



Northridge Hospital
Medical Center
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HONDA | LA MARATHON
PRESENTED BY K-SWISS

Team CATS Training & Fundraising Manual



C•A•T•S
Center for Assault
Treatment Services

2012 Honda LA Marathon

www.abuse-assaultservices.org - 14529 Gault Street, Van Nuys, CA 91405, 818.785.3489



Northridge Hospital
Medical Center

A member of CHW



WELCOME Team CATS Participants!

We know that training for a Marathon is a huge commitment and we are glad that you chose to make it mean more by joining TEAM CATS! Whether it's your first race or your 40th, we are here to guide you every step of the way! Thank you for your commitment to **BREAK THE SILENCE AND STOP THE ABUSE!**

In this manual, you will find everything that you need to know to help you get started including information on starting your fund-raising efforts, and ways to prepare for your training with Fleet Feet Sports, Encino.

Remember that every mile you take, and every dollar you raise, helps **BREAK THE SILENCE AND STOP THE ABUSE!!!**

On behalf of all the sexual assault victims we serve, thank you for joining TEAM CATS..... We wish you the best in your training and in the race!

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Center for Healthier Communities
Northridge Hospital Medical Center

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IMPORTANT DATES

TUESDAY, OCTOBER 4

1ST TRAINING SESSION

THURSDAY, OCTOBER 6

1ST YOGA SESSION

SATURDAY, OCTOBER 8

1ST LONG RUN

OCTOBER

CHARITY AWARENESS DAY

NOVEMBER 30

**DEADLINE FOR MEETING \$500
FUNDRAISING
COMMITMENT**

DECEMBER

**TEAM CATS T-SHIRT
PARTY & PHOTO SHOOT**

JANUARY 2012

LA MARATHON REGISTRATION

MARCH 18, 2012

HONDA LA MARATHON

THE CAUSE

Northridge Hospital's Center for Assault Treatment Services (CATS)

CATS Mission

CATS' mission is to assure and promote dignity and respect for victims of sexual assault and abuse, minimize their trauma, help them on their road to recovery, and provide law enforcement with the evidentiary documentation to maximize criminal prosecution.

History

CATS was established in 1997 to respond to the community's need for comprehensive services for victims of sexual abuse and assault who were forced to wait up to six hours for services in overcrowded emergency rooms. These victims often experienced significant trauma after reporting the crime, due to the lack of an effective and efficient system of care for sexual assault victims. Today CATS is the only program in the San Fernando and Santa Clarita Valleys providing medical evidentiary examinations, forensic interviews, and case management to victims of sexual abuse and assault on a 24 hour-a-day, seven day-a-week basis.

Since 1997, CATS has grown from treating 111 victims to approximately 1,000 victims annually. The majority of victims are children. During fiscal year 2011, CATS treated 586 children of which 236 were age six or younger. In addition, CATS Outreach provided prevention education on child abuse reporting to more than 1,100 professionals who work with children.

CATS expert forensic nurses help victims break the silence and provide law enforcement with the evidence to help apprehend the perpetrators and stop the abuse.

Our Training Program

The purpose of the Team CATS LA Marathon Training Program conducted by Fleet Feet Sports is to raise funds to serve victims of sexual abuse and assault, and assist team members in achieving their training and fundraising goals. Our mission is to provide a safe, enjoyable, and rewarding experience for all our participants. To meet these goals, we ask everyone who joins the training program to commit to the following:

1. Informational Meeting

The kick-off/orientation event will provide you with valuable information that will help you get the most out of the Training Program and provide you with fundraising tips. It will also give you a chance to meet your teammates as well as the training Program staff.

2. Follow the minimum training requirements

The Training Program consists of two short runs of 30 to 45 minutes per week (one on Tuesdays at Fleet Feet and another on your own) and a longer group run on Saturdays at Lake Balboa Park (or an alternate location designated by Fleet Feet). We also encourage you to do some form of cross-training twice a week. (Fleet Feet offers Yoga classes on Thursdays). As with any exercise regimen, consult your personal physician before beginning the training program.

3. Purchase and use a water bottle

Participants should carry a water bottle on all training runs. Keeping yourself properly hydrated is crucial, especially when running long distances. We will have water stops along the course to refill your bottle. Drink sufficient water to replace fluids lost to sweat.

4. Educate yourself about Hyponatremia

In addition to staying properly hydrated, it is essential that you maintain adequate sodium levels. Hyponatremia results from a lack of sodium in the bloodstream and over-consumption of water. Runners out on a course for more than four hours are at a greater risk, especially women. To prevent this condition, do not over-consume fluids. Drink just enough to replace lost fluids. Before a long run, include pretzels or a salted bagel in your pre-run meal. Consume pretzels or other salty snacks during and immediately after each long run.

5. Stay with your pace group throughout the run program

Pace group members not only give encouragement to one another, they also provide an important safety link by watching out for heat-related health problems. Please follow the advice of the Coaching Staff regarding the course each week. For the safety of all runners, guests are not permitted to participate in group runs.

6. Raise the minimum fundraising amount by the deadline

CATS must receive the fundraising minimum by November 30, 2011 in order for Team CATS participants to remain on the team and continue in the training program at the discounted \$100 rate. If you have difficulty meeting the deadline, please contact us directly for assistance.

