



EVENT IMPACT REPORT

THANK YOU!

HONORED GUESTS

Emcee

Chuck Bell, Meteorologist,
NBC4 Washington Storm Team4

Guest Speaker

Alyia Gaskins, Mayor, City of
Alexandria

TOP DOG SPONSORS

The Zebra Press
NBC4 Washington
WTOP News
Noel Yameogo with Morgan
Stanley

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Dominion Energy
Ten Thousand Villages Alexandria
Veterinary Emergency Group

PLAYZONE SPONSORS

Elpaw Veterinary Clinic
Monster Organics
EarthingWell
ToteBagFactory
Founding Farmers Alexandria

Giving Back & Making Change Together!

As a voluntary nonprofit, 100% of funds raised go directly to organizing our event and year-round educational initiatives. Our fourth annual dog walk event drew nearly \$50,000 of support, and here's how we put the funds to work:

- Hosted our annual educational dog walk event with nearly 2,000 people & pups
- Sponsored \$6,500 in community programs including:
 - Educational outreach of the Plastic Pollution Coalition
 - Educational outreach of Sustainability Matters
 - Alexandria City Public Schools inaugural beautification program called, "Native Roots Landscaping Initiative"
- Launched the Plastic-Art Show Competition with cash awards of: \$1,750
- Launched the youth t-shirt design competition with cash awards: \$1,000
- Conducted \$2,000 Facebook educational outreach, increasing presence from 300 followers to 8,000
- Featured 26 organizations in the Sustainability Festival
- Hosted 36 local nonprofits in the Spring2ACTION Nonprofit Village
- Launched the Plastic-Free Product Educational Exhibit
- Sponsored 155 military and their families with complimentary tickets (\$35 each)
- Hosted the Girl Scout community (who created a special 'ALX Dog Walk' badge!)

2025 VOLUNTEER PACK!

ALISHA ALSOPART
 AMY ASKEW
 ANDI CALE
 GREG CHAPMAN
 JULIE CHAPMAN
 DIANE DARVEY
 JOSEPH H. GARRETT, JR.
 MARY ANN GARRETT
 CAROL GLENN
 JESS GOMEZ
 MARTYN GRIFFEN
 KAREN HANDORF
 DREW IORIO
 MARK ISRAEL
 SUSAN ISRAEL
 VIOLA JEWELL
 DANA KIMBERLY
 DAVE KIMBERLY
 CECIL KOHN
 SARA KOHN
 YESICA KUETTLE
 AUSTIN MALLOY
 FRED MALLOY
 MAC MALLOY
 MARY KAY MANTHO
 RACHEL MACGREGOR
 KRISTEN MOORE
 GENTRY ROPER
 LISA MORTON
 JANICE NICHOLS
 KAT NOBLES
 LISA NOVICK
 MICHELLE O'CONNELL
 ANGELO PALMIERI
 SUSAN PIZITZ
 PATRICIA PLANT
 MARY BETH POWERS
 MARJANI REID
 ANA RHEA
 DAVID VAN ROEKEL
 DEBBIE RYAN
 SUSAN SHAFFER
 ELEANOR TRICE
 LIZZY TROCCHI
 ANDY WOOD
 GIOVANNA WOOD
 SANDY WOODS
 TESCIA YONKERS

COMMUNITY BUILDING

Our goal with the ALX Dog Walk is to leverage every aspect of the event to raise awareness and educate people throughout the District/Maryland/Virginia region about living plastic-free and sustainably. With the community coming together to expand our reach, we were able to reach hundreds of thousands of people with our messages. A special thanks to the following organizations who helped us to achieve our mission:

Doggie Outreach Pack

Tillie, 2025 Doggie Ambassador

Members: Ella, Franklin, Jolene, Mabel, Madeliene, Monty, Peanut, Thea, Winnie

Print, Broadcast, & Radio

The Zebra Press: Full-Page Feature, Digital Stories, Social, and More
 NBC4 Washington: On-air Promotion, Emcee Support by Meteorologist Chuck Bell
 WTOP News: Website and Public Service Announcements

Businesses & Government

Event Sponsors, Internal and External Outreach
 Hypergoat Coffee Roasters, Coffee Donation and Outreach
 City of Alexandria, Earth Month Calendar and Outreach
 Visit Alexandria, Waterfront Signage and More

Honorary Nonprofits

Pawfectly Delicious Dog Treats
 Plastic Pollution Coalition
 Sustainability Matters

Participants in the 2025 Sustainability Festival & the ACT for Alexandria Spring2ACTION Nonprofit Village

Sustainability Festival

Alexandria Beautification Commission
 American University/Kogod School of Business
 The Backyard Bird Feeder
 The Buddie Ford Nature Center
 Chippin
 Eco-City Alexandria
 Eco-Action Arlington
 Energy Masters
 Faith Alliance for Climate Solutions
 Four Mile Run Conservatory Foundation
 Goodwill of Greater Washington
 Greenstreet Gardens
 Humane Rescue Alliance
 Monster Organics
 Passanante's Home Food Service

Patagonia
 Plastic Pollution Coalition
 Renewal by Andersen
 Studio Holistic Hair
 Sustainability Matters
 Ten Thousand Villages Alexandria
 The Rounds Co.
 SPCA
 UpcycleRC
 Virginia Department of Healthation
 Youth Action Institute
 Spring2ACTION Village
 ACT for Alexandria
 ACT Alexandria Youth Council
 Adulding 2 Greatness
 Alexandria Celebrates Women
 Alexandria Police Foundation

Alexandria Seaport Foundation
 Alexandria Singers
 Alexandria Symphony Orchestra
 Alice's Kids
 ALIVE, Inc.
 All Ages Read Together
 Animal Welfare League of Alexandria
 At Home in Alexandria
 Computer Core
 Community Lodgings
 Cook for Vets
 Cornerstone Craftsman
 Edu-Futuro
 Friends of the Alexandria
 Mental Health Center
 Friends of Guest House
 Friends of the Mount Vernon Trail
 Housing Alexandria

InspireLit
 King Street Cats
 Local Motion Project
 LOVE PAWS
 Lutheran Social Services
 Neighborhood Health
 Pawfectly Delicious Dog Treats
 Period 101
 St. John's Community Services
 Together We Bake
 Washington Metropolitan
 Philharmonic Association
 Youth Action Institute

OUR IMPACT!

We're committed to making every detail of the dog walk event count toward promoting our mission! While we recognize it's challenging to host a plastic-free and sustainable event, however, we believe in progress, not perfection! Here's what we accomplished:

- Composted the event/managed trash removal (thanks to Monster Organics!)
- Reused our street closure signs from 2024
- Repurposed (again!) vinyl election signs from 2022
- Used banners made of 100% canvas
- Used PVC-free community and event signs made of 100% tree fiber
- Used only metal or wood sign frames
- Refused providing or selling single use plastic bottles
- Asked Walkers to bring a cup for the free ethically sourced coffee
- Sustainably sourced our plastic-free t-shirt and doggie bandana
- Provided a 100% cotton goodie bag with zero plastic items
- Used plastic-free/recycled/reused supplies at all of our event stations
- Provided ethically sourced coffee from Hypergoat Coffee Roasters
- Educated organizations about how to host plastic-free event tables

OUTSTANDING SURVEY RESULTS!

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

- 94% said they were "very motivated to definitely motivated" to participate in 2026
- 90% said the quality of the Walk's activities were "good to excellent"
- 90% said the quality of the event was "good-excellent" (81% said "very good - excellent")
- 84% said that participation in the dog walk event increased awareness to the plastic crisis
- 85% said they were motivated to make changes plastic usage habits as a result of the Walk event, with 54% "very motivated to extremely motivated"

FINANCIAL SUMMARY

As a voluntary non-profit, 100% funds raised support our mission. We're funded through event registration, individual gifts, and company sponsorships.

Here's a breakdown of key financial outcomes of the April 5, 2025 event:

\$49,922k

GROSS FUNDS
RAISED

\$22,377k

EDUCATIONAL
EVENT EXPENSE

\$14,731k

EDUCATIONAL
ACTIVITIES
EXPENSE

\$9,922k

DISCOUNTED
TICKETS; COST
OF GOOD SOLD

\$2,892k

OPERATIONAL
EXPENSE

PHOTO GALLERY!

