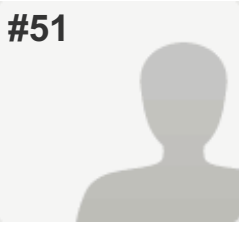


#51



COMPLETE

Collector: Web Link (Web Link)

Started: Tuesday, September 23, 2014 2:05:00 PM

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Q1: Has the program been in existence for at least one year (since September 1, 2013)? Yes

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Q2: Staff person submitting this nomination.

Name:	Sharon Schultz
Title:	CNE/ Sr. VP
Hospital/System:	Tri-City Medical Center
Address:	4002 Vista Way
City:	Oceanside
State:	CA
ZIP Code:	92056
Email Address:	hertzks@tcmc.com
Telephone Number:	760-940-3353

Q3: Name of Volunteer Program you are nominating. Tri-City Hospital Auxiliary Tails on the Trails Walk-A-Thon

Q4: Program Category: Select one of the four program categories. Fundraising – programs that designed and implemented an innovative approach to fundraising that benefited the health care organization or the community.

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Q5: Provide a brief description of the program, including its goals and outcomes. (600 words max)

The event was a dog walk fundraiser held at beautiful Guajome Lake Park in Oceanside, California. The park is a natural habitat for a wide variety of wildlife and over 186 species of birds. The goals of the event were community outreach for Tri-City Medical Center and the Tri-City Hospital Auxiliary, and fundraising for the hospital and local non-profit organizations. The event was a dog walk fundraiser held at a local park and included dog-related vendors, exhibitors, and demonstrations. We had an emcee, live music, a food vendor, and a drawing for prizes donated by local businesses.

To involve the community, we invited the local Oceanside Police K9 squad to demonstrate police dog work and the Mayor of Oceanside to serve as the official starter for the walk. We attended an Oceanside business association meeting to promote the walk and were posted on the city web page. A reporter for the San Diego Union Tribune was at that event and contacted us for an interview which was published two days before the event. We contacted all local TV stations to solicit coverage and personally visited most of them. A producer at KUSI-TV was enthusiastic about the event and invited our Pet Therapy Chairman and her therapy dog, Prince, to appear on their morning news three days before the event. Auxiliary volunteers distributed event brochures throughout the hospital, local businesses, and to their friends and neighbors. Tri-City Medical Center posted our event page on their website. We notified local dog interest groups of the event and asked them to encourage their members to attend. We invited dog related non-profit groups to form teams to earn money for their organizations and were able to write donation checks for three organizations. A local veterinary practice emailed 10,000 pet owners in their data base to promote the event. We solicited sponsors, vendors, and donors throughout the local business community.

Tails on the Trails Dog Walk-A-Thon raised \$7061 and had nine sponsors and 28 vendors and exhibitors, including three non-profit service-dog organizations and a rescue-adoption organization. The Walk-a-Thon was an opportunity for dog owners to stay healthy and active by spending a fun day walking their dog(s) in the park. We had a sell out attendance with over 250 dogs registered and a total attendance of about 400 enthusiastic community members/dog lovers. Funds raised benefitted the Children's Outpatient Rehabilitation Unit at the hospital, the Pet Therapy Department, and the Special Care Foundation for Companion Animals for Cancer Research.

Q6: Describe the role of volunteers in planning, developing, implementing and maintaining the program. (400 words max)

From its inception, the Tails on the Trails walk-a-thon was an event totally planned, developed, and implemented by volunteers of the Tri-City Hospital Auxiliary. The original idea was generated at a volunteer retreat at the Tri-City Wellness Center on July 30, 2013. The organization was brainstorming ideas for new and innovative ways to not only give back to the local community, but to raise funds for the hospital and local non-profit organizations. From that brainstorming session, the idea of sponsoring a yearly dog walk-a-thon was conceived with members of the Tri-City Hospital Pet Therapy Department making the suggestion. The department had been exploring ways to expand pet therapy at the hospital and increase funding sources to support additional pet therapy teams. The Auxiliary Board of Directors was in support of the fundraising idea and from there, planning began. A walk-a-thon committee was formed with Mary Gleisberg, Chairman of the Pet Therapy Department and Deena DiStefano, from the Auxiliary Board of Directors, serving as Co-Chairpersons. Monthly meetings were held with members of the committee and time lines established to do the following: find a location for the event, development marketing materials, acquire sponsorships, secure vendors, and finalize plans for the event day. This was all done without the assistance of a professional event coordinator. A location was secured at Guajome Lake Park, a beautiful historic park that was first inhabited by the local Luiseno Indians. From there, the committee contacted the Rincon Band of Luiseno Indians and they became the primary event day sponsor. Many other details followed in the planning process during the year, but on Saturday, April 26th, the day of the event, volunteers from throughout the auxiliary, hospital, and community came out to help and support the First Annual Tails on the Trails Walk-a-Thon. Even though the morning began with scattered showers during the early morning set up, volunteers were not deterred in their commitment to make this a successful event. As a result, the turnout far exceeded expectations with over 250 dogs and 400 humans participating in the walk (rain or shine). This would have never happened without the dedicated volunteers on the committee and within the auxiliary.