Fleet Feet, 2012 Honda LA Marathon Training

Week	Mon	Tues	Wed	Thur	Fri	Sat	Sun	RUN/Walk
1	XT/Walk 30min	2	2	Yoga/SW	Rest	3	XT/REST	2/1
2	XT/Walk 30min	2.5	3	Yoga/SW	Rest	4	XT/REST	2/1
3	XT/Walk 30min	3	3	Yoga/SW	Rest	4	XT/REST	2/1
4	XT/Walk 30min	3	4	Yoga/SW	Rest	5	XT/REST	2/1
5	XT/Walk 30min	3/tempo	4	Yoga/SW	Rest	5	XT/REST	3/1
6	XT/Walk 30min	4-hills	4	Yoga/SW	Rest	6	XT/REST	3/1
7	XT/Walk 30min	4/tempo	5	Yoga/SW	Rest	7	XT/REST	3/1
8	XT/Walk 30min	5-hills	5	Yoga/SW	Rest	8	XT/REST	3/1
9	XT/Walk 30min	5/tempo	5	Yoga/SW	Rest	10	XT/REST	3/1
10	XT/Walk 30min	6/hills	5	Yoga/SW	Rest	11	XT/REST	3/1
11	XT/Walk 30min	4/tempo	6	Yoga/SW	Rest	12	XT/REST	4/1
12	XT/Walk 30min	6	6	Yoga/SW	Rest	14	XT/REST	4/1
13	XT/Walk 30min	6	6-hills	Yoga/SW	Rest	12	XT/REST	4/1
14	XT/Walk 30min	6/tempo	8	Yoga/SW	Rest	15	XT/REST	4/1
15	XT/Walk 30min	6/ hills	10	Yoga/SW	Rest	17	XT/REST	4/1
16	XT/Walk 30min	8	6	Yoga/SW	Rest	14	XT/REST	4/1
17	XT/Walk 30min	7tempo	10	Yoga/SW	Rest	18	XT/REST	4/1
18	XT/Walk 30min	8	6/tempo	Yoga/SW	Rest	20	XT/REST	4/1
19	XT/Walk 30min	8	8	Yoga/SW	Rest	16	XT/REST	4/1
20	XT/Walk 30min	6/tempo	10	Yoga/SW	Rest	20	XT/REST	4/1
21	XT/Walk 30min	6/tempo	12	Yoga/SW	Rest	17	XT/REST	4/1
22	XT/Walk 30min	8	8	Yoga/SW	Rest	15	XT/REST	4/1
23	XT/Walk 30min	4	4	Yoga/SW	Rest	8	XT/REST	4/1
24	XT/Walk 30min	4	4	Yoga	Rest	LA!!!		4/1

XT= Cross Train Tempo = Faster/Goal pace SW= Speed/Strength Work

The RUN/WALK Intervals are on the Right column. These can be adjusted during the training at anytime.

Routes will be emailed out at the beginning of the week.

DIRECTIONS TO TRAINING SITES

**Team CATS: Break the Silence/Stop the Abuse
Honda LA Training Program
Conducted by Fleet Feet
October 4, 2010 - Start Date
Fleet Feet Sports, 16545 Ventura Blvd, Encino, CA 90027**

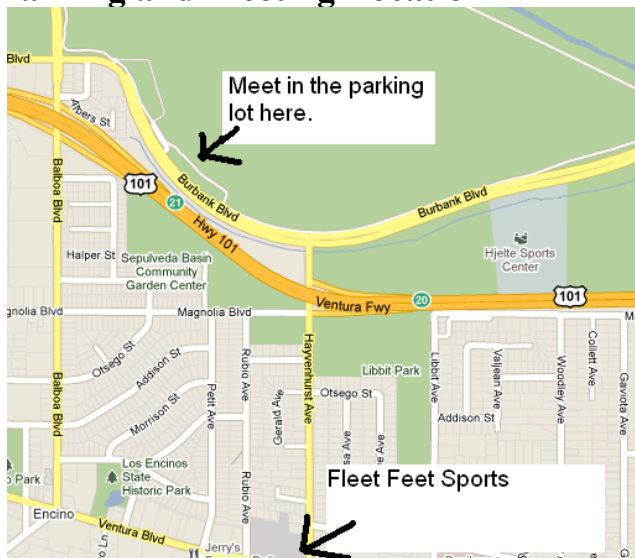
On Tuesdays and Thursdays

Tuesday training runs start at Fleet Feet and Thursday Yoga is held at Fleet Feet
Take the 405 to 101 North, Exit Hayvenhurst, take right to Ventura, take next Right into Fleet Feet Sport Parking lot.
Take the 101 South freeway to Balboa Blvd off-ramp. Travel south to Ventura Blvd. Turn Left into Fleet Feet.

On Saturdays meets at Encino Glenn Club off Burbank Blvd.

Take the 405 freeway to 101 North, Exit Hayvenhurst, Left to Burbank, Right into First parking lot.
Take the 101 South freeway to Balboa, Turn Left, Turn Right onto Burbank (park on East side of club house).

Parking and Meeting Location



Six Principles to a Better Marathon

The Fleet Feet Sports Training Program is based on six major principles:

- 1) Long Runs – build your endurance incrementally.
- 2) Walk Breaks – allow you to go farther with less fatigue.
- 3) Pace Groups – keep the runs safe and fun.
- 4) Cross training – makes you stronger and reduces your risk of injury.
- 5) Fuel – is needed to keep your body going... proper nutrition and hydration are essential.
- 6) Positive Attitude – will help you achieve your goal.

Please familiarize yourself with the six principles.

Long Runs

The long runs are designed to build your endurance. The first run will be a slow 3 miles, and then will gradually increase the distance each week. If you are already running more than that, you may continue with your current mileage for your long runs until we catch up with you. But try to join us for all the group runs anyway; the group camaraderie is a major benefit of this program that will help you get to the marathon.

Forget about speed. The long runs should be done at your training pace, not your racing pace. A training pace is at least two minutes per mile slower than you are capable of running that distance. Running slowly bestows the same level of endurance as running fast over the same distance. However, slow runs allow your body to recover quickly and are less likely to result in injury.

Walk Breaks

Walk breaks are a valuable tool in building endurance. They will allow your legs to stay fresh longer, enabling you to increase the distance of your runs each week-end with less fatigue. By inserting 1-2 minute walk breaks periodically throughout your long runs, you will dramatically extend your endurance limits. Even experienced marathoners can improve their performance by incorporating walk breaks. These breaks should be taken early and often. Slower runners may need to take 2-minute walk breaks, whereas others may only need 1-minute walk breaks. Your coach will help you determine an appropriate run/walk ratio for your training pace.

Pace Groups

Pace groups make long runs fun. During the first long run of 3 miles, we will help you identify a comfortable running pace and place you in a pace group with other runners who have the same level of conditioning. Each week-end, your pace group will run together with the same training pace and run/walk ratio. During the training program, you'll share both the challenges and triumphs of training. You'll want to give support to your fellow pace group members, and you'll get support from them too. Your pace group should always stay together during each run. Together you will learn to go farther than you've ever gone before. It's okay to have fun during your long runs. Consider bringing a joke, game, story, news item to share.

