

# Reasons Why To Walk!



1. Raise funds to benefit 100+ homeless West County Families.
2. Enjoy a day of fun and community-building for you and your team members.
3. Carry out your congregation, organization or businesses mission.
4. Get some great exercise.
5. Promote a healthy Richmond and West County Community.
6. Win great prizes
7. The Harmony Walk Community Fair & Festival is a hoot!
8. To meet wonderful people of all walks of life ages and abilities walking for common good.
9. Meet local public officials.
10. A free pancake breakfast....need we say more?



**The 27<sup>th</sup> Annual GRIP Harmony Walk & 5k Run to End Hunger  
Presented by Chevron**





## Fundraising Ideas for Walk Teams

1. **House Party**- A sure-fire way to raise support – money, in-kind donations, volunteer help, etc. The Harmony Walk Staff will be happy to give you some tidbits for the party.
2. **Corporate matching Gift**- Ask your company to match the amount of pledges you receive from your fellow co-workers.
3. **Your own Personal Friend Matching Gift**- Ask a friend if they can investigate getting their company to match your pledges.
4. **Corporate Sponsorship**- Identify one or several large companies and contact them directly. They may be willing to sponsor you completely.
5. **Garage Sale**- Know all that stuff that's been hanging out in your garage...in your attic...in your basement? Gather it up and ask your friends to do the same. Put it in your front yard and sell, sell, sell! Put all the money raised toward your minimum pledge.
6. **Bake Sale**- Become Julia Child (and ask your friends to do the same) and host a bake sale. You can even have it in conjunction with your garage sale. It's a fact that people will buy more stuff on an empty stomach.
7. **Extra Change in my Pocket Box**- Create these little boxes for your friends and family and have them place it on their dressers at the end of the day, they can drop spare change in the box.
8. **Start your own Extra Change Box**- Keep a jar near your door and put all your extra change in it everyday. It adds up. Or put it on your desk at work—others will join in.



### Did you know?

All proceeds from the GRIP The Harmony Walk benefit the Souper Center, which serves 90,000 hot meals annually to the homeless and the Family Housing Program, which houses more than 100 homeless families annually?



2011 Harmony Walkers

9. **Office Fundraising Challenge-** Speak with everyone in your office and get them to challenge each other to raise the highest amount. Give the “winner” a prize. Maybe some movie passes? Gift certificate to dinner?
10. **Answering Machine Message-** This will alert everyone who calls you at home that you're up to something special! Let them know you need their support.
11. **Return Address Labels-** Print return address labels for your outgoing mail. Print something like, “I'm walking 3 miles in 1 day—will you sponsor me?” You may want to include a pledge form and a self-addressed envelope to make it really easy for them.
12. **Internet Chat Rooms-** Post a message on an Internet chat room. You'd be amazed at how many people you don't even know who will be willing to help you.
13. **Web Site Creation-** Create your own website about your journey. Send an email to everyone on your contact list and invite them to visit the website.
14. **Ask your local bartender to donate a portion of one day's tips-** Same as the waiters and waitresses. Ask them to donate tips from one night. You can create a sign for the bartender to place on the bar stating that “All tips collected tonight will go directly to “Judy Walker” who's walking to raise money to help hungry and homeless families.” If the patrons see the sign they may be willing to dip a little deeper in their pockets.
15. **Carry copies of fundraising letter-** Have one with you at all times and pass them along to people you meet. For example, if flying, pass the letter out to the flight crew. People really do want to support you!
16. **Ask local restaurants to place a money jar at the front of the restaurant-** Check with the restaurant manager. They may be willing to place the jar in a high traffic area so lots of patrons see it.



### **Did you know?**

Harmony Walkers raise an average of more than \$35,000 each year?



