



The DMV's Biggest Dog Walk Event!

A Tail Wagging Fun Way to Promote Plastic-Free & Sustainable Living



April 20, 2024
7 AM - 11 AM

Oronoco Bay Park
100 Madison St
Old Town Alexandria, VA
@alxdogwalk
www.alxdogwalk.com



Top Dog Sponsors



Pack Sponsors



Tail Wagger Sponsors



ALXDOG WALK

— ALEXANDRIA —

April 20, 2024

EVENT IMPACT REPORT

- Drew 1,000+ Participants & 700+ Furry Friends!
- Launched our Inaugural Sustainability Festival!
- Piloted the Spring2ACTION Nonprofit Village!
- Raised \$45,000!
- Achieved 1,000,000+ Impressions!

"Impressive event! I love the concept of combining people who love animals with care for the planet and reduction in waste. Truly brilliant!" - 2024 ALX Dog Walk Participant

A Barking Good Time!

Record Crowd! Our third annual dog walk event drew 1,000+ dog enthusiasts and 700+ dogs to the scenic streets and waterfront of Old Town Alexandria's Oronoco Bay Park. The day featured a 2-mile dog walk down Historic Union Street, looping back along the Potomac River for a Sustainability Festival, 65 organizations hosting tables, and other fun activities including a dog obstacle course, dog tattoo artist, a DJ spinning tracks, bubbles floating through the air, kid-friendly fun, a bake sale, free coffee, and much more.

The event also gave back through education, awareness, and support of local nonprofits who hosted plastic-free tables in the ACT for Alexandria Spring2ACTION Nonprofit Village.

Our Way of Giving Back! Every year, we make a special donation to a deserving nonprofit in Alexandria, VA as our thank you to the city that hosts us. This year, we gifted \$5,000 to the Friends of the Mount Vernon Trail. We also make gifts to area nonprofits that help extend our reach and advance education in the field of plastic-free/sustainable living: \$2,000 to the Potomac Conservancy for its plastic/litter pick-up programs and \$1,000 to the Plastic Pollution Coalition for its leadership work in the field.

Supporting Our Military! Every year, we provide 100 complimentary military member registrations through the USO as our way of showing appreciation for their service.

THANK YOU!

HONORED GUESTS

Emcee

Chuck Bell, Meteorologist,
NBC4 Washington Storm Team4

Guest Speaker

Justin Wilson, Mayor, City of Alexandria

TOP DOG SPONSORS

The Zebra Press
NBC4 Washington
WTOP News

PACK SPONSORS

The Dog Store
Morgan Stanley
Posh Pets
Robyn Porter Realtor

TAIL WAGGER SPONSORS

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Dominion Energy
Paradigm Management
U.S. Senate Federal Credit Union
Veterinary Emergency Group

PUPPY PLAYZONE SPONSORS

Elpaw Veterinary Clinic
Monster Organics
Movement Mortgage
Ten Thousand Villages Alexandria
Ting



2024 VOLUNTEER PACK!

AMY ASKEW
GREG CHAPMAN
JULIE CHAPMAN
DIANE DARVEY
MARY DOUGHERTY
JOSEPH H. GARRETT, JR.
MARY ANN GARRETT
CAROL GLENN
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KAREN HANDORF
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MICHELLE O'CONNELL
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SUSAN PIZITZ
MARY BETH POWERS
DEBBIE RYAN
SUSAN SHAFFER
JOYCE TAMI
LIZZY TROCCHI
GIOVANNA WOOD
SANDY WOODS
TESCIA YONKERS



1,000,000+ IMPRESSIONS

Extensive promotional outreach by the 2024 Doggie Outreach Pack, print/broadcast/radio partners, businesses, government, nonprofits, and other community organizations helped us to raise massive awareness to our mission. A special thanks to the following organizations for their incredible support:

Doggie Outreach Pack

Nilla, 2024 Doggie Ambassador

Members: Alfie, Bear, Daisy, Daisy, Digger, Dottie, Ella, Feta, Madeliene, Monty, and Tilli

Print, Broadcast, & Radio

The Zebra Press: Ads, Full-Page Feature Stories, Digital Stories, Social, and More

NBC4 Washington: Week-Long On-Air Promotion by Chuck Bell

WTOP News: Website and Public Service Announcements

Businesses & Government

Event Sponsors (Internal and External Outreach)

50 Local Businesses (Promotional Material Distribution)

The Greenery Coffeehouse (Coffee Donation)

City of Alexandria (Earth Month Calendar Feature and More)

Visit Alexandria (Waterfront Signage and More)

Nonprofits

Animal Welfare League of Alexandria

The Board of Lady Managers of Inova Hospital

Friends of the Mount Vernon Trail

Humane Rescue Alliance (D.C.)

Pawfectly Delicious Dog Treats

Plastic Pollution Coalition

Potomac Conservancy

USO

Sustainability Festival &

ACT for Alexandria Spring2ACTion Nonprofit Village

ACT for Alexandria

Alexandria Beautification
Commission

Alexandria Choral Society

Alexandria City Climate Action

Alexandria Library

Alexandria Singers

Alive, Inc.

All Ages Read Together

American University

Arts on the Horizon

Audobon Society of NOVA

Backyard Bird Feeder

Carpenter's Shelter

Chesapeake and Climate Action
Network

The Child & Family Network

CIS of NOVA

Computer CORE

Cook for Vets

Energy Masters Program

Environmental Policy Commission

Faith Alliance for Climate Solutions

Four Mile Run

Fort Hunt Preschool

Friends of ROAM

Friends of the Mount Vernon Trail

Go Alex

Housing Alexandria

King Street Cats

Liberty's Promise

Mother of Light Center

Mothers Out Front

National Center of Women's Innovations

National Park Service

Neighborhood Health

NOVA New Leaf

Old Presbyterian Meeting House

Pawfectly Delicious Dog Treats

Period 101

River Renew

The Rounds

Studio Holistic Hair

Stop Child Abuse Now

Sustainability Matters

Ten Thousand Villages Alexandria

Treatment and Crime Prevention

Veronica Howard

Washington Metropolitan

Philharmonic Association

Wildlife Rescue League

OUR IMPACT!

The ALX Dog Walk strives to achieve three key goals: 1) Build community within the DMV around plastic-free and sustainable living; 2) Raise awareness/educate through the planning and outreach for the annual ALX Dog Walk event (which begins 6 months prior to Walk Day); and, 3) Raise funds for continuous education and outreach long after the dog walk through workshops, social media, etc. As a voluntary nonprofit, we link and leverage our resources with those of other organizations to extend our reach to the fullest extent possible.

Funds raised from the April 20th, 2024 dog walk event accomplished the following:

- Underwrote the annual dog walk event that drew over 1,000+ people/700+ dogs
- Launched our Sustainability Festival
- Launched the pilot, Spring2ACTion Nonprofit Village
- Gifted \$5,000 to the Friends of the Mount Vernon Trail for Trail improvements
- Gifted \$2,000 to The Potomac Conservancy for its plastic/litter pick-up programs
- Gifted \$1,000 to the Plastic Pollution Coalition for its leadership work in the field
- Funded a city-wide education promotion called “Bark Bingo” set for August 2024
- Provided for Goodie Bags and year-long educational materials and resources
- Funded the translation of our children’s educational kit to Spanish

OUTSTANDING SURVEY RESULTS!

All registered dog walk participants were surveyed, and here’s a brief summary of the results:

- 93% said the quality of the event was “good-excellent” (86% said “very good - excellent”)
- 85% said they were “very motivated to definitely motivated” to participate in 2025
- 84% said that participation in the dog walk event increased awareness to the plastic crisis
- 78% said they were motivated to change plastic usage habits as a result of the Walk event
- 89% said the quality of the Walk’s educational materials were “good to excellent”

FINANCIAL SUMMARY

We are a voluntary non-profit, and 100% net funds support our mission. We’re funded through event registration, individual gifts, and business sponsorships.

Here’s a breakdown of key financial outcomes of the April 20, 2024 event:



*Gifts: \$5k to the Friends of the Mount Vernon Trail; \$2k to the Potomac Conservancy; and, \$1k to the Plastic Pollution Coalition. In addition, we provided 100 complimentary registrations for military through the USO (in-kind value of \$3.5k).

**Funds for 2024 education/outreach, ALX Bark Bingo, and operational expenses.

“Great walk to help raise awareness of plastic pollution, especially along the waterfront where we often see plastic wash ashore!” - 2024 Walk Participant