Cross Training

Cross training will make you stronger and reduce your risk of injury. On the days that you don't run, it's best to do some other non-pounding exercise. Cross-country ski machines, rowing, swimming, and cycling are some excellent cross training activities. They will give you an extra boost of conditioning by increasing your cardiovascular capacity. Activities that duplicate the running motion are not good choices for cross training (tennis, racquetball, basketball, high impact aerobics, and stair-steppers). Try to vary your cross training activities to keep your routine fresh and avoid boredom and burn out.

Fuel

Providing your body with the right foods and fluids will allow you to maintain your comfort and energy level, and it's an important part of training for the marathon. Experiment with different foods to learn what works best for you. When you find the food and hydration strategy that gives you the boost and support you need, you will notice how good you feel both on your long runs and on marathon day.

Positive Attitude

Only you can keep yourself from achieving your goals. Successfully completing a marathon requires that you tap into your physical and mental resources. You'll need to create a positive attitude about exercise and keep this attitude alive during your training. Your thoughts of "I'm too tired", "it hurts", "I don't have time" need to be replaced with a strong belief in your ability to have an energetic lifestyle.

As you run, remind yourself what motivated you to undertake this challenge: the dream of completing a marathon, the reward of helping victims of sexual assault, and the great feeling that comes from strengthening your body. Keep these goals in the forefront of your mind and you will overcome the negative thoughts that can keep you from your goal.

Getting Started

Here are the few essentials that you will need to get started:

Running Shoes

You will need a good pair of running shoes that are at least a half size larger than your dress shoes. It is recommended that you visit a specialized running store where a trained salesperson can analyze your feet and evaluate your specific needs.

Water Bottle

For your health and safety, we require all our participants to carry a water bottle during each group run. A water bottle is important because it allows you to hydrate continuously throughout your runs. We recommend that you purchase a bottle that has extra pockets to carry keys, money, and snacks and is carried on a nylon belt around your waist which is available at most running stores.

Running Apparel

Always go for comfortable running clothes made of CoolMax or DriFIT, materials that move moisture away from the surface of your skin so that it can evaporate and keep you cool. You can find this type of apparel (shirts, shorts, warm-ups and socks) at your local running stores.

Running Socks

Choose socks that are designed especially for running. If you are prone to blisters, we recommend that you purchase double layer CoolMax socks. These socks reduce the friction of your foot against the shoe and help prevent blisters.

Skin Protection

BodyGlide is specifically designed for athletes to prevent chafing. Rubbing it on your feet and toes can help to prevent blisters. Use it anywhere that chafing is a problem. Men will want to apply it to their nipples. Sunscreen with at least 18 SPF is also highly recommended.

Running Watch

A watch with a variable interval timer is useful in maintaining your pace during your individual mid-week runs. During your group runs on the week-end, your pace group leader must wear such a watch in order to keep the training pace and run/walk ratio. We recommend the Timex Ironman Sleek 50 or 100 Lap Watch.

Your First Group Run

Marathon Participants:

At your first group run, on Tuesday, October 4, you will be asked to run and walk 2 miles. We will time your run to determine your minute-per-mile pace. This will help us find the pace group that is right for you. However, this run is not a race. So please do these 2 miles at a nice, easy pace. If you run too fast you may find yourself in a pace group that trains at a pace that you unable to maintain throughout the entire training program.

Now that you are “in training,” there are a few things you should do to prepare for reach group run. You will come to appreciate the value of these suggestions as we add miles each weekend.



Wear comfortable attire, and be prepared for either warm or cool weather by layering your clothes.



Carry your house and car keys, and always bring money in case of emergency.



Remember to use the bathroom before you leave home.



Eat – you need to fuel your body for long runs.



Bring a water bottle. This is mandatory! You must stay properly hydrated throughout you run. Be careful to avoid dehydration throughout the week, and especially during the two days leading up to a long run.

All runs including the first day of training start on-time, so please arrive early enough to find parking and meet up with your pace group.

Training Tip: During your four or six months of training, it is likely that rain will fall on at least one of your scheduled runs. While your instinct may be to cancel your training on such days, running in the rain will actually help prepare you for the possibility of a rainy marathon day. Of course, hazardous weather conditions, including lightning, should prohibit all outside activity. On those days when air quality is forecast to be poor due high levels of smog, hear and humidity, we recommend you use your own judgment.

Taking Care of Yourself

You are about to embark on one of the greatest physical challenges of your life. So, be sure to take care of yourself! Most importantly, remember that your health is your responsibility. As with any fitness program, the first step is to have your physician check you out and approve your participation.

During your six months of training, you may experience some aches and pains from time to time. Temporary aches and pains will come and go throughout any fitness program. The most common areas of discomfort caused by running include the knee, the I-T band, the foot, the Achilles tendon and the ankle. When you experience pain that does not go away after a day or so, you should see your physician and may need to take time off for recovery and treatment. Quick attention will reduce the chance that you'll have to miss additional days, weeks, or months of training. However, a common remedy for many ailments is rest; ice compression and elevation which will help reduce swelling and help speed up the healing process. Unless your doctor recommends it, don't sit in a hot bath.

Proper Nutrition

As your training progresses, you'll become convinced of the importance of proper nutrition. Before each run, eat a bagel with fat-free cream cheese and some fruit, a bowl of cereal or oatmeal, or a couple of eggs with toast and juice. You will also need to bring along carbohydrate snacks like energy bars or energy gels to use during your run. After a little experimenting, you'll find out what works for you.

Hydration and Dehydration

When participating in any form of endurance training, drinking adequate amounts of water or sports drink becomes very important. As you exercise, you will lose a great deal of fluid in the form of sweat. On days that are hot or humid, your sweat loss will be even greater. Prolonged dehydration can make you feel dizzy, weak, and nauseated and can lead to serious medical conditions. It is therefore important to replace these fluids throughout your long runs to avoid dehydration. Let thirst be your guide. We require all of our participants to carry a water bottle on each group run. Water stops will be located about every three miles to refill your bottle.

HYPONATREMIA

It is essential that you are hydrating properly before, during, and after your long runs. However, there is such a thing as too much of a good thing. Most runners understand the importance of drinking fluids, but some don't understand that drinking too much can be harmful. Over hydrating can lead to a dangerous condition known as Hyponatremia. Hyponatremia is a life threatening condition that occurs when runners drink an excessive amount of fluids and fail to replace sodium (salt) lost in the form of sweat. Runners out on the course for four hours or longer are particularly at risk. Overzealous

drinkers who drink lots of water in the days before their run, and then continue to drink excessively along the course, also may risk Hyponatremia. Hyponatremia can lead to nausea, fatigue, vomiting, weakness, sleepiness, and in severe cases, seizure, coma and even death.