Harmony Walk Community Fair & Festival

17. **Fundraising dinner at your favorite restaurant-** Ask your favorite restaurant to host a fundraising dinner for you. They supply the food and you supply the pledge forms.
18. **Happy hour party-** Invite all your friends (and their friends) and get them to sign your homemade Walker T-shirt. Charge \$10 per signature.
19. **Theme Party/ Dinner-** Hold a theme party for 10 (or more) of your friends. Donation: \$50 per person. Spend no more than \$20 per person on the food and you'll have \$300 (or more) in pledges by the end of the night.
20. **Movie ticket donation-** Ask your local movie house to donate several movie tickets. Sell them and put the money towards your pledges.
21. **Host a movie party at your house-** Pick up a new flick at your local movie store, make some popcorn, pick up some soda and invite your friends and family over for movie night. Of course have your pledge forms ready to go!
22. **Local theater to donate tickets to a performance-** Ask a local theater to donate a couple of tickets to one of their plays or musicals and auction them off.
23. **Birthday gift pledge-** This is a very simple way to raise money and it will be a lot easier for your friends and family to write you a check instead of spending hours trying to shop for you.
24. **Delegate-** Give 10 of your friends 10 pledge forms each and ask them to help raise money for you.
25. **Creative friends-** Find a local artist or ask a creative friend if he/she would donate a piece of art or some jewelry that you can auction off.
26. **pledge instead of purchasing a gift for your new place.**



**Did you know?** The Harmony Walk Community Fair/Festival unites community members, nonprofits, children and youth. Last year more than 500 people participated in the Harmony Walk Community Fair & Festival.



27. **Color pledge forms**- These can be very eye catching. Send them in colored envelopes, too. These will stand out among friends' bills and stuff.
28. **Signing your correspondence**- Get in the habit of signing your emails by attaching a link to our web site [www.gripcommunity.org](http://www.gripcommunity.org) You'll be surprised how many people will ask you about us and about how they can help.
29. **Business cards**- Print up some inexpensive business cards (you can even do it on your own computer). Have all the pertinent information on the card including your name, name of the event and your address. Hand these out to everyone you meet.
30. **Travel Agency**- Do you always make your travel plans through the same agency? Ask them to donate a travel voucher. You can auction it off at your parties.
31. **Doctor/ Therapist/Veterinarian/Insurance Agent**- Ask him/her to make a check out for you instead of the other way around.
32. **Dentist**- Hopefully you won't have to pull teeth to get him/her to help you out a little.
33. **Chiropractor**- They've cracked your back. Now ask them to crack open their checkbook and make a pledge.
34. **Yoga Instructor**- You've bent over backwards for them...now it's their turn to do the same for you!
35. **Radio Station**- Call your favorite station and ask them to make an announcement on the air. They might even interview you. Pledges can be sent directly to GRIP.
36. **Gym**- Ask your gym to place a Pledge Jar at the front desk! Leave a stack of pledge forms at the counter, too!
37. **Spinning/ Aerobics Class**- Have a stack of pledge forms with you and ask your spinning instructor to make an announcement in class.
38. **Do you have a favorite magazine?** - Call the editor and ask them to sponsor you on the Walk. If you've subscribed to a particular magazine for a long time they may be willing to give you something back.



### PLAYWORKS VOLUNTEERS

39. **Fraternities and Sororities-** Contact the National Chapter of your college Fraternity or Sororities and ask them to make a donation.
40. **Alumni Organization-** Call your own college or university and ask them to place an ad in the alumni newsletter asking for donations.
41. **Ask for the right amount-** Take a good look at whom you're asking for donations and make sure you ask for the right amount. Don't ask for \$100 if you know they can pledge \$1,000.
42. **Beneficiaries-** Get to know them well. You'll be asked where the money is going and it will be very impressive to a potential donor if you're speaking eloquently about it.
43. **Make your own contribution-** Lead the way by making your pledge first.
44. **Pizza Party-** Check out your local pizzeria. Most of them have great ways to help you fundraise.
45. **Clubs & Organizations-** Send a solicitation letter to your local Lions Club, Rotary Club, Kiwanis Club, etc. They are known for supporting individuals and services in their community.
46. **Raffle-** Everyone that contributes is entered into a raffle to win a special item such as a homemade quilt or Cardinal tickets.
47. **Contact your local paper and get an article-** Make sure that you put information about how people can contribute. And have a photo ready to go.



