

Walk for Warmth Sponsor Information Sheet

Each year, Community Action sponsors the Walk for Warmth, which raises funds to help low-income, elderly, and disabled residents who have fallen on hard times to stay warm in their homes. Last year, Community Action helped hundreds of individuals and families throughout Barry, Branch, Calhoun, and St. Joseph counties keep their heat on by asking community members to collect pledges for a walk through their county.

Benefits of Sponsoring Walk for Warmth

- Opportunity to reach approximately 450 community members, including parents, college students, state representatives, elected officials, volunteers, and other local business owners.
- Ability to promote your business using coupons, prizes, flyers, business cards, and more in four counties – Barry, Branch, Calhoun and St. Joseph.
- Recognition in press releases sent to over 20 area newspapers, radio stations, and television stations.

How to Sponsor Walk for Warmth

- **DONATE** – Make checks payable to “Community Action Walk for Warmth” and designate the community to which you would like your donation credited. Mail your contribution check straight to the Community Action office (175 Main Street, Battle Creek, MI 49014), or use it to sponsor a participant.
- **\$1 HOUSE SALES**- Leverage your customer base to help support the community by selling small houses (photo attached) at your place of business when the customer is completing the checkout process. Community Action will provide the houses, which can be displayed to show support of the Walk!
- **PRIZE DONATIONS** – Community Action creates gift baskets that are raffled off during the Walk. Items include blankets, coffee mugs, t-shirts, gift cards, and other donated prizes. **Items can include your logo.**
- **FOOD/BEVERAGE DONATIONS** – Community Action offers food and beverages to Walk participants. Past donations have included bagels, fresh fruit, coffee, hot chocolate and more.

Community Action will provide bags for all Walk participants. **All sponsors have the opportunity** to provide coupons, business cards, flyers and information about your business or organization that Community Action will distribute in the bags provided to the walkers.

Community Action is a registered 501(c)3 non-profit organization. As such, all donations are tax-deductible.

For more information, please contact Community Action Marketing Communications Specialist, Mackenzie Scholte, at (269) 441-1399 or via email at mackenzies@caascm.org. Also, visit us at www.caascm.org or Like us on Facebook at Facebook.com/CommunityActionSCM.