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

Walk Day Handout

USO METRO





PROMOTIONAL MATERIALS





















EXTENSIVE OUTREACH



NBC4



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:

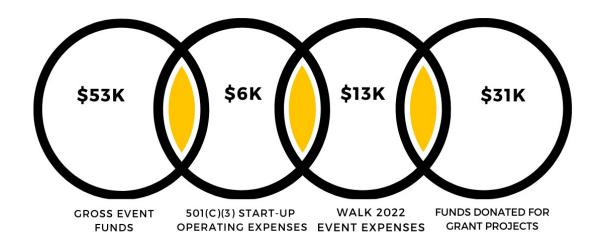
- 1) Created an organizational framework for the ALX Dog Walk 501(c)(3)
- 2) Established a grants program to support key environmental initiatives
- 3) Established a compelling brand identity, and created a promotional platform
- 4) Raised significant funds through corporate and private donations
- 5) 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!"