**Did you know?** People of all ages, sizes, capabilities, beliefs and faith traditions walk with a common goal of raising funds to support the GRIP Souper Center and Family Housing Programs.



CHEVRON RICHMOND REFINERY TEAM

48. **Ask someone you don't know for money.**
49. **Send updates on your fundraising and a reminder on how to support your efforts.**
50. **Send a letter or email asking for a donation from EVERYONE you know.**
51. **Don't get discouraged.**
52. **In Honor Of Party-** Throw a party (engagement, baby shower, birthday, anniversary, graduation) and ask your guests to make a donation to GRIP in honor of you and in lieu of gifts.
53. **Auction a vehicle that you do not want anymore-** Instead of donating your vehicle, auction it off online and donate the proceeds to GRIP.
54. **ASK! ASK! ASK! ASK! ASK! ASK!** - And ASK again.
55. **Hair Salon-** Ask your barber or hairdresser to donate \$2 from every haircut they complete over one weekend.
56. **Picnics-** National Holiday Picnics are great place to raise some pledges.
57. **Host a poker night-** Call your serious (or not so serious) card-playin' friends and invite them over for a poker night.
58. **Bowling nights-** Plan a fun night of bowling at your local lanes. Ask the owner to donate the cost of bowling to your minimum pledge.

59. **Used book sale-** Everyone has books that have been sitting on shelves or in the attic in boxes or in the basement collecting dust. Ask your friends, family and neighbors to donate whatever they've got and set up a weekend book sale in your front yard. Put up some signs so people will give you more money. In the words of Martha Stewart, "It's a good thing!"
60. **Local stores-** Ask a local store manager what the hot selling item is these days and THEN ask them if they'd be willing to donate a % of the sales from that particular item to you.
61. **Curse jar-** C'mon, everyone does it. Now they have to pay for it. Place a Curse Jar in your office, whenever someone says a bad word they have to open up their wallet, grab a dollar and put it in the jar.
62. **Dress down day-** Ask your company to allow an official GRIP Harmony Walk Dress Down Day. For the privilege of dressing down, employees pledge \$10 toward the Harmony Walk.
63. **Company Grants-** Find out if your company offers grants to employees who volunteer their time for charitable causes. If so, you can volunteer your time at the GRIP office and get paid grant money (pledges!) You may need a letter from us stating that you'll be volunteering in the office and we'd be happy to make that happen.
64. **Church Bulletin-** Place an advertisement in your Church bulletin letting the congregation know what you're up to.
65. **Is there a teacher in the house? -** Get your students to help you fundraise. Kids are incredibly creative and cute, too!
66. **Other parents-** If your kids play in soccer leagues or any sports teams distribute your pledge forms to the other parents at the games.
67. **Walk Along-** Ask a potential donor to walk along with you at the Harmony Walk. They may be more willing to donate once they fully understand what you've committed to do.
68. **Remind them-** In case you didn't receive an answer the first time you asked...ask again. Your potential donor may need a little coaxing.
69. **Inspirational Book Marks-** Create them and sell to friends and family.
70. **Universities and Colleges-** Contact your local schools and ask if you can put an advertisement in their school paper. Some of the organizations may even invite you to make a short presentation.



**Did you know?** More than 100 students, community members, local congregants, and public officials volunteer for the Annual Harmony Walk to End Hunger. If you would like to volunteer, please call the GRIP Program office at 510-233-2141 ext. 304.



