

## EVENT OVERVIEW

- WHO** You! Your company, school, civic group, family or church team
- WHAT** A One-Mile Fundraising Walk on the Coldest Day of the Year!  
Freezing your tushie *for a great cause!*
- WHERE** Olathe Community Center, Stagecoach Park, 1205 E. Kansas City Rd., Olathe
- WHEN** January 31, 2026, 8 a.m. Check-In, 8:30 a.m. Program, 8:45 a.m. Walk, 9:15 a.m. Breakfast
- WHY** *Because it's fun!* Because it's healthy! Because YOU can make a difference in the lives of our neighbors!

## FREQUENTLY ASKED QUESTIONS

**How do I get involved?** Call 913-433-7592 and ask for Nikki Balden or visit [hpcks.org/snowflake/](https://hpcks.org/snowflake/).

**How big should my team be?** The more, the merrier! We encourage teams to be at least 10 members, and each member to set a \$100 personal fundraising goal. Don't quite have 10 on your team? Small but mighty teams are just as welcome!

**How much does it cost?** There is no cost to join the walk, and all registered walkers attend the after-walk breakfast for free. Walkers who raise at least \$100 will receive a Snowflake Streak tee.

**Are there Prizes and Incentives?** You betcha! See the incentives on the next page.

**What's this about picking a Team Theme?** We encourage wacky themes for all teams, so have fun! Wear costumes and express your team spirit!

**How do I sponsor the event?** Call 913-276-7012 and ask for Hayward Lafferty!

## TEAM CAPTAIN TIMELINE

**September  
October 22**

Sign up to captain a team at work, with your family, friends, civic group or congregation!

**Team Captain Rally!** 4 p.m. at Blue Moose Bar & Grill Lenexa ❄️ Share the excitement...and the appetizers! ❄️ Meet other Team Captains, get registered online, pick-up team materials and have some fun!

**November**

**Recruit your Team!** ❄️ Check out "Ten Steps for Team Captains" ❄️ Help Team Members register online. ❄️ Plan any team activities, challenges and incentives

**December/January**

**Team and Individual Fundraising**

There are lots of tips and ideas online at <https://hpcks.org/snowflake/>

**January 23**

Drop offline donations at Health Partnership Clinic

**January 28-29**

**Incentive Pick-Up Days**

From 3-5 p.m. drop off any remaining offline donations and pick up t-shirts and incentives at Health Partnership Clinic.

**January 30**

From 3:30-6:30 p.m. stop by the Olathe Community Center.

**January 31**

**SNOWFLAKE STREAK!** ❄️

# INCENTIVES & PRIZES

## INDIVIDUALS

Individuals who raise funds will be eligible for the following:

\$100	Limited edition Snowflake Streak short-sleeved t-shirt (adult sizes only)
\$175	T-shirt and Power Ring 15W Wireless Charger with light
\$250	T-shirt and Blanket Shawl
\$500	T-shirt and Fleece Full-Zip Jacket
\$1,000	T-shirt and Garmin Activity Tracker
\$2,500	The Whole Shebang: T-shirt, Wireless Charger, Blanket Shawl, Jacket & Garmin Activity Tracker

**Individual Prizes will be awarded to the best dressed adult and child.**

## TEAM CAPTAINS

Turn in offline donations **Friday, January 23 from 3-5 p.m.**

Pick up walker incentives on **Wednesday & Thursday, January 28 & 29, from 3-5 p.m.**  
at Health Partnership Clinic and on **Friday, January 30, from 3:30-6:30 p.m.**  
at the Olathe Community Center

## TEAMS

- Top Fundraising Team** The team that raises the most money will receive a plaque and may appoint the VIP for the 2027 Snowflake Streak. VIP will serve on the 2027 Snowflake Streak Event Committee. **Funds must be received by 8 a.m. on Saturday, January 31.**
- Most Team Members** The team with the most members will be the proud recipient of the Streak Traveling Trophy for one year and enjoy Crumbl cookies for the team. **Must be registered online by noon on Friday, January 23.**
- Best Dressed Team** The best dressed team will receive an in-office pizza party. A secret panel of expert judges will determine this prize.

***Want your team  
to wear their  
Snowflake Streak  
T-shirt or Fleece  
Jacket on  
Walk Day?***

Collect online and  
offline donations  
from your team  
before Friday,  
January 23.

## Ten Easy Steps to being a GREAT Team Captain!

1. Register as a team captain at <https://hpcks.org/snowflake/>.
2. Set a goal for the number of walkers on your team.
3. Make a donation to your personal fundraising goal.
4. Host a team kick-off meeting or event. *Need help?* Call Nikki Balden at 913-433-7592.
5. Recruit team members and have them register online. If your company team is open to non-employees, invite family and friends to join the team.
6. Ask your company for incentives to motivate team members to meet or exceed their goals.
7. Remind team members to record offline donations on their walker envelopes and send thank you notes.
8. Display event posters in high traffic areas. Put your name, phone number and email address on the posters so people can contact you to get involved. We can also provide you with an electronic version.
9. *Celebrate team successes!* Post a progress chart with your team goals and show your progress weekly! Highlight your top walkers!
10. Turn in offline donations on **Friday, January 23 from 3-5 p.m.** and pick up walker incentives beginning **Wednesday & Thursday, January 28 & 29 from 3-5 p.m.** at Health Partnership Clinic and on **Friday, January 30 from 3:30-6:30 p.m.** at Olathe Community Center.

**Each team member who raises at least \$100 will receive a 2025 Snowflake Streak tee.**

**Your team changes lives in our community.**