To avoid Hyponatremia, it is imperative that you follow these easy guidelines:

1. Follow these fluid recommendations:
 - Drink two cups of water 1 to 2 hours before the long run.
 - Check your urine ½ hour before the run. If it's dark and concentrated, drink a little more fluid. If it's clear to yellow, you are well-hydrated.
 - Continue to drink whenever you are thirsty.
 - Try not to drink more than you sweat. One way to check this; is to weigh yourself before and after you run. If you have lost weight, you are probably not drinking enough.
 - If your stomach can tolerate sports drinks during your run, add a powdered sport drink containing some sodium (like Gatorade) to your water bottle during the run.
 - After the run, drink a sports drink that has some sodium in it.
2. Do not over hydrate. Listen to your thirst and replace lost fluids. Fluid requirements are different for each runner and will vary based on factors such as heat and humidity. The International Marathon Medical Directors Association recommends that you **NEVER CONSUME MORE THAN THREE CUPS 800 ml PER HOUR.**
3. Include pretzels or salted bagel in your pre-run meal. Consume pretzels or other salty snacks both during and at the end of the run.
4. In the days before the run, add salt to your foods (provided that you don't have high blood pressure and that your doctor hasn't restricted your salt intake, in which case, consult your physician before training).
5. Carry a small salt packet in your water bottle waist pocket. During the last half of your long run, if you feel that you have been sweating a lot or if it is a warm/hot day, consume that single salt packet. Alternatively, you may wish to consume salty snacks if they are available during the run.
6. Do not use non-steroidal anti-inflammatory (NSAID's) like ibuprofen and naproxen sodium on either the day of, or the day before, your long run. These drugs are thought to increase the risk of Hyponatremia by decreasing blood flow to the kidneys and interfering with body's ability to retain salt. If after having completed the run, you are able to drink without any nausea or vomiting, and your urine is clear or clear-yellow, then an NSAID such as ibuprofen may be of benefit in preventing post-run muscle soreness. However, please consult your physician before using any medication.

If you experience any symptoms of Hyponatremia – nausea, fatigue, vomiting, or dizziness, tell someone right away and get help. Conversely, be on the lookout for signs of

dehydration. These can include infrequent urination, dark colored urine, muscle cramping, dizziness, headache, chills, weakness or nausea. Severe dehydration can lead to heat exhaustion and heat stroke.

Please take good care of yourself and watch out for your fellow Pace Group members as well. That way, we'll all get the start and finish lines in fine shape and feeling good.

Rest and Recovery

Recovering from your long runs is more than just refueling your body to replace the valuable resources your body has depleted. It also means getting enough rest and abstaining from training the day before a long run so that you are prepared to go the distance. Rest isn't merely an option in your training – it's a requirement. Give yourself permission to rest and relax so you can get to marathon day injury free.

Reward Yourself

You are on the path to achieving something you may have never imagined you could, and you're having to use all of your resources to do it. Reward yourself along the way. Take yourself out to dinner, call a friend, brag about what you've done keep a journal that chronicles your progress. In short, celebrate yourself! You are about to become a hero.

Water Volunteers

Over the course of the training program, water volunteers play an important role in improving your overall training experience. Every weekend, the program will need many volunteers to help pour water and cheer on runners at various locations along the route. Invite your friends and family to come out and support you in this endeavor.

Safety Tip: During the group runs, we will be using a variety of bike trails and roadways. When running along bike trails, you'll encounter bicyclists, in-line skater, baby strollers, and other runners and walkers. Remember to stay on the right side of the path, no more than two abreast, and move over to let others pass you by. When running on a road shared with traffic, stay near the side of the road or on the sidewalk, and always run facing oncoming traffic. Be alert to the danger posed by automobiles, fast moving bicycles and others. Remember that you are responsible for your safety at all times.

For reasons of safety, we ask that you do not bring along children, pets or strollers to any of our organized group runs. Friends and family members who are not participants of the program may show their support by helping out at water stops and by cheering you on. However, non-participants will not be permitted to run with us during the weekly group runs.

FUNDRAISING for CATS

Every mile is meaningful!

What happens with the money you raise?

By joining TEAM CATS every step you take and mile you conquer will help victims of sexual abuse receive the critical help needed to begin the recovery process.

The funds you raise will be used to support the following services that CATS provides to our community:

- Conducting medical evidentiary examinations to assist Law Enforcement with Forensic Evidence Collection
- Conducting Forensic Interviews with victims of sexual assault and abuse
- Assisting victims through the process necessary to prosecute perpetrators
- Testifying in court on behalf of the prosecution
- Providing Immediate Counseling and Referrals to victims and their families
- Educating the community about the importance of reporting abuse to the authorities

Please share with everyone that you know how the dollars you are raising are making a difference! When people understand the impact their gift will have on the lives of victims of abuse, they will be more likely to support you!

Thank you for dedicating your race to this powerful program and the vital services it provides to our community!

Meeting Your Fundraising Commitment

Set a Goal

When setting a goal, set your sights high. Think about the people who will benefit from the funds you are raising.

Make a Plan

Your next step is to decide how you are going to reach your goal.

People you know will contribute because they admire your efforts to help victims of sexual assault and abuse, or because they want to support you in completing the marathon. In either case, they will recognize that you are doing something very important, and they'll want you to succeed. Give everyone you know the chance to be a part of your effort and to do something significant in their own right. Tell them your goal and ask them to help.

In addition to a long-range goal, many people find that setting out incremental short-term goals can make the fundraising commitment seem less daunting and more fun. **The only mandatory goal and deadline is to raise \$500 by November 30th. This allows you to remain on the team and to continue the Fleet Feet training for the discounted \$100 rate.**

Raise \$500 by 11/30	Start today talking to immediate family and friends Join www.crowdrise.com to set up your fundraising page See sample elevator speech This amount must be raised by the deadline to stay on the team and participate in the Fleet Feet training at the discounted \$100 rate.
Raise \$750 by 12/31	Mail or email fundraising letters. Conduct fundraisers See sample letters on pages 23-24 Reaching this goal entitles you to be reimbursed for the \$100 Fleet Feet training fee
Raise \$1,250 by 1/13	Reach this goal & we pay your \$145 LA Marathon entry fee

Compete for bi-weekly or monthly fundraising prizes! Watch your emails for more details. This incentive program will start in October and end in January. Prizes include gift certificates to restaurants, spa and beauty packages, exciting adventures and more! Plus a Grand Prize raffle for team members who raise \$1,000 or more.

