

## Portsmouth Area Resources Coalition (PARC)

“Walk for HOPE”



*Housing Opportunities Preventing Eviction*

Greetings,

The Portsmouth Area Resources Coalition, Inc. (PARC) is gearing up for its **Annual Walk for Hope fundraiser to end homelessness** – and we’d like for you to play a major part in this year’s success! This year’s event will be held on **Sunday, October 9, 2011 at 2pm (check-in starts at 1:30 pm)**.

As a nonprofit organization, PARC’s mission is to promote self-sufficiency by uniting community resources to meet basic human needs. Through the generosity of our supporters, we are able to offer such programs as rent and utility assistance for those facing eviction or utility cut-off, weekend feeding programs, tutoring for school-age children, and our 30-bed short-term residential facility, the PARC Family Shelter.

Our 2010 Walk for Hope raised over \$6,000 in our efforts to assist those in our community who need it the most. We’re asking that you help us double that amount in 2011!

### **Here are the many ways you can help:**

- ✓ **Register** to join us for a lovely 5K Walk through Olde Towne Portsmouth **and raise money** for PARC through contributions you gather from your support system – *(walk as an individual or as a team - \$5 per person)*
- ✓ Pledge a donation to support the overall Walk for Hope or to support specific walkers (see attached supporter levels)
- ✓ Pledge to be a corporate sponsor (see attached sponsorship levels). Corporate teams of walkers are also welcomed!
- ✓ Pledge to sponsor in-kind services (ex. T-shirts, ponchos, refreshments, medals, etc.)

This year, we’ve made it easier for you to show your support. You may register and submit donations on the PARC website at [www.parcinc.org/walk.html](http://www.parcinc.org/walk.html) from now until the day of the event. You’ll also be able to share this event with your friends on Facebook and Twitter.

Or if you prefer, you may **make your check payable to PARC, Inc.** and mail your donation to: **PARC, Inc.**

**P.O. Box 1183  
Portsmouth, VA 23705**

For additional information regarding the 2011 Walk for Hope or to register by phone, please contact the PARC Administrative office at [admin@parc.hrcoxmail.com](mailto:admin@parc.hrcoxmail.com) or at (757) 393-7848.

Thank you so much for your support...we look forward to seeing you in October!

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## Sponsorship Levels

- **Housing Sponsor – event sponsor (\$5,000+)**
  - Master/Mistress of Ceremonies for the event and distribution of participant awards
  - Corporate banner displayed at event
  - Company name/logo displayed on PARC website as 2011 Walk for Hope Housing Sponsor
  - Mention in radio/TV ads as Housing Sponsor
  - Recognition at event
  - Company name/logo printed in program
  - Company logo on T-shirt
  - Vendor/exhibitor table at event
- **Shelter Sponsor (\$1,000)**
  - Distribution of participant awards
  - Corporate banner displayed at event
  - Recognition at event
  - Company name/logo printed in program
  - Vendor/exhibitor table at event
- **Resident Sponsor (\$500)**
  - Company name on mile marker signs
  - Recognition at event
  - Company name/logo printed in program
  - Vendor/exhibitor table at event

## Supporter Levels

- **Gold (\$100)**
- **Silver (\$50)**
- **Bronze (\$25)**
- **Neighbor (\$10)**
- **Patron (< \$10)**