-Thon flame alive in future years.

Your Walk-a-Thon Story

All Aquinas families play an important role in helping make the Walk-a-Thon a success! As you continue reading, please give some thought to placing yourself in the role of a Walk-a-Thon volunteer *this year and beyond*. Perhaps you'll even picture yourself as a future Walk-a-Thon Committee Chair or Co-Chair!

What is the Aquinas Academy Walk-a-Thon?

The Walk-a-Thon is one of the school's largest fundraisers. It's an opportunity for students to show pride in their school and for families to get involved while getting to know other families. Community Sponsors – businesses and organizations – are invited to support us with monetary gifts and prizes. There are different levels of giving, some which qualify sponsors to have their names listed on our Walk-a-Thon t-shirt and banner. In addition, students secure pledges from family members, neighbors and friends. Pledges can be in the form of a lump sum donation or as per mile incentives.

A Brief Description of Walk-a-Thon Day

On Walk-a-Thon Day, Aquinas students enjoy a break from regular school work by walking or jogging around trails near Pie Traynor Field in North Park. Miles are tracked and snacks are provided by parent-volunteers along the trails. Meanwhile, more parent-volunteers transform Harmar Grove into a temporary lunchtime cafeteria. Later in the afternoon when students have

returned to school, an ice-cream sundae tops it all off. By the end of the day, students are tired, fed and smiling! They've helped raise funds for the school's day-to-day operating expenses and had fun in the process. That's why we call it our FUNdraiser!

Our Walk-a-Thon Goal

In the early years, a generous anonymous donor incentivized the students to raise \$30,000 with a \$30,000 matching gift. Each year, that goal was met and the matching gift was donated. Beginning in 2009, the (non-matching) goal gradually increased from \$50,000 to \$75,000. In 2017, we had a wildly successful year by far exceeding our goal, raising a record \$86,000!

Our 2018 Walk-a-Thon goal is once again \$75,000. There's nothing stopping us from exceeding it *once again!* ***Here's how you can help...***

Keep Informed!

Please **READ** all the information that is communicated. Whether it's in the form of hardcopy correspondence like this or, more commonly via email, *please keep informed*. To get started, take a look at this packet's enclosures:

1. 2018's first Walk-a-Thon "Family Bulletin" of the year (the one with the smiling red feet asking "What? When? Where? Why?")
2. Sponsor Letter ("Dear Friend of Our Community")
3. Sponsor Form
4. Student Letter (especially for use by younger students)
5. Student Pledge Form

Get Sponsors!

As the Family Bulletin mentions, we have 220 families with students in Kindergarten through 12th grade. ***If every family secured just one \$500 Community Sponsor (not to mention the pledges the students raise through their efforts), our goal would be far surpassed!*** This year's Sponsor Letter was mailed on February 7, 2018, to 100 businesses and organizations that have supported us in the past. If you're a new Aquinas family or a veteran family that can identify new potential sponsors, please send them a letter and a Sponsor Form. Additional letters and forms may be photocopied or obtained through the main office. Also, all forms and communications will soon be posted to the Aquinas website.

Volunteer!

Many lasting friendships among parents got their start while volunteering one way or another with the Walk-a-Thon. As mentioned above, I decided to volunteer for the first-ever Walk-a-Thon and have never looked back. Please, either sign up via the Aquinas website (click on "My Aquinas," then "AAPA," then "SignUp Genius" under "AAPA Committees," then "AAPA Walk-a-Thon") or contact me at chls33123@verizon.net or 412-478-3769. Thank you!

Sincerely,

Carol Scherer
Your 2018 Walk-a-Thon Committee Chair