



# American Diabetes Association SCHOOL WALK FOR DIABETES

## What is School Walk for Diabetes?

School Walk for Diabetes (SWFD) is an educational school fund-raising program that promotes healthy living, school spirit and community involvement. While raising money for the American Diabetes Association (ADA), students learn about diabetes and the importance of making healthy choices, such as eating good-for-you foods and exercising every day. The money raised through SWFD helps to fund diabetes research, education and advocacy provided by the ADA.

## How does the program work?

A school can register by completing a mail-in registration form, registering online at [diabetes.org/schoolwalk](http://diabetes.org/schoolwalk) or by calling 888-DIABETES. Ten weeks prior to the event date, the volunteer who is coordinating the event at the school will receive a SWFD Kit containing:

- *Volunteer Coordinator's Guidebook* – A step-by-step guide for leading a SWFD campaign.
- *Student Leader Guide* – A guide to help students take a leadership role in planning a SWFD event.
- *Classroom Lessons* – These educational lessons and activities align with the National Health Education Standards and the National Standards for Physical Education.
- *ADA Resources* – Brochures about diabetes in youth and prevention of diabetes.
- *US-Games Flier* – A two-page preview of the online catalog for physical education equipment and school medical supplies available to schools that raise more than \$1,000.
- *Student Collection Envelopes* – Contains tips for students on raising money, as well as a release and indemnification form for securing parents' permission.
- *CD-ROM* – Contains electronic copies of many of the materials in the kit.

Schools typically conduct a two-week fund-raising campaign. Frequently, the Walk occurs during the fund-raising campaign as a launch or a culminating event. Sometimes, the Walk is hosted during a celebration when thank you gifts are distributed (approximately six weeks after the fund-raising campaign ends). The school decides what event format works best for its students and school schedule.

## When and where is the event held?

SWFD may be held any time during the school year. The event may take place indoors or outdoors, depending on the time of the year and may be any distance or length of time that the school volunteer coordinator and principal decide is appropriate. It is best to hold the event prior to six weeks before the academic year concludes to allow for thank you gift distribution to students during the current academic year.

## Do students and schools earn any incentives?

Yes, students and schools earn thank you gifts for participating. Students earn a gift after raising \$5 or more. The gifts consist of sporting equipment and outdoor gear that reinforce healthy living messages taught in the classroom. Students can choose between gifts when they raise \$300 or more.

Schools that raise \$1,000 or more receive a certificate to purchase physical education equipment and school medical supplies from US-Games. The amount of the certificate is based upon a percentage of the gross dollars raised.

## What grades may participate?

Any grade may participate, and there are materials to support programs in grades K– 12.