START EARLY

Participants who start fundraising early have greater success reaching their goals. **STARTING NOW IS THE MOST IMPORTANT BIT OF ADVICE YOU SHOULD TAKE FROM THIS MANUAL.** It will make the biggest difference in meeting your fundraising goal and successful completion of the training program.

- **Educate your Donors** on your cause
- **Stress the Benefits** of contributing
- **Follow Through** by sending emails
- **Send Thank You notes**
- **Ask BIG** before going small
- **Stay Positive** and remember the reason
- **Never Feel Guilty** about asking for donations
- **Ask, Ask, Ask**

Simple things you can do that make a big difference!

Place your fundraising link on your signature line in your e-mail. This way with no extra effort at all, every e-mail you send is another opportunity to fundraise and spread the word about your cause! Post your Fundraising Link on a tear away flyer up in the break room at work with a picture connected to the cause. Your co-workers can tear off your web address and go back to their desks to check out your efforts as well as donate to your cause.

SAMPLE “ASK” SPEECH

“Please join me in supporting Northridge Hospital’s Center for Assault Treatment Services, an amazing forensic program that helps victims of sexual abuse and assault, especially children, break the cycle of violence. It’s the only program of its kind serving the SFV on a 24/7 basis. The CATS team collects evidence, like DNA, to help law enforcement catch the abusers, and provides counseling to help victims begin the recovery process. Since 1997, CATS has treated more than 10,000 sexual assault victim, many of them are children six years old or younger. The community needs our help in breaking this cycle of violence. I will be running the LA Marathon for CATS and all the victims they serve... please join me as a CATS sponsor!

We need your help to save more lives.”

WAYS TO ASK FOR CONTRIBUTIONS:

Crowdrise

Through a new partnership with Crowdrise, an innovative fundraising website launched in 2010, the LA Marathon is making it easier than ever for runners to support CATS!

"Crowdrise is all about giving people the right tools to raise money for their favorite cause in a new, fun and compelling way," said actor and activist Edward Norton, who founded the online platform.

Crowdrise utilizes cutting-edge ideas about crowd sourcing and combines them with the power of social networking to create a fun and captivating environment for fundraising and volunteerism. Any runner, for example, can set up a fundraising page, and reach out to a network of friends, family members and colleagues in a matter of minutes. Even those who are not running can take part – by supporting a friend who is running, or by setting up a fundraising page of their own. The goal is to make it easy for runners, volunteers and other passionate supporters to raise money for their favorite causes.

Through incentive prizes, the website drives participation and creates viral fundraising campaigns, while Crowdrise's signature sense of humor and irreverence keep runners and their social networks coming back to the site regularly.

For more information, please visit www.Crowdrise.com.

Whether you have signed up for the training or not, or are still deciding, you can still start fundraising for CATS now on www.crowdrise.com!

Setting up your Personalized Crowdrise Web Page

Set up your personalized web page on crowdrise.com. This page allows your sponsors to make a donation on your behalf. You can send an email to everyone in your e-mail address book asking for their support and include a direct link to your personalized web page where they can donate online using the crowdrise secured server. Participants can track all donations made on their behalf through the secure administration page accessible only to you.

Here are the steps...

1. Go to www.crowdrise.com/teamcatslamarathon2012, scroll down and click the **JOIN THE TEAM button**. If you're not already signed up on Crowdrise, you'll be prompted to SIGN UP. The entire process will take about a minute and you'll be a part of the team.
2. Help spread the word about your fundraising campaign. You can email your personalized webpage address to everyone you know. Use Email, Texting, Twitter, and Facebook to send your friends the link to your project page and ask them to donate. You might want to donate to your own fundraiser before you ask others to do so.

3. After you ask people to donate a couple times, ask them to fundraise for CATS. This is important...for the first time ever you don't have to be on the official running team to help. We want everyone joining the team and helping us fundraise. If you want to raise \$5k you can go out and raise \$3k but ask your friends and family to join your team online only and raise another \$5k.

Crowdrise will send your donors an email acknowledging receipt of their donation. This email will include the hospital's federal tax identification number for tax purposes. Northridge Hospital Foundation's federal tax id number is 237444901.

Here's a Twitter-friendly link – <http://tinyurl.com/3c8jvzk>

For questions, you can contact Crowdrise at falco@crowdrise.com.

EMAIL IS KEY

Email is the key to a successful online fundraising campaign because dynamic links in your email letter offer donors direct access to your fundraising page. You also catch the donor online and at the computer so they can immediately contribute at the point of interest. Most importantly, email allows you to reach all of your family and friends without the hassle of postage, returned mail, and bounced checks. So make your email campaign count!

Email Tips and Guidelines

Here are some tips and guidelines for writing an effective email:

- **Make it Personal**
- **Use Humor** to gain donor interest
- **Keep It Short**
- **Ask** and make expectations clear
- **Educate Donors** on your cause
- **Provide Suggested Donation Amounts**
- **Set a Deadline** for donations
- **Include the Web Address** for your fundraising page

Try Asking These Contacts

Spouse or Significant Other	Co-workers	Roommate
Mom	Boss	Aunt
Dad	Coach	Uncle
Sister	Teacher	Cousins
Brother	Doctor	Grandma
Best friend	Dentist	Grandpa
Friends	Vendors	Neighbors

Fundraising Letters

This is the easiest and most effective way to reach a large number of people and raise the most money with a minimum amount of time and effort. Make a mailing list of at least 100 friends, family, relatives, co-workers, and anyone else you can think of, and then send them a letter. Tell them you will be logging nearly 500 miles in preparation for the marathon. Be proud of the commitment you are making, and people will want to support you. Please enclose a copy of your donor form and a reply envelope with every letter you send. See sample letters on page 23-24.

Updates

This is a good way to follow up with people on your list and keep them apprised of your training progress. Updates can take the form of a postcard, an email, a phone call, or even your own mini-newsletter. It's a great way to remind people who may have set your fundraising letter aside, but have every intention of making a contribution.

Ideas for Fund-raising Parties and Events at your home

Be creative and host a fund-raising party that is something you and your friends like to do. Charge for Admission or drinks get a raffle prize and sell tickets or do a 50/50 cash raffle.