71. **Running stores-** Contact a couple of big sporting goods stores. Tell them what you're doing and ask them if they would like to sponsor you. You may even get some cool walking gear, too. Ask big and ye shall receive.
72. **Compute Screen Savers-** Create a Harmony Walk Screen Saver and send it to everyone in your company. A gentle reminder is a good reminder!
73. **Mechanic-** You've given 'em lots of money to work on your car. Now it's time for them to give a little back to you.
74. **Share the Walk-** Tell your story. The more you talk about your upcoming adventure, the more people will want to share in that excitement with you (and pledge more).
75. **Children's Party-** Throw on a Barney outfit and get out there! The kids will be having fun as their parents are writing pledge checks to you.
76. **Wine and Cheese Party-** Host a party at a local restaurant and ask the owner to donate the wine and cheese.
77. **Temporary Tattoos-** Swap a temporary tattoo for a pledge.
78. **Do you have a favorite magazine?** - Call the editor and ask them to sponsor you on the Walk. If you've subscribed to a particular magazine for a long time they may be willing to give you something back.
79. **Fraternalities and Sororities-** Contact the National Chapter of your college Fraternity or Sororities and ask them to make a donation.
80. **Alumni Organization-** Call your own college or university and ask them to place an ad in the alumni newsletter asking for donations.
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87. **Contact your local paper and get an article**- Make sure that you put information about how people can contribute. And have a photo ready to go.
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91. **Don't get discouraged.**
92. **In Honor Of Party**- Throw a party (engagement, baby shower, birthday, anniversary, graduation) and ask your guests to make a donation to GRIP in honor of you and in lieu of gifts.
93. **Auction a vehicle that you do not want anymore**- Instead of donating your vehicle, auction it off online and donate the proceeds to GRIP.
94. **ASK! ASK! ASK! ASK! ASK! ASK!** - And ASK again.



## **27th Annual GRIP Harmony Walk & 5K Run to End Hunger Presented by Chevron**

### **Guidelines for Walk Team Leads**

As a walk team lead, you driver of a fundraising vehicle destined to raise funds in support of GRIP! It's a big job, but someone's gotta do it.

#### **Your duties include:**

- ⇒ Informing members of your circle about the GRIP Harmony Walk.
- 
- ⇒ To secure commitment from members of your circle to participate in the Harmony Walk as sponsors, walkers or donors.
- 
- ⇒ Being the liaison between your company/organization and GRIP for matters related to the Harmony Walk (e.g. ordering shirts, collecting their pledges and donations etc).
- 
- ⇒ To send out at least 15 letters soliciting financial support for the Harmony Walk. The GRIP staff can prepare letters at your request.
- 
- ⇒ To collect and return all funds raised by your team to GRIP on or before the Harmony Walk. **Remind your donors to name your team on check memo, so your team gets credit for funds raised.**
- 
- ⇒ To sell Harmony Walk T-shirts to members of circle.
- 
- ⇒ To lead your team at the 27th Annual Harmony Walk Oct. 26, 2013.
- 
- ⇒ Bring all donations and pledges form to the Harmony Walk registration booth on October 26, 2013 between 7:30 am—8:45 am.
- 
- ⇒ Collect all outstanding pledges promptly after The Walk and return to their designated coordinator or the GRIP Office after the walk.

**Sign up to walk today! Call 510-233-2141 ext 304. Walk It, to End it!**





## 27th Annual GRIP Harmony Walk & 5K Run to End Hunger Presented by Chevron

### Guidelines for Walkers

Harmony Walkers raise funds in to support GRIP's Family Housing Program and Souper Center. Thanks you! Below are guidelines to note for participation:



Encourage contributions in the form of checks or money orders instead of cash.



Advise contributors to make checks payable to "GRIP Walk"  
**Advise your contributors to name your team, so your team get's the credit for the contribution.**



Give a Thank You Letter/ Receipt Card to everyone who donated prior to the walk on October 26, 2013.



Bring all donations and pledges form to the Harmony Walk registration booth on October 26, 2013 by 8:45 am.



Collect all outstanding pledges promptly after The Walk and return them to their designated coordinator or the GRIP Office after the walk.





Date: \_\_\_\_\_

Dear: \_\_\_\_\_

On October 26, 2013, I am walking in support of the Greater Richmond Interfaith Program's (GRIP) 27<sup>th</sup> Annual Harmony Walk & 5K Run to End Hunger.



GRIP is a homeless service provider, serving West Contra Costa County. GRIP operates a Family Housing Shelter, which houses an average of 100 homeless families each year. Additionally, GRIP operates the Souper Center (Soup kitchen) which serves an average of 90, 000 meals annually to the community's homeless and hungry.