Q7: Describe how this program is unique and/or innovative.(400 words max)

There is no other hospital in the local area that sponsors an event such as a dog walk-a-thon. This is a true community event where families can bring their children and beloved pets at a very low cost to experience a fun-filled day of fitness, exercise, and dog walking. In addition, many additional activities were held such as: demonstrations by the local K9 squad, dog adoptions from Bichon Furkids Rescue, and information from the Tri City Hospital pet therapy program, Love on a Leash, Canine Companions, and Dogs on Deployment.

The event is also unique in that no professional help was used in the planning and implementing of the walk-a-thon. It was totally run by volunteers, which included both senior volunteers (ages 19 to 95) and junior volunteers (ages 15-18) and their parents. It was an amazing effort by many people and very unique to the local Tri-City communities. The on-line evaluations from participants after the event were all extremely positive with requests to make this a yearly, on-going walk-a-thon. In keeping with this feedback, planning is already in place for the Second Annual Tails on the Trails walk-a-thon in June 2015.

Most hospitals sponsor "big ticket" events such as balls, fashion shows, and other types of fund raising activities that cater to the top echelon of the community with ticket prices ranging from \$75 to \$250. Many people in the community, other than wealthy donors, cannot afford to attend these types of events. The Tails on the Trails walk-a-thon attracted a broad segment of the local population from young to old who could afford the \$20 ticket price to enjoy a fun-filled day with their family and pet(s). The intent of the committee was to bring the community together and make it affordable and fun.

There was a strong outreach effort to the local business community and non-profits to provide them an opportunity to participate in the event through sponsorships, displays, and event day booths. Our goal was to promote local businesses and organizations through our marketing efforts, which included newspaper and TV coverage. For example, the pet therapy coordinator and her poodle Prince were featured on Chanel 9 KUSI two days before the event promoting the walk-a-thon and our sponsors.

Q8: Describe how the program benefits the service recipients, the health care organization and/or the community. (400 words max)

The benefits to all groups involved in this event were numerous. First and foremost, the participants benefitted by enjoying a wonderful day of walking and exercise with their family and furry friends in a beautiful, historic park like setting surrounded by lakes and nature. Many of the walkers were not aware that Guajome Lake Park existed and had many walking trails bordering the lake to explore. It was also an opportunity to educate the community on the participating non-profits that support the surrounding community such as: TCMC pet therapy program, Love-on-a Leash pet therapy organization, Canine Companions for Independence, Dogs on Deployment, K9 police squad team, and Bichon Furkids Rescue. These non-profit groups depend on community support and exposure and the walk-a-thon venue was able to provide that.

In addition, proceeds from the walk were used to benefit the following programs and non-profits in the amount of \$1000. Tri City Medical Center Children’s Rehabilitation Department; Tri-City Hospital Auxiliary Pet Therapy Program; and the Special Care Foundation for Companion Animals for Cancer Research. In terms of impact to his non-profit Dr. Greg Ogilvie stated, “It is with profound gratitude that we accept your \$1,000 to the Special Care Foundation for Companion Animals to enhance and expand the work that we do to develop cures and comfort for animals with cancer and other serious diseases. The work that we have done over the last decade has resulted in multiple products and devices that are now being employed for the benefit of not only animals, but subsequently people as well, directly by curing and controlling cancer, and by enhancing the relationship between pets and people. Your gift is beyond amazing because every cent will be used to benefit animals.” Dr. Ogilvie is a Diplomate of Internal Medicine and Oncology at the Angel Care Cancer Center in Carlsbad, California. His comments speak to the success of this fundraiser, its impact to the community and Tri City Medical Center, and the efforts of the many volunteers who made the event such as huge success.

PAGE 6: Contacts

Q9: Chief Executive Officer of the nominated hospital/system.

Name	Tim Moran
Title	CEO
Email Address	skorml@tcmc.com
Telephone Number	760-940-3348

Q10: CEO Support. Checked box confirms that your CEO supports the submission of the nominated program.

Q11: Administrative Assistant to the CEO.

Name	Leah Skor
Title	Executive Asst.
Email Address	skorml@tcmc.com
Telephone Number	760-940-3348

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Q12: Name of the volunteer or auxilian who will be representing the program at the AHA Annual Meeting, May 4, 2015.

Name	Sandy Tucker
Title	President
Home Address	3571 Hatfield Circle
City	Oceanside
State	CA
ZIP Code	92056
Email Address	tuckersl@tcmc.com
Telephone Number	760-940-3126

Q13: Volunteer Service Professional/Manager.

Name	Sandy Tucker
Title	President
Email	tuckersl@tcmc.com
Telephone	760-940-3126

Q14: In submitting this application, we give the American Hospital Association permission to use and disseminate the information herein.

Agree