- Poker Party
- Blackjack Night (Double down and raise funds for CATS)
- Fight Night
- Tapas and Wine Tasting
- Monday Night Football
- Movie Night
- American Idol Night.....You be the Judge
- Bunko Night
- Garage Sale
- Holiday Cookie Exchange
- TV or Movie Award Party
- Pinochle Party

TV Group Fundraising

On-Camera Audiences, Inc. is a full-service television audience company based in Burbank, CA that manages all aspects of studio audiences (procuring, casting and coordinating) for television's hottest shows. Their website provides an opportunity for fans of those shows to obtain tickets and to enhance the studio audience and to raise funds for their organization. Audience participants can receive \$15, \$20 or \$25 per person and a have great time, as well!

For more information about On-Camera Audiences, Inc, please contact Howard at Group Booking at (818) 880-8200.

TV Shows for groups (ages 18 and up): Let's Make A Deal, Lifechangers, Paul Tompkins Comedy Central, The Price Is Right & The Exes., please call for more details [818-880-8200](tel:818-880-8200). Thanks, Howard.

Restaurant fundraisers

Many restaurants encourage fundraising events for worthy causes. You can contact your favorite restaurants to enlist their support of your campaign to raise money for CATS. Restaurants and fast food establishments that welcome fundraisers and have designed programs for this purpose include Baja Fresh, California Pizza Kitchen, Menchie's, Jamba Juice, Jersey Mike's Subs, Rubio's Mex Grill, TGI Friday's to name a few. Please visit their websites.

Corporate Matching Gifts

Corporate matching gifts can dramatically increase your fundraising potential. Many companies will match the charitable contributions of their employees. Be sure to ask each of your sponsors if their company has such a policy. You should note that the expected matching dollar amount cannot be credited to your fundraising account until the funds are received by the Northridge Hospital Foundation office.

CASH CONTRIBUTIONS

Contributions that you receive in cash or by check should be mailed or delivered directly to our office. We will process them, enter the amount on your crowdrise webpage as an "offline" donation, and send the donor a thank you letter acknowledging their gift and for tax purposes. Northridge Hospital Foundation's federal tax identification number is 23-7444901.

1. By mail

Please make checks payable to: Northridge Hospital Foundation/CATS and mail to:
Northridge Hospital Foundation/Team CATS
14529 Gault Street, Van Nuys, CA 91405 Attn: Bonnie Bailer

2. Personal delivery to CATS

14529 Gault Street
Van Nuys, CA 91405
Contact Priscilla (818) 785-3489

SAMPLE FUNDRAISING LETTER #1

October, 2011

Dear _____,

This March, I will be participating in Honda LA Marathon and I would like to ask for your help as I try to cross two finish lines instead of just one.

I'm training and racing as part of Northridge Hospital's Team CATS: Running to Breaking Silence & Stop the Abuse. This means that all of the months, miles and hard work I put into preparing for this race will be for something greater than a personal victory – it will directly help victims of sexual abuse in my community treated at the Center for Assault Treatment Services (CATS). I am dedicating my race to helping save lives and create a world with less abuse.

I'm truly excited to be a part of this team and hope you'll support me if you can so that I can finish the race and achieve my goal of raising \$1,250 for CATS.

I know times are tough for many of us right now, so I appreciate any contribution you can offer. They say that every donation makes a difference and it really is true. Your support helps CATS serve victims of sexual abuse plus helps them begin the recovery process.

To support me in my efforts, please visit my personal Web page at (URL). If you would rather pay by check, please make a check payable to: **Northridge Hospital/CATS** and be sure to include my name in the memo line of the check. Please mail the check to me so that I can enter your gift on my fundraising Web page before I mail it to Northridge Hospital.

Thank you [donor name] for supporting CATS. Not only are you helping me earn a finisher's medal, you are also helping CATS break the cycle of violence for victims of abuse.

Thank you for helping make every mile mean more.

Sincerely,

SAMPLE FUNDRAISING LETTER #2

Dear friend,

On behalf of Northridge Hospital's Center for Assault Treatment Services (CATS) and all victims of abuse, please consider supporting me in the Honda 2012 LA Marathon on March 18, 2012. I will be participating as a member of Team CATS and will be running/walking to **Break the Silence and Stop the Abuse!**

Each year, CATS treats nearly 1,000 victims of sexual abuse and sexual assault; over 60% of the victims are children under the age of 18 and the largest group are the youngest of all....ages 6 years and younger! Children are often threatened to remain silent in fear that their families, friends or pets will be harmed or never seen again.....perpetuating the abuse for long periods of time.

This is my opportunity to help ***Break the Silence and Stop the Abuse***....In other words, to "speak up" up for those who's voices have been silenced. I'm committed to raising awareness and funds to make a difference in the lives of countless victims of sexual abuse and sexual assault. **I have joined Team CATS and I need your help to raise the funds that will allow CATS to continue providing critical services to help victims begin the recovery process.**

Please consider making a donation to me on my Team CATS Fund-raising page!
It's easy to give online[Follow This Link](#) to visit my personal web page and help me in my efforts to support Northridge Hospital's Center for Assault Treatment Services and Team CATS!

Together, we can help **Break the Silence and Stop the Abuse.**

To learn more about CATS:

www.abuse-assaultservices.org

<http://www.abuse-assaultservices.org/marathon.html>

www.crowdrise.com/teamcatslamarathon2012

www.facebook.com/CATS.NorthridgeHospital

<http://www.youtube.com/watch?v=17UnyFbrevs>

<http://www.twitter.com/victory4victims>

Thank you in advance for your generosity and for opening your heart to CATS!

*Some email systems do not support the use of links and therefore this link may not appear to work. If so, copy and paste the following into your browser:



Donation Form

Don't sit on those check and cash donations! Turn in your money early to qualify for our monthly and/or bi-weekly fund-raising prizes!

Please make copies of this form and submit it MONTHLY with all your collected donations you've received OFFLINE. This will allow for a smooth process and ensure that all money you submit will be credited towards your fundraising goal. If you have any questions, please contact Priscilla (818) 785-3489 or Priscilla.Lomeli@CHW.edu.

Your Name: _____

Day Phone: _____ Evening Phone: _____

Email: _____

Please list the donors, check numbers and amounts you are sending. Do not send cash in the mail. Make the donation online or write one check for cash and attach names, addresses and individual amount donated per cash donor if you would like them to be recognized on your team's fundraising website.

Donor Name	Check #	Amount
TOTAL:		

**Please make all checks payable to:
Northridge Hospital Foundation/CATS**

MATCHING GIFTS: Many employers have matching gift programs that will match your gift to Northridge Hospital. Please check with your employer for the options they offer. Contact Priscilla at (818) 785-3489 for additional information.

Team CATS Reimbursement Form

To qualify for reimbursement you must meet the following fundraising requirements:

Reimbursement Amount	Purpose	Fundraising Requirement
\$100	Fleet Feet	\$750
<u>\$145</u>	LA Marathon Registration	\$1,250
Total: \$245	LA Marathon Registration + Training	\$1,250

Amount Raised \$ _____ Date Submitted to Team CATS: _____

Name: _____

Address: _____

Email: _____

Signature: _____

Check Payable To:	Registration/Training	Receipt #	Amount

Please complete and submit this form to priscilla.lomeli@chw.edu or fax to 818.994.2399. Reimbursement will be processed within 30 days of receipt of this form.

For more information go to <http://www.abuse-assaultservices.org>

Office Use Only

Date received by CATS: _____

Fundraising Requirement Verified by CATS Staff: _____

NORTHRIDGE HOSPITAL MEDICAL CENTER CENTER FOR ASSAULT TREATMENT SERVICES OVERVIEW

I. Organizational Overview

Northridge Hospital Foundation

Northridge Hospital Foundation is a private nonprofit organization dedicated to supporting, financially and otherwise, the charitable purposes and activities of Northridge Hospital Medical Center, an organization committed to providing compassionate, quality health care services and programs for the residents of the San Fernando and Santa Clarita Valleys. Established in 1978, the Foundation's core services include major gifts, planned giving, special events, annual giving and grants management.

Northridge Hospital Medical Center (NHMC)

Founded in 1955 with just 49 beds, today NHMC is the largest hospital in the West San Fernando Valley with 411 beds, 2,200 staff members, 750 affiliated physicians representing 59 specialties and more than 435 volunteers. NHMC, a private nonprofit acute care community hospital, is owned and governed by Catholic Healthcare West, and embraces the five core values of dignity, collaboration, justice, stewardship and excellence.

In 1997, NHMC established the Center for Healthier Communities (CHC), which operates several community benefit programs addressing such issues as adolescent pregnancy prevention, childhood obesity and diabetes, child abuse and sexual assault. The Center for Assault Treatment Services is one of the CHC's key programs.

II. Program Description: Center for Assault Treatment Services (CATS)

CATS is the only program in the San Fernando and Santa Clarita Valleys providing medical evidentiary examinations, case management and counseling to victims of sexual abuse and assault on a 24 hour-a-day, seven day-a-week basis. In 2004, CATS was designated by the county as a Los Angeles Sexual Assault Response Team Center. Los Angeles is the first county in the country to develop a certification process for Sexual Assault Response Teams.

The CATS *mission* is to assure and promote dignity and respect for the victim, minimize their trauma, and provide law enforcement with the evidentiary documentation to successfully prosecute perpetrators. The *vision* is of a world in which every child and adult is free of abuse, neglect and exploitation and able to achieve his or her full potential for a healthy, responsible and productive life.

CATS serves victims of sexual abuse and assault of all ages, the majority of whom are children. Most victims reside in the high need communities of North Hills, Pacoima, Panorama City, Sylmar, and Van Nuys and are representative of the ethnic, socio-economic and linguistic diversity of the communities in which they live.

In the last fiscal year ending June 30, 2011, CATS responded to the needs of 946 adult and child victims, the majority of whom were Latino (61% Latino, 25% Caucasian, 7% African American, 3% Asian and 4% other). More than (78%) of the 946 victims are younger than four years of age, and 226 of them were between the ages of 0 – 6 years old. Although victims present with many different types of injuries most receive CATS services for sexual abuse.

CATS program components include:

Clinical Treatment of Victims

The CATS clinical team consists of a Medical Director, Clinical Director, Clinical Supervisor, four nurse practitioners, two registered nurses and a forensic interviewer. All examiners have advanced training as Sexual Assault Examiners and provide victims with comprehensive care including assessment of injuries, laboratory testing, medication for acute assault victims, medical referrals and follow-up examinations as necessary. The majority of patients are brought to CATS by law enforcement or by the Department of Children and Family Services (DCFS), the child protective services agency for LA County. Law enforcement and public child protective services can authorize a CATS forensic interview and forensic physical examination. Examinations are conducted in a supportive, comforting environment, at no cost to the victim.

Evidence Collection

The CATS clinical team is responsible for collecting forensic evidence, using state-of-the-art equipment, for use by law enforcement in criminal prosecution. Forensic interviews are conducted by CATS' forensic interviewer and Sexual Assault Nurse Examiners who have received advanced training in forensic interview techniques. All interviews are recorded which helps reduce the need for repetitive interviews. The CATS Nurse Examiners are experts in their field and are frequently called on by the District Attorney's Office as expert witnesses at trial.

Case Management

CATS contracts with an outside rape crisis agency, The Valley Trauma Center, to provide on-site case management for victims treated by the program. Case management includes crisis intervention, individual and group counseling for victims and their non-offending family members, advocacy support, and referrals to community-based services.

Prevention Education

The CATS outreach team consists of the Center's Director, a forensic nurse who serves as the part-time Outreach Coordinator, a health educator and clerical support. The outreach team is responsible for educating the community about child abuse prevention. The focus is on developing materials and providing training on child abuse reporting to individuals who are mandated by law to report any reasonable suspicion of child abuse. The team reaches more than 1,200 professionals annually with a multi-media presentation. Additionally, CATS developed an on-line computer-based training, which is housed on its own web site at www.abuse-assaultservices.org.

III. The Need

Data shows that more than 825,000 children in the United States are maltreated annually. Los Angeles County leads the state with an average of 160,000 cases of child abuse annually¹. Despite these huge numbers, child abuse remains a seriously underreported crime. Estimates are that only one out of every six cases is reported.