GRIP needs our help. Public budget cuts are making it difficult for GRIP to serve the hundreds of men, women and children in need. My goal is to raise \$\_\_\_\_\_. I ask that you make a charitable contribution to the GRIP Hunger walk of at least \$\_\_\_\_\_ to help me meet my goal. Any contribution you are able to make will be greatly appreciated and may be tax deductible.



Please complete the information below, detach and return the form to me with your donation at your earliest convenience, as the 24<sup>th</sup> Annual Harmony Walk is rapidly approaching. If you have the time; join us as a "Walker"; a flyer is enclosed. I appreciate your support.

Sincerely,

\_\_\_\_\_  
Walker's name  
GRIP Volunteer/Harmony Walker



-----  
YES, I'll gladly sponsor you and support 27<sup>th</sup> Annual Harmony Walk to End Hunger.

Enclosed is my donation for \$\_\_\_\_\_.  
(Please make checks payable to "GRIP Walk".)

Return this form and your donation to me at:

\_\_\_\_\_  
Name of Harmony Walker

\_\_\_\_\_  
Address

\_\_\_\_\_  
City,

\_\_\_\_\_  
State

\_\_\_\_\_  
Zip

# THANK YOU!

Date: \_\_\_\_\_

Dear \_\_\_\_\_  
Contributor's Name

Thank you for supporting my walk in the 27<sup>th</sup> Annual Harmony Walk & 5K Run to End Hunger. Your generous contribution of \$ \_\_\_\_\_ .00 supports the Greater Richmond Interfaith Program (GRIP) in providing emergency shelter to 106 homeless families and also serving more than 90,000 meals in the Souper Center (Soup Kitchen) this year.

As you may know, GRIP is a 501(c) 3 non-profit organization. Our tax identification number is 23-7169239. Your contribution may be tax deductible and advances GRIP's efforts to transform the lives of homeless, hungry and disenfranchised people.

Sincerely,

\_\_\_\_\_  
Walker's Name  
Harmony Walker/Volunteer



## 27<sup>th</sup> Annual Harmony Walk & 5K Run to End Hunger Presented By Chevron

### Pledge Form

Walker Name: \_\_\_\_\_ Team Name: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Email Address: \_\_\_\_\_ Phone: \_\_\_\_\_

Name of Organization/School/Congregation:

\_\_\_\_\_

| Sponsor Name        | Address          | City, State, Zip   | Phone:       | Pledge | Paid  |
|---------------------|------------------|--------------------|--------------|--------|-------|
| Sample: CJ's Supply | 510 Richmond Way | Richmond, CA 94555 | 510-233-2342 | \$100  | \$100 |
|                     |                  |                    |              |        |       |
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Please bring this form along with your pledge envelope on the day of the Walk



# 27th Annual Harmony Walk & 5k Run to End Hunger

Presented by Chevron

## October 26, 2013

### 450 Civic Center Plaza, Richmond



## One Community walking 3.5 Miles

Join hundreds as they walk/run to End Hunger and homelessness.



**Sign up today! Call 510-233-2141**

### We need Walk Teams and Runners

- ⇒ Clubs and organizations
- ⇒ Students, teachers, classes
- ⇒ Congregations
- ⇒ Businesses

#### EVENT DAY SCHEDULE

|              |         |
|--------------|---------|
| Registration | 7:30 am |
| Breakfast    | 8:00 am |
| Welcome      | 8:15 am |
| Warm up      | 8:35 am |
| 5k run       | 8:50 am |
| Walk Begins  | 9:00 am |

## Roll, Walk, Run to End Hunger & Homelessness

Benefitting the Greater Richmond Interfaith Program

To volunteer, walk or become a vendor, contact Kia Croom at 510-233-2141 or [kcroom@gripcommunity.org](mailto:kcroom@gripcommunity.org)

**OCTOBER 26, 2013 RICHMOND CIVIC CENTER PLAZA**

**8:30 am - 11:30 am**

**Community Fair | Free Pancake Breakfast | Kiddie Races | Exhibitors | Petting Zoo**

