

THANK YOU!

Honored Guests

Chuck Bell, NBC4 Washington

Don Beyer, Congressman, VA

Monte Durham, Salon Monte

Justin Wilson, Mayor, City of Alexandria

Founding Sponsors

Julie Chapman, doggoneplastic.com

Ellen Eggerton, City of Alexandria

Donna Weston, NBC4 Washington

Zeev Wexler, Wexler LLC

Pack Sponsors

Merisa DiRocco, NS2

Patrick Gallagher, Carahsoft Corp.

Robyn Porter, Robyn Porter Realtor

Mary Wadland, The Zebra Press

Noel Yameogo, Morgan Stanley

Tail Wagger Sponsors

Annabell Bivens, The Dog Store

Kathleen Wojtowicz, Chippin

Chloe, Haute Dogs & Fries

Anastasia Theoharis, Theoharis Mgmt



2022 EVENT REPORT

Walker Commentary

"Bravo to the ALX Dog Walk team for a great event!"

"Thanks to the organizers and volunteers for a great event. Betsy had a blast! Cheers!"

"Thank you! We had so much fun! Thanks for organizing!"

"The first annual ALX Dog Walk was a barking success!"

"I think the event was an smashing success. My wish is that the ALX Dog Walk becomes an annual event!"



Volunteers!

AMY ASKEW
 JANICE ABRAHAM
 STEVEN CHAPMAN
 JANET CURRY
 JOSEPH H. GARRETT, JR.
 MARY ANN GARRETT
 KAREN HANDORF
 DREW IORIO
 CANDY LURKEN
 AUSTIN MALLOY
 KIM MANTHEI
 BEN NVABI
 KAT NOBLES
 MATT NOBLES
 LISA NOVICK
 MICHELLE O'CONNELL
 ANGELO PALMIERI
 M'LIZ RIECHERS
 DEBBIE RYAN
 SALLY SIMMONS
 ELISE TILELLI
 GIOVANNA WOOD
 TESCIA YONKERS

Donors

ACANA
 ACT FOR ALEXANDRIA
 ADA'S ON THE RIVER
 ALX COMMUNITY
 ATHLETA
 BEE'S WRAP
 BOXEDWATERISBETTER.COM
 BURKE & HERBERT BANK
 THE DAIRY GODMOTHER
 DJ SHO NUFF TUNES
 EARTH BREEZE
 EARTH RATED
 EYA
 FANCY AND FLANNELL
 I FEEL PRETTY DESIGNS/ETSY
 J.H. GARRETT, JR.
 MASON AND GREENS
 MISHA'S COFFEE
 NATURAL FARM
 NATURE'S VARIETY
 WAYNE & TRACY NOBLES
 PRIMAL PET FOODS
 SALLY SIMMONS
 THREE BLUEBIRDS
 USO METRO

Walk Day Handout

WELCOME TO THE ALX Dog Walk
 Saturday, April 2, 2022

YOUR SUPPORT:
 • Promotes Cleanliness, Sustainability and Plastic-Free Living
 • Helps Reduce the Dog Street Trash Problem
 • Shows All Dogs, Getting a City Not Spent
 • Establishes the Cleanest Environment
 • Clean Up

WALK DAY AGENDA
 7:00 AM - 8:00 AM: Registration
 8:00 AM - 10:00 AM: Walk
 10:00 AM - 11:00 AM: Post-Walk Activities

FOUNDER SPONSORS:
 doggone, Zebra, NBC4, NS2, Morgan Stanley, Rabynix/Porter, CHIPPIN

HONORED GUESTS:
 Honorary Emcee: Chuck Bell, Storm Team 4, NBC Washington
 Special Guest: Congressman Don Rayless, VA
 Honorary Co-Chair: Mayor Justin Wilson, City of Alexandria
 Honorary Co-Chair: Monte Durham, Sellen Kestler

SPECIAL THANKS:
 Alex Dog Walk is proud to have the following individuals help make this event possible. Thank you to all who have supported this event in the past and to all who will support it in the future.

PROMOTIONAL MATERIALS

ALXDOG WALK
 — ALEXANDRIA —
WE'RE LETTING THE DOGS OUT!
 BEAUTIFYING THE CITY OF ALEXANDRIA, PROTECTING ITS ENVIRONMENT, EDUCATING CITIZENS

FOR THE ALX DOG WALK!
April 2, 2022,
8:00 am, Rain or Shine!

FOUNDER SPONSORS:
 doggone, Zebra, NBC4, NS2, Morgan Stanley, Rabynix/Porter, CHIPPIN

PACK SPONSORS:
 NS2, Zebra, Morgan Stanley, Rabynix/Porter

TAIL WAGGER SPONSORS:
 THEOHARIS, CHIPPIN

SCAN & REGISTER!
 ALXDOG WALK.COM @ALXDOG WALK



ALXDOG WALK
 — ALEXANDRIA —
April 2, 2022
 EST. 2022

FOUNDER SPONSORS:
 doggone, Zebra, NBC4, NS2, Morgan Stanley, Rabynix/Porter, carahsoft

PACK SPONSORS:
 NS2, Zebra, Morgan Stanley, Rabynix/Porter, carahsoft



Walk Route Sign Ex

#TrashSmallPlastic
 anything smaller than a credit card!

EXTENSIVE OUTREACH



MEDIA, SOCIAL MEDIA, AND PROMOTIONAL ACTIVITY

- Alexandria Times Article
- ALX Community Weekly Email of Promotional Flyer for 4 Weeks
- Alexandria Patch Website, Calendar Posting
- 50+ Apartment/Condo Buildings and Restaurants Displayed All Promo Materials
- Chippin/Wexler Facebook Marketing Campaign
- City of Alexandria Social Media Outreach
- DASH Bus, "DASH Doggie Shuttle" Email and Social Media Outreach
- The Gazette Article
- George Washington Memorial Parade (with Zebra Press)
- Haute Dogs & Fries "Good Dog" Cause Marketing Campaign
- Daily NBC Morning Promotion by Chuck Bell for 4 Weeks & "News 4 Your Sunday" Interview
- Northern Virginia Magazine Article
- Numerous Sponsor Social Media Posts
- Visit Alexandria (website exposure and a large billboard on Alexandria Pier during April)
- VIP Magazine Alexandria (full page feature in May)
- The Washington Post Magazine
- Washingtonian Magazine
- Weekly Zebra Press Emails from the "Editors Desk" and Countless Offline/Online Articles



THE RESULTS!

The ALX Dog Walk's inaugural 2022 event exceeded all expectations! We:

- 1) Created an organizational framework for the ALX Dog Walk - 501(c)(3)
- 2) Established a grants program to support key environmental initiatives
- 3) Established a compelling brand identity, and created a promotional platform
- 4) Raised significant funds through corporate and private donations
- 5) Registered over 500 dogs/participants, drawing 700-800 attendees, and gifted 28 complimentary registrations to members of the military
- 6) Partnered with numerous public, private, nonprofit organizations
- 7) Educated hundreds of thousands of people about sustainability/plastic-free living
- 8) Delivered hundreds of thousands of gross impressions for sponsors
- 9) Brought together dog lovers from **all over** the District/Maryland/Virginia
- 10) Received a City proclamation that April is officially "ALX Dog Walk Month"

GRANT SUMMARY

The ALX Dog Walk will distribute funds raised for tree plantings to cool a hot spot at Edsall Rd and Reynolds St, and also for the refurbishment of the King Street Gardens Park. Additional funds raised will go toward "Operation Waterfront Clean-Up Fund" as well as planning for Walk 2023. The ALX Dog Walk commits to keeping the community informed of the impact of every dollar raised, and this report will be posted online and updated at year-end. Follow us on FB, IG & Twitter @alxdogwalk.

EVENT FINANCIAL SUMMARY

The graphic below shows the breakdown of the following: 1) gross funds raised from Walk 2022; 2) the non-profit's start-up expenses; 3) the Walk event expenses; and, 4) funds donated for 2022 grant projects. We are a volunteer operated non-profit.



"Fun, Joyful, Happy... a Barking Success!"