Child sexual abuse is perhaps the sentinel traumatic event in the lives of children. The impact can be life-long and without effective intervention, may carry over from one generation to the next. About 20% of Americans (30-40 million) are thought to be survivors of childhood sexual abuse. The U.S. Advisory Board reports that near fatal abuse and neglect each year leave 18,000 permanently disabled children, tens of thousands of victims overwhelmed by lifelong psychological and trauma, thousands of traumatized siblings and family members, and thousands of near-death survivors who, as adults, continue to bear the physical and psychological scars. The damage to children is so severe and permanent that many turn to crime or domestic violence or become abusers themselves. Most alarming, the National Center on Child Abuse and Neglect reports that more than 2,000 children die each year due to abuse or neglect.

One of the major findings in the ACE (Adverse Childhood Experiences) study conducted by the Centers for Disease Control and Prevention Kaiser Permanente's Health Appraisal Clinic in San Diego, California, was that short and long-term outcomes of childhood exposures include a multitude of health and social problems. Such problems include alcoholism and alcohol abuse, chronic obstructive pulmonary disease (COPD), depression, illicit drug use, and smoking². Additionally, abuse-related anxiety can also be expressed physically. Physical problems that have been associated with child abuse histories include headaches, stomach pain, asthma, bladder infections, and chronic pelvic pain³.

Although poverty does not cause child neglect and abuse, the consequences of poverty such as homelessness, poor living conditions, family breakup, despair, violence, inadequate health care, and substance abuse contribute to child endangerment. Poverty is significantly related to child abuse incidence rates. Compared to children whose families earned \$30,000 or more, children in families with annual incomes below \$15,000 are about three times more likely to experience maltreatment, be neglected, and be seriously injured or die.

Donations to CATS are made payable to Northridge Hospital Foundation. All gifts that are specifically earmarked for CATS are used exclusively for the purpose of operating the CATS program.

¹ Administration for Children and Families, 2006

² Adverse childhood experiences study: major findings. *Centers for Disease Control and Prevention* [CDC], 2005.

³ Briere, J. N. and Elliot, D.M. Immediate and long-term impacts of child sexual abuse. *The Future of children* (1994), 4 (2), 54-69.

CATS Statistics

The Northridge Hospital Medical Center's CATS (Center for Assault Treatment Services) program is the only 24-hour-a-day, seven-day-a-week, multi-disciplinary sexual assault and physical abuse resource available to children and adults and their families in the San Fernando and Santa Clarita Valleys. The CATS Team of medical professionals is trained to meet the unique medical and emotional needs of assault victims in a caring environment. Team members provide victims of physical and sexual abuse with prompt, sensitive, and compassionate emergency medical treatment along with expert forensic investigation. CATS, also provides **prevention education** on child abuse issues to teachers, child care providers, law enforcement agencies, health care practitioners and other professionals who work with children.

Fiscal year 2011 CATS treated 946 victims

0-6 years of age:	226		61 % Latino
7-12 years of age:	138	of those	25 % Caucasian
13-17 years of age:	174		7 % African American
18+ and older	408		3 % Asian
			4 % Other

Each day in the United States more than four children die as a result of child abuse in the home. Of these children, more than 78% are younger than four years of age. (*US Department of Health and Human Services, Administration on Children, Youth, Families and Child Maltreatment 2003*). More than 2.9 million reports of possible maltreatment involving children were made to child protective service agencies in 2003. (*US Department of Health and Human Services 2005*).

- Nine in ten Americans polled regard child abuse as a serious problem yet only one in three reported abuse when confronted with an actual situation (*Child Help 2003*).
- 1 in 5 children are solicited sexually while on the Internet (*Darkness to Light 2007*).
- 93% of juvenile sexual assault victims knew their attacker; 34.2% were family members and 58.7% acquaintances. Only seven percent of the perpetrators were strangers to the victim, according to the 2000 Sexual Assault of Young Children as Reported to Law Enforcement. This study is available at the [Bureau of Justice Statistics website](#).
- An estimated 30% of sexual abuse victims never disclosed their abuse. (*Darkness to Light 2007*).
- **Sexual abuse touches every life when** it leads to losses of trust, decreases in self- esteem, and development of shame, guilt and depression.
- **Sexual abuse touches every life when** it leads to eating disorders, substance abuse, suicide, promiscuity/prostitution, and other psycho behavioral issues.

Contacts & Resources

Bonnie Bailer

Bonnie.bailer@chw.edu

818 785 3143

Gail Hynick

Victory4victims@gmail.com

818 363 5035

Priscilla Lomeli

Priscilla.lomeli@chw.edu

818 785 3489

Coach Trey Barnes

818 986 8686

trey@fleetfeetencino.com

Lisa Richardson

Fundraising Coach

310 488 3541

Websites:

www.abuse-assaultservices.org

<http://www.abuse-assaultservices.org/marathon.html>

www.crowdrise.com/teamcatslamarathon2012

www.facebook.com/CATS.NorthridgeHospital

<http://www.youtube.com/watch?v=17UnyFbrevs>

<http://www.twitter.com/victory4victims>

TIMEX IRONMAN SLEEK 50 or 100 LAP MEMORY WATCH - (new models)

Timer Mode



50 Lap - "Sleek"



100 Lap - "Sleek"

This is the HOW TO guide to setting the Timer mode on the watch.

- 1) Press the Mode button 3 times to get into INT TMR
- 2) Press Set button to get to the screen: INT 1
0
- 3) Press Set/Recall, you will have to wait through 2 screen changes. The 1 will be flashing.
- 4) Press Mode/Next twice so the minutes flash; press Start/Lap/+ to set your minutes for running. (pressing Stop/Reset/- will countdown from 59 while Start/Lap/+ will count up from 1)
- 5) Press Mode/Next twice to get to the REPEAT at end. Do not change anything here.
- 6) Press Mode/Next once to get Int 1 flashing again and then press Start/Lap/+ to change it to a number 2
- 7) Press Mode/Next twice so the minutes flash; press Start/Lap/+ to set your minutes for walking. (pressing Stop/Reset/- will countdown from 59 while Start/Lap/+ will count up from 1)
- 8) Press Set/Recall/Done and the display will show:
INT 1
6:00 (or your run time)
(there is also an hourglass with an arrow indicating
the timer will repeat itself continuously)
- 9) If you want to change the timer to a different repetition you can hold down the top/Reset button, while in the Int. Timer Mode until the display clears and then reset the timer.
- 10) If you want to stop the timer and start over again, press Stop/Reset. The display will read Hold To Reset. --