



WAKE FOREST
UNIVERSITY

INNOVATION FUND APPLICATION

WAKE FOREST CLUB NAME

WASHINGTON DC

Names

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Program Title

Hit the Bricks - DC

Program Abstract (limited to 50 words)

Hit the Bricks – DC has two goals: to raise money for the Brian Piccolo Cancer Research Fund and to reconnect DC alumni with the philanthropic culture we enjoyed at Wake Forest.

Hit the Bricks has been a staple of campus life for the past decade. By bringing this event to DC, we will reengage local alumni in the Pro Humanitate spirit and help them connect with fellow Deacs.

Mirroring the on-campus edition, teams will run laps around a section of the National Mall raising donations based off the number of laps they complete. We will convene on the Mall after event and have a brief presentation about the Brian Piccolo Cancer Research Fund.

Goals and anticipated outcomes (limited to 50 words)

We anticipate over 100 attendees and our fundraising goal is \$5,000.

The \$1,500 in funding would secure the permit for access to the Mall, pay for water and subsidize t-shirts for the event.

Additionally, we will have a get together after the event, which we hope to have Lori Piccolo, Brian's eldest daughter, co-host. It will be a great opportunity to share more about the work the Brian Piccolo Cancer Research Fund is currently doing.

Funding Amount Requested: \$1